

Hoy[®]



MEDIA KIT

LOS ANGELES | NEW YORK | CHICAGO

Local, National & Beyond.



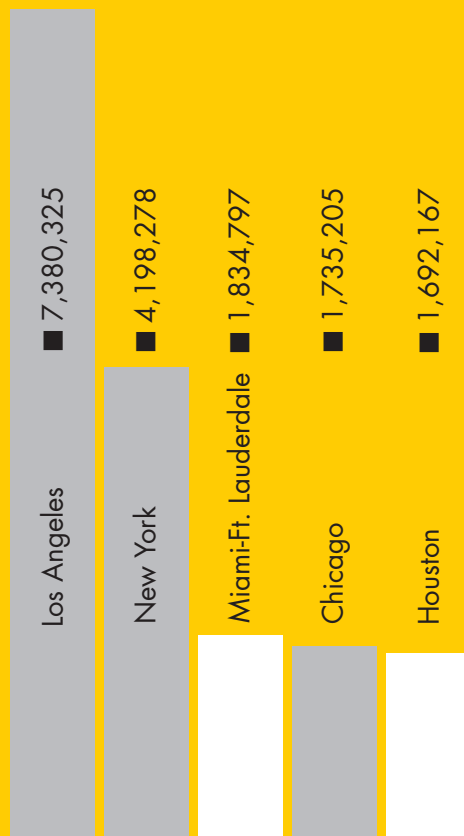
As part of our valued relationship with advertisers, we understand that the highest priority for our customers is having an involved audience that will be responsive to their message. Our goal is to offer a premier platform to advertisers that is unmatched by any other print medium in the nation offering exceptional reach and efficiency, locally, nationally and beyond.

Hoy aspires to be the primary source of news and information assisting Latinos to navigate the American way of life. We are fully committed to the Hispanic community, both nationally and in the markets we serve. Our mission is to report the news of our local communities, our nation, our countries of origin, and the rest of the world, reliably, credibly and concisely.

Through the strength of our editorial voice and public action, we are representative of our diverse readers' thoughts and aspirations, while maintaining the best interest of our community as a whole. Our aim is to educate our growing Latino community with the news and information necessary to better their lives and ensure their goal of achieving the American dream.

An abundant audience. And even greater buying power.

The Top 5 Hispanic Markets



Sources: Claritas, 2004; U.S. Bureau of the Census. The Hispanic Market in 2010, The Conference Board. HispanTelligence, December 2003.

- 1 out of every 7 residents is of Hispanic origin (which translates to 41.1 million people!)
- 10.9 million Hispanic households (growing to 13.5 million by 2010, outpacing any other U.S. segment group)
- \$575 billion in buying power



Over 41,100,000

Savvy advertisers know. It's all in the numbers.

- \$3.2 billion in Hispanic advertising expenditures forecasted for 2005 (a 400% increase in just 15 years!)
- 90% of total billings from the top 25 Hispanic advertising agencies go into Spanish-language advertisements

The National Hispanic Market

Hoy

The largest market. With blockbuster buying power.

Adult Demographics

Gender

Male	49%
Female	51%

Age

18-34	51%
35-54	39%
55+	10%
Median	35 years

Household Income

\$45,000 or more	39%
\$75,000 or more	17%
Median	\$38,879

Education

High School Graduate	40%
Some College/Graduate	19%

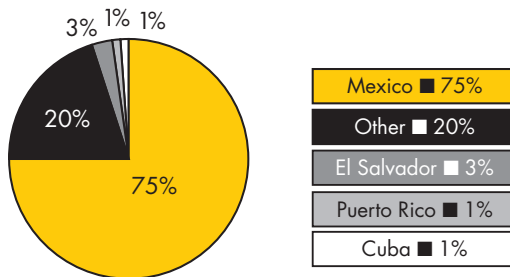
- 4 out of every 10 residents is of Hispanic origin (that's 7.4 million people)
- \$105 billion in buying power (that's 18% of the nation's buying power)



\$105 Billion



Population by Country of Origin



- 1.7 million households
- 91% can read fluently in Spanish
- 72% are foreign born

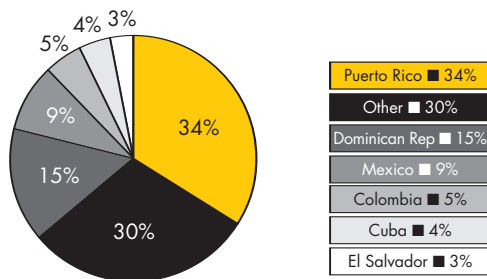
Sources: Scarborough/Los Angeles, Release 2.
Claritas, 2004; U.S. Bureau of the Census.
Synovate, 2004.

The 2nd largest audience. And monumental buying power.

Adult Demographics

Gender	
Male	47%
Female	53%
Age	
18-34	48%
35-54	38%
55+	15%
Median	36 years
Household Income	
\$45,000 or more	44%
\$75,000 or more	21%
Median	\$41,379
Education	
High School Graduate	33%
Some College/Graduate	23%

Population by Country of Origin



Sources: Scarborough/New York Hispanic Study, Release 1. Claritas, 2004; U.S. Bureau of the Census. Synovate, 2004.

- 1 out of every 5 residents is of Hispanic origin (that's 4.2 million people)
- \$59 billion in buying power (that's 10% of the national buying power)



1 in 5 Residents

- 1.2 million households
- 91% can read Spanish fluently
- 81% are foreign born

The New York Hispanic Market

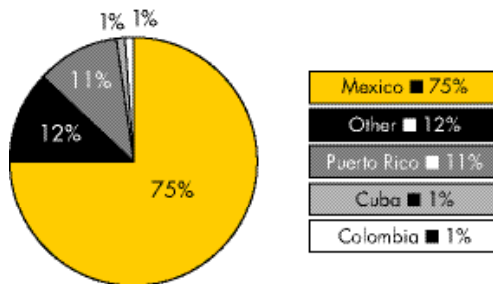
Hoy

The 4th largest market. With enormous buying power.

Adult Demographics

Gender	
Male	52%
Female	48%
Age	
18-34	53%
35-54	33%
55+	14%
Median	34 years
Household Income	
\$45,000 or more	36%
\$75,000 or more	15%
Median	\$37,849
Education	
High School Graduate	32%
Some College/Graduate	22%

Population by Country of Origin



Sources: Scarborough/Chicago Hispanic Study, Release 1. Claritas, 2004; U.S. Bureau of the Census. Synovate, 2004.

- Nearly 1 out of every 5 residents is of Hispanic origin (that's 1.7 million people)
- \$24 billion in buying power (that's 4% of the national buying power)

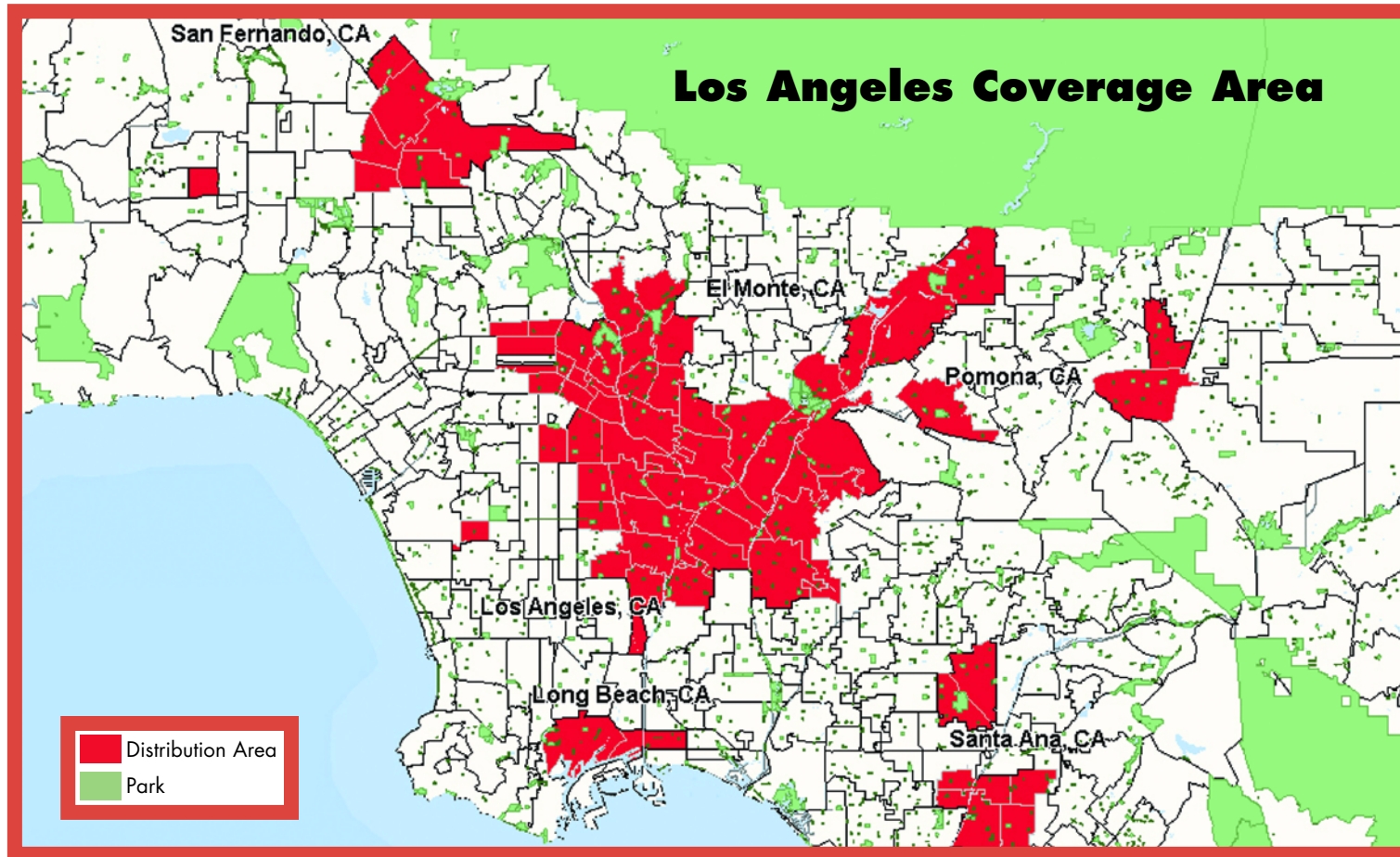


1.7 Million People

- 429 thousand households
- 83% can read Spanish very well
- 71% are foreign born

Targeted, Controlled Reach. Quality Verification.

Hoy reaches the nation's largest Hispanic market by utilizing a targeted, controlled distribution model via home delivery, single copy boxes, non-traditional OTCs (over the-counter), street samplers & event sampling throughout the Los Angeles DMA. Hoy ensures that papers are getting into the hands of its readers – where they live & work, expanding Hoy's base & increasing advertisers' return-on-investment, all while providing quality assurance & verification.



Distribution Methods:

- Home Delivery (Targeted to postal carrier route)
- Rack Distribution
- Retail Locations (Non-traditional OTCs)
- Street Sampling
- Event Sampling

Circulation:

- Monday - Thursday 75,000
- Friday 150,000

Subject to change.

Quality Verification:

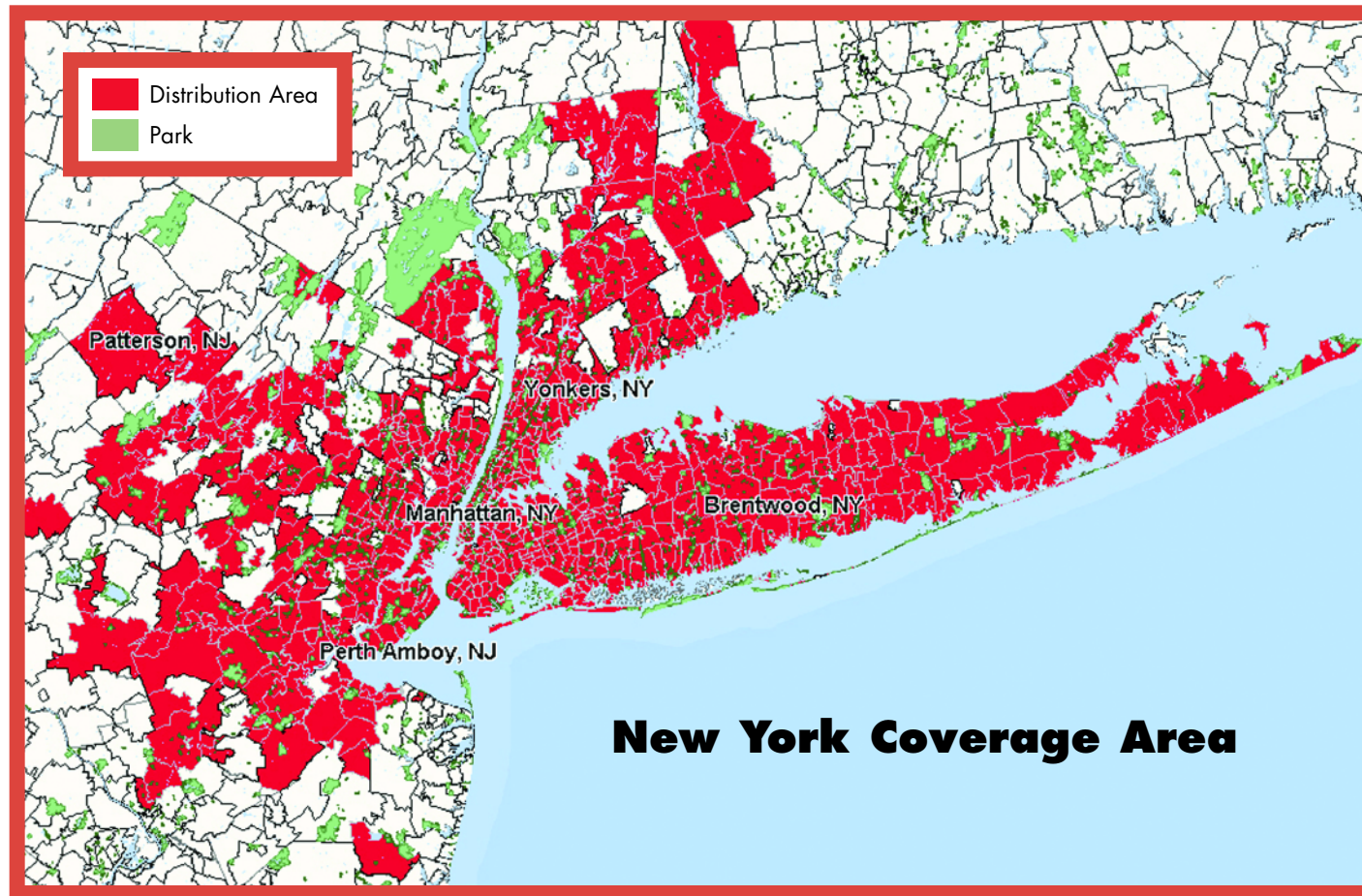
- Biannual audit statements

Los Angeles Distribution



Targeted Reach. Quality Verification.

Hoy relies on its extensive network of newsstands, OTC (over the counter) shops and vending boxes to reach more than 8,000 points of sale across the New York metro area. Our comprehensive distribution targets readers where they live, work and, of course, commute.



Distribution Methods:

- Retail Locations (OTCs)
- Rack Distribution
- Street Hawkers
- Event Sampling*
(over 100 events throughout the New York area)

* Event sampling copies do not count towards paid circulation.

Circulation:

- Monday - Friday 49,681
(ABC Sept. 2003)

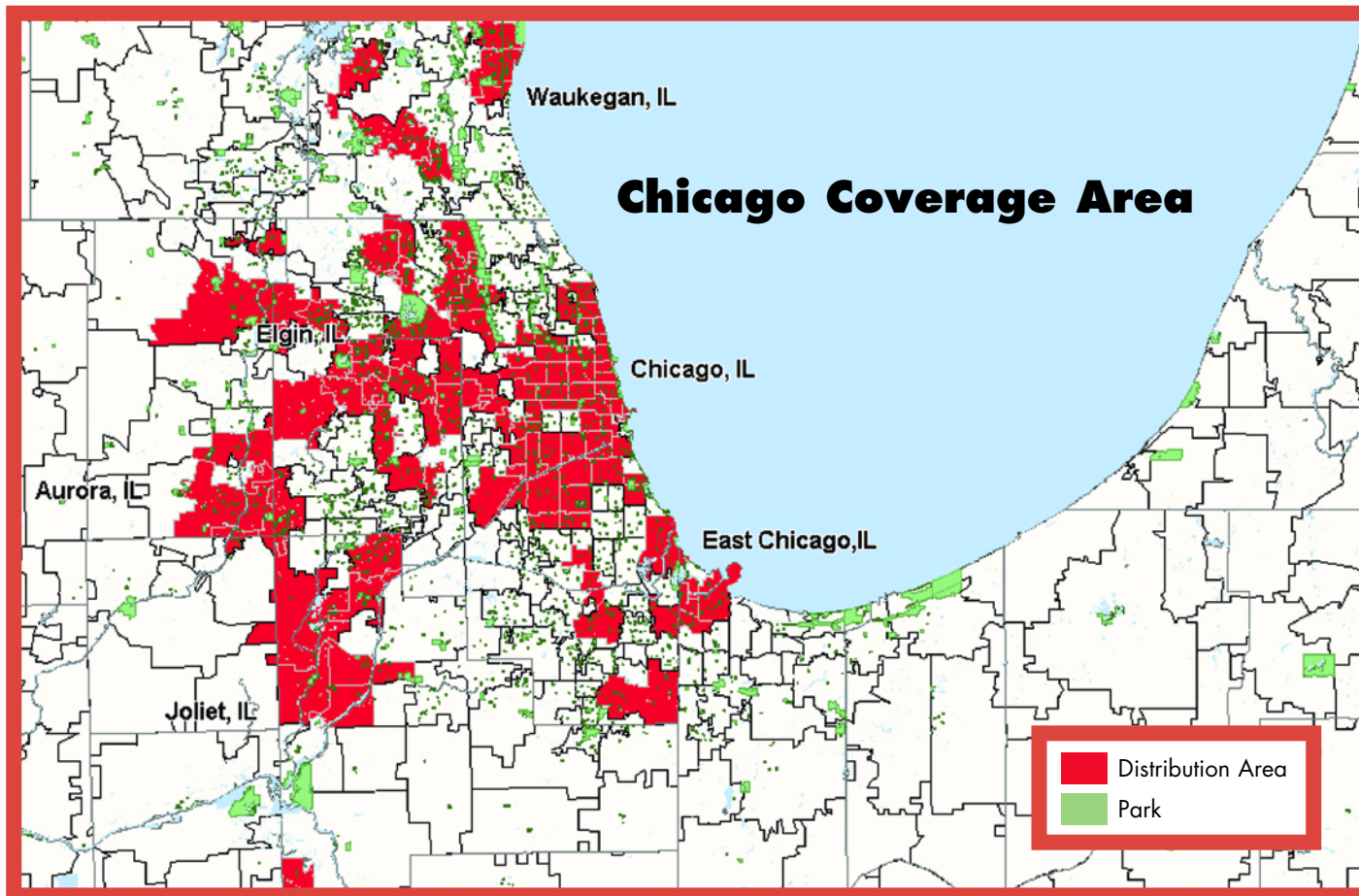
Quality Verification:

- ABC audited, 2x annually

New York Distribution

Targeted, Controlled Reach. Quality Verification.

Hoy reaches Chicago's Hispanic market by utilizing a targeted, controlled distribution model via home delivery, single copy boxes, non-traditional OTCs (over the-counter) & event sampling. Hoy ensures that papers are getting into the hands of its readers – where they live & work, expanding Hoy's base & increasing advertisers' return-on-investment, all while providing quality assurance & verification. Our comprehensive distribution targets readers where they live, work &, of course, commute.



Distribution Methods:

- Home Delivery
- Rack Distribution
- Retail Locations (Non-traditional OTCs)
- Event Sampling

Circulation:

- Monday-Thursday 45,000
- Friday 60,000
- Weekend Edition 225,000

Quality Verification:

- Biannual audit statements

Stories that connect the Latino community. Every day.

Weekly Features:

MONDAY

Family
Resources

TUESDAY

Travel

WEDNESDAY

Food/Health

THURSDAY

Style

FRIDAY

Entertainment Guide

Real Estate

Automotive



Hoy's editorial mission is to serve as a resource for the nation's largest Hispanic markets – Los Angeles, New York and Chicago.

Hoy is a combination of unbiased journalism and relevant information to help our readers navigate through their daily lives, featuring the most-up-to-date news on the U.S., Latin America and elsewhere. Hoy is a rich representation Latinos and their countries of origin.

Daily features include local, national and international news; entertainment; sports; weather; and classifieds. In addition, Hoy publishes weekly features that inform, educate and entertain.

Hoy is a vibrant, colorful & energetic tabloid.

Hoy reaches and connects Hispanics to your products & services.

Editorial Commitment



Black & White Rates Modular Sizes Only

Friday

	Open	6x	13x	26x	52x
Full Page	\$4,568	\$4,226	\$3,655	\$3,425	\$3,197
2/3 Page	\$3,046	\$2,817	\$2,435	\$2,285	\$2,132
1/2 Page	\$2,285	\$2,113	\$1,827	\$1,714	\$1,598
1/3 Page	\$1,522	\$1,408	\$1,219	\$1,142	\$1,066
1/4 Page	\$1,056	\$997	\$914	\$857	\$800
1/6 Page	\$761	\$704	\$609	\$571	\$532
1/8 Page	\$571	\$529	\$457	\$428	\$399
1/12 Page	\$382	\$353	\$305	\$287	\$266
Strip	\$815	\$755	\$653	\$613	\$571

Monday through Thursday

	Open	6x	13x	26x	52x
Full Page	\$3,425	\$3,255	\$3,090	\$2,940	\$2,790
2/3 Page	\$2,405	\$2,285	\$2,170	\$2,065	\$1,960
1/2 Page	\$1,805	\$1,715	\$1,675	\$1,550	\$1,470
1/3 Page	\$1,270	\$1,205	\$1,145	\$1,090	\$1,035
1/4 Page	\$955	\$905	\$860	\$820	\$775
1/6 Page	\$675	\$640	\$575	\$545	\$520
1/8 Page	\$505	\$480	\$430	\$410	\$385
1/12 Page	\$360	\$340	\$290	\$275	\$255
Strip	\$715	\$680	\$575	\$545	\$520

Material Deadlines Pacific Standard Time (PST)

Issue (Publication Day)	Order Deadline	New Ads, Translation & Corrections	Camera Ready/Straight Pick Up
Monday	Thursday, 2pm	Thursday, 3pm	Friday, 10am
Tuesday	Friday, 2pm	Friday, 3pm	Monday, 10am
Wednesday - Friday	2 Days Prior to Pub Date, 2pm	2 Days Prior to Pub Date, 3pm	1 Day Prior to Pub Date, 10am
Vida Hoy (Friday)	Tuesday, 2pm	Tuesday, 3pm	Wednesday, 10am

Ad Sizes

Ad Size	Inches
Full Page	9.63 x 12.46
2/3 pg	6.35 x 12.46
1/2 pg Vertical	4.72 x 12.46
1/2 pg Horizontal	9.63 x 6.15
1/3 pg	3.08 x 12.46
1/4 pg	4.72 x 6.15
1/6 pg	3.08 x 6.15
1/8 pg	4.72 x 3
1/12 pg	3.08 x 3
Strip	9.63 x 2.07

Color Rates

Ads less than 1/2 page, add:

Four Color	25%
Spot Color	15%

1/2 page ads or larger, add:

Four Color	\$550 (net)
Spot Color	\$350 (net)

Note:

*Includes automotive manufacturers & recruitment.
Admarc Code: HOP

Services

Creative & Translation:

Creative and translation services are available to assist advertisers in the preparation of ads. Advertisers should anticipate that the Spanish translation will occupy 20% more space than the same English-language message. There is no additional charge for these services (translations up to 500 words).

Line Screen: 100

Accepted Formats:

Macintosh only
(PC files are not accepted) -
Preferred Adobe Acrobat,
QuarkXpress,
Adobe Illustrator,
Adobe Photoshop
(EPS, PDF or TIFF)

Delivery of Ads:

avisos-LA-fullrun@hoyllc.com

Hoy Production Dept..
207 S. Broadway, 6th Floor
Los Angeles, CA 90012
Phone: 213.237.3001

National Advertising

Commissionable (Gross)
Rates effective January 2005

Black & White Rates Modular Sizes Only

	Open	6x	13x	26x	52x
Full Page	\$3,502	\$3,368	\$3,118	\$2,784	\$2,400
2/3 Page	\$2,335	\$2,245	\$2,079	\$1,856	\$1,600
1/2 Page	\$1,751	\$1,684	\$1,559	\$1,392	\$1,200
1/3 Page	\$1,167	\$1,123	\$1,039	\$928	\$800
1/4 Page	\$878	\$844	\$781	\$698	\$602
1/6 Page	\$586	\$563	\$522	\$466	\$402
1/8 Page	\$437	\$420	\$389	\$348	\$300
1/12 Page	\$292	\$280	\$260	\$232	\$200
Strip	\$627	\$603	\$558	\$498	\$430

Color Rates

Ads less than 1/2 page, add:

Four Color	25%
Spot Color	15%

1/2 page ads or larger, add:

Four Color	\$550 (net)
Black, Plus Two-Color	\$418 (net)
Black, Plus One-Color	\$165 (net)

Services

Creative & Translation: Creative and translation services are available to assist advertisers in the preparation of ads. Advertisers should anticipate that the Spanish translation will occupy 20% more space than the same English-language message. There is no additional charge for these services (translations up to 500 words).

Line Screen: 100

Accepted Formats: Macintosh only (PC files are not accepted) - Preferred Adobe Acrobat, QuarkXpress, Adobe Illustrator, Adobe Photoshop (EPS, PDF or TIFF)

Delivery of Ads: avisos@hoyllc.com Ads accepted via Disk Modem ISDN, Disk Media

Hoy NY Production Dept
330 West 34th St., 17th Fl., New York, NY 10001
Phone: 917.339.0800

Material Deadlines Eastern Standard Time (EST)

Issue (Publication Day)	Order Deadline	New Ads, Translation & Corrections	Camera Ready/Straight Pick Up
Sunday - Monday	Thursday, 2pm	Wednesday, 3pm	Friday, 3pm
Tuesday	Friday, 2pm	Friday, 3pm	Monday, 3pm
Wednesday - Friday	2 Days Prior to Pub Date, 2pm	2 Days Prior to Pub Date, 3pm	1 Day Prior to Pub Date, 3pm
Vida Hoy (Friday)	Wednesday, 2pm	Wednesday, 3pm	Thursday, 1pm

Ad Sizes

Ad Size	Inches
Full Page	9.63 x 12.46
2/3 pg	6.35 x 12.46
1/2 pg Vertical	4.72 x 12.46
1/2 pg Horizontal	9.63 x 6.15
1/3 pg	3.08 x 12.46
1/4 pg	4.72 x 6.15
1/6 pg	3.08 x 6.15
1/8 pg	4.72 x 3
1/12 pg	3.08 x 3
Strip	9.63 x 2.07

National Rates: New York



National Advertising

Commissionable (Gross)
Rates effective January 2005

Black & White Rates Modular Sizes Only

Friday

	Open	6x	13x	26x	52x
Full Page	\$2,725	\$2,455	\$2,320	\$2,180	\$1,910
2/3 Page	\$1,990	\$1,795	\$1,700	\$1,595	\$1,395
1/2 Page	\$1,635	\$1,475	\$1,390	\$1,310	\$1,145
1/3 Page	\$1,120	\$1,010	\$955	\$900	\$785
1/4 Page	\$900	\$810	\$765	\$720	\$630
1/6 Page	\$630	\$570	\$540	\$505	\$445
1/8 Page	\$490	\$445	\$420	\$395	\$345
1/12 Page	\$355	\$320	\$305	\$285	\$250
Strip	\$765	\$690	\$650	\$615	\$540

Monday through Thursday

	Open	6x	13x	26x	52x
Full Page	\$2,180	\$2,015	\$1,745	\$1,640	\$1,525
2/3 Page	\$1,600	\$1,480	\$1,280	\$1,200	\$1,115
1/2 Page	\$1,315	\$1,210	\$1,050	\$1,000	\$920
1/3 Page	\$900	\$835	\$720	\$675	\$630
1/4 Page	\$710	\$655	\$565	\$525	\$500
1/6 Page	\$505	\$465	\$405	\$380	\$355
1/8 Page	\$395	\$370	\$315	\$295	\$275
1/12 Page	\$290	\$270	\$235	\$220	\$205
Strip	\$605	\$560	\$485	\$455	\$425

Material Deadlines Central Standard Time (CST)

Issue (Publication Day)	Order Deadline	New Ads, Translation & Corrections	Camera Ready/Straight Pick Up
Monday	Thursday, 1pm	Thursday, 2pm	Friday, 2pm
Tuesday	Friday, 1pm	Friday, 2pm	Monday, 2pm
Wednesday - Friday	2 Days Prior to Pub Date, 1pm	2 Days Prior to Pub Date, 2pm	1 Day Prior to Pub Date, 2pm
Vida Hoy (Friday)	Tuesday, 1pm	Tuesday, 2pm	Wednesday, 12pm

Ad Sizes

Ad Size	Inches
Full Page	9.63 x 12.46
2/3 pg	6.35 x 12.46
1/2 pg Vertical	4.72 x 12.46
1/2 pg Horizontal	9.63 x 6.15
1/3 pg	3.08 x 12.46
1/4 pg	4.72 x 6.15
1/6 pg	3.08 x 6.15
1/8 pg	4.72 x 3
1/12 pg	3.08 x 3
Strip	9.63 x 2.07

Color Rates

Ads less than 1/2 page, add:

Four Color 25%

Spot Color 15%

1/2 page ads or larger, add:

Four Color \$550 (net)

Spot Color \$350 (net)

Services

Creative & Translation:

Creative and translation services are available to assist advertisers in the preparation of ads. Advertisers should anticipate that the Spanish translation will occupy 20% more space than the same English-language message. There is no additional charge for these services (translations up to 500 words).

Line Screen: 100

Accepted Formats:

Macintosh only
(PC files are not accepted) -
Preferred Adobe Acrobat,
QuarkXpress,
Adobe Illustrator,
Adobe Photoshop
(EPS, PDF or TIFF)

Delivery of Ads:

hoyadvertising@tribune.com

Hoy Production Dept.
435 N. Michigan Ave.
Chicago, IL 60611
Phone: 312.527.8400
Fax: 312.527.8470

National Rates: Chicago



Pre-Print Advertising

Non-Commissionable (Net) Rates effective January 2005

Distribution Rates (Cost per Thousand)

Tab Size	Annual Frequency						
	Open	3x	6x	13x	26x	39x	52x
2	\$48.04	\$47.38	\$44.86	\$43.44	\$41.24	\$39.69	\$38.37
4	\$61.44	\$59.73	\$56.65	\$54.74	\$52.20	\$49.83	\$47.71
8	\$65.65	\$63.68	\$60.60	\$59.16	\$56.74	\$54.82	\$53.25
12	\$68.85	\$66.79	\$64.06	\$62.53	\$60.28	\$58.20	\$56.61
16	\$72.05	\$69.98	\$67.43	\$65.97	\$63.67	\$61.76	\$59.98
20	\$74.21	\$72.20	\$69.67	\$68.12	\$65.89	\$63.89	\$62.25
24	\$76.36	\$74.33	\$71.91	\$70.36	\$68.02	\$66.10	\$64.36
28	\$79.04	\$76.83	\$74.38	\$72.89	\$70.49	\$68.52	\$66.88
32	\$81.55	\$79.48	\$76.85	\$75.35	\$72.96	\$71.01	\$69.32
36	\$83.70	\$81.62	\$79.19	\$77.52	\$75.15	\$73.20	\$71.53
40	\$85.93	\$83.75	\$81.37	\$79.86	\$77.32	\$75.31	\$73.74
44	\$88.22	\$86.02	\$83.51	\$81.98	\$79.59	\$77.47	\$75.87
48	\$90.41	\$88.27	\$85.72	\$84.11	\$81.70	\$79.78	\$78.01

Printing Specifications:

Maximum Size:
13" x 11"

Folded edge will be considered length, open edge will be considered width.

Inserts should not be quarter-folded without prior approval.

Newsprint sections use 30 lb. stock or better.

Cards, free standing stuffers use 60 lb. stock or better.

Deadlines

	Los Angeles	New York	Chicago*
Reservation Deadlines	Three (3) weeks prior to distribution date	Three (3) weeks prior to distribution date	Eight (8) days prior to distribution date, no later than 4pm
Delivery Deadlines	No later than ten (10) days prior to distribution date	No later than ten (10) days prior to distribution date	No later than seven (7) days prior to distribution date
Delivery Address	California Community News (CCN) 5091 4th Street Irwindale, CA 91706	Newsday, Alicia Patterson Building (Collating Receiving Dock) 25 Deshon Road, Melville, NY 11747	Freedom Center South Dock 560 W. Grand Avenue Chicago, IL 60610
Appointments must be made prior to delivery	626.472.5222	631.843.4122	312.222.2148
Receiving Hours	Monday-Friday 5am-7pm Saturday 7am-12pm	Monday 5am through Saturday 12am Saturday 6am - 12pm. Except holidays.	Monday-Friday 5am-8pm.

* Please contact your sales representative for delivery instructions for Chicago's Fin de Semana (TMC) program.

Pre-Print Rates



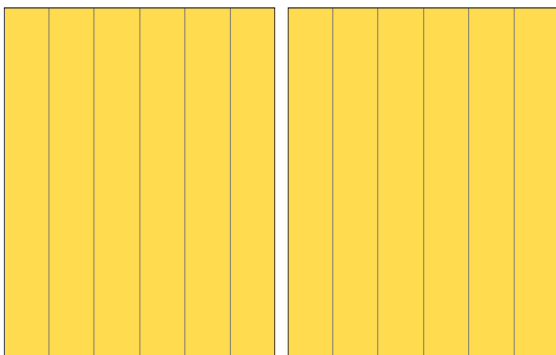
Display Ad Sizes

LOS ANGELES
207 S. Broadway, 6th Fl.
Los Angeles, CA 90012
213.237.3001

NEW YORK
330 W. 34th Street, 17th Fl.
New York, NY 10001
917.339.0800

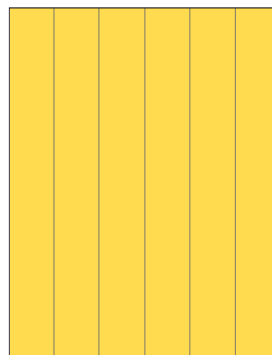
CHICAGO
435 N. Michigan Avenue
Chicago, IL 60611
312.527.8400

Double Truck



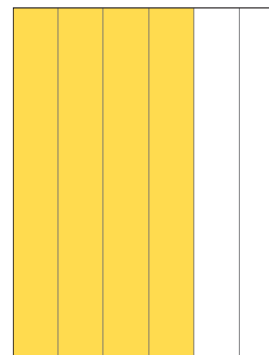
20.63" x 12.46" (includes 1.375" gutter)

Full Page (PG)



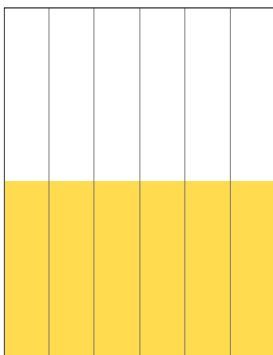
9.63" x 12.46"

2/3 Page (TT)



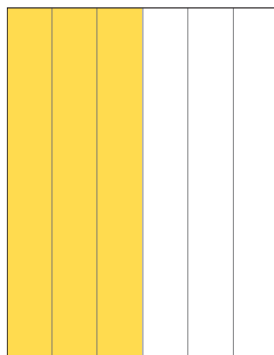
6.35" x 12.46"

1/2 Page (HH) →



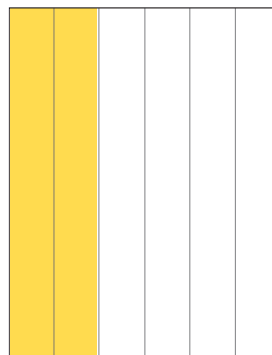
9.63" x 6.15"

1/2 Page (HV) ↑



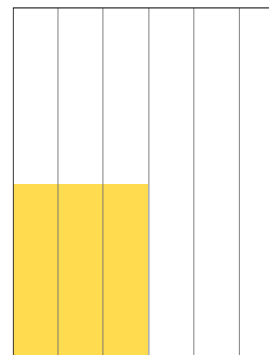
4.72" x 12.46"

1/3 Page (TV)



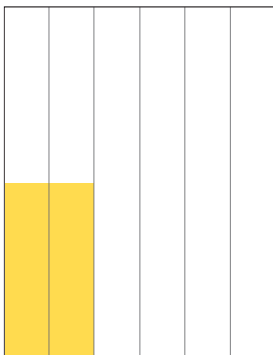
3.08" x 12.46"

1/4 Page (QV)



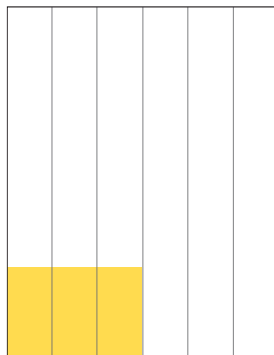
4.72" x 6.15"

1/6 Page (SX)



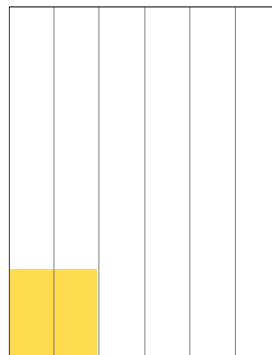
3.08" x 6.15"

1/8 Page (ET)



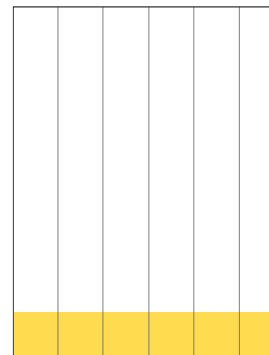
4.72" x 3"

1/12 Page (TW)



3.08" x 3"

Strip



9.63" x 2.07"

Display Ad Sizes

