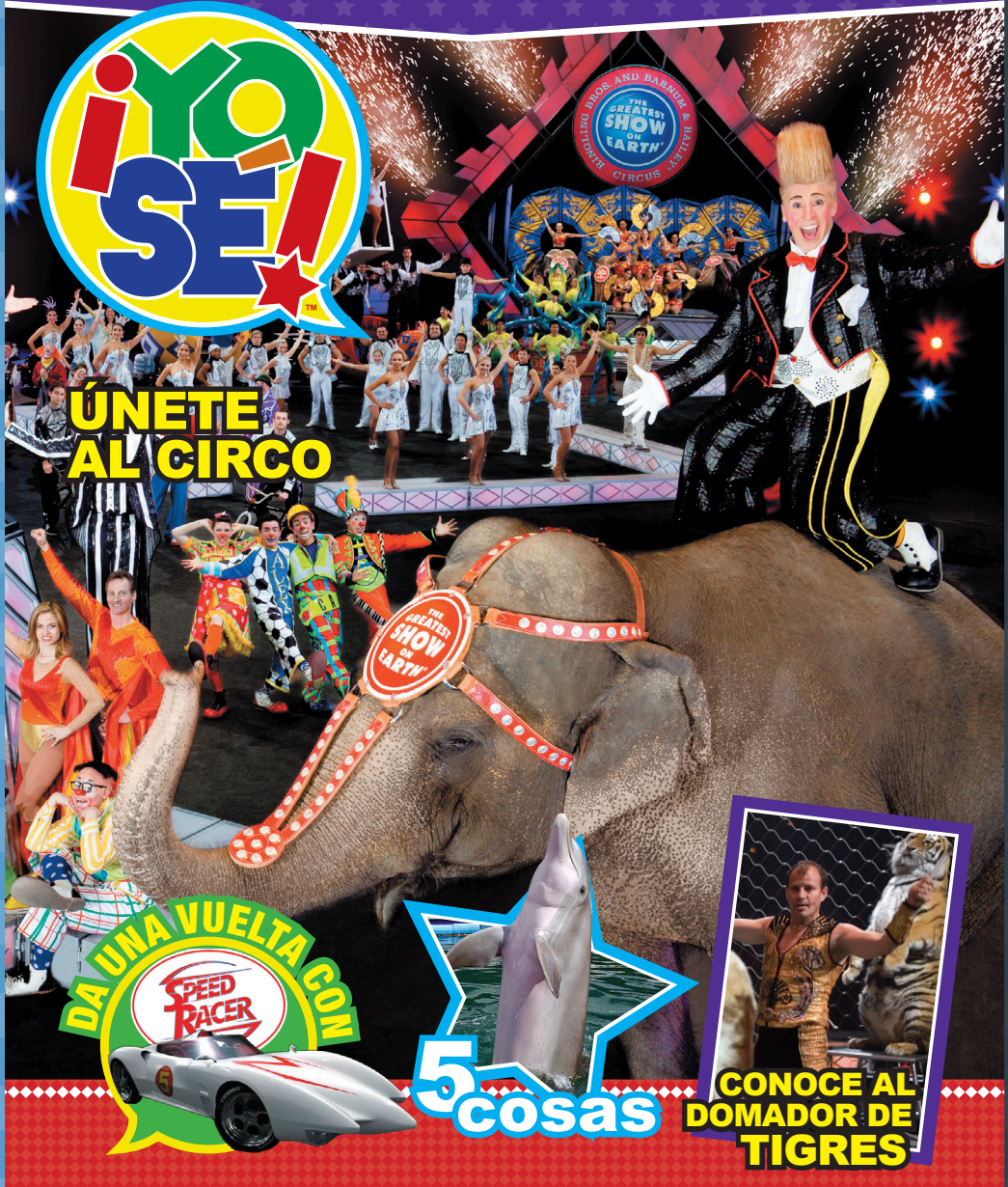


LA REVISTA PARA CHICOS Y GRANDES



ÚNETE  
AL CIRCO



DA UNA VUELTA CON  
SPEED RACER



CONOCE AL  
DOMADOR DE  
TIGRES

The creators of Iguana, the magazine for Spanish-speaking children, proudly introduce a new, exciting, monthly, free magazine ...

**3.2**  
**MILLION**  
readers  
per issue



La revista para chicos y grandes.

MEDIA KIT ~ SPRING 2009



**YO SE!** is the new, exciting, monthly, free magazine for Hispanic children and their families.

**YO SE!** is created for and delivered into the hands of tweens and teens, the household members who greatly influence family purchases. Each monthly issue will enthrall readers with original Spanish-language articles about popular culture, celebrities, upcoming movies and television shows, short stories, the animal kingdom, biographies and interviews with Hispanic personalities, features on young Hispanics who are making a difference in society, comics, reviews and much more.

Hispanic mothers are deeply committed to maintaining their heritage and language. **YO SE!** offers interesting, age-appropriate, Spanish-language material that provides the opportunity for all parents, and grandparents, to read with their children. Reading at home, regardless of the language, fosters a literate environment and increases the child's interest in learning in general. As Hispanic children master English in school, learning the Spanish language at home will become more important for their success in our 21st century global economy. The ability to speak, read and write Spanish will enhance their skill set and expand the career choices available to them.



**Reading at home fosters a literate environment and increases the child's interest in learning.**

# Hispanics in America

## Information About Our Market

More than **1 in every 5 child aged 5 and under in the United States is Hispanic (22%)**, as of July 1, 2005. (Source: U.S. Census Bureau)

The Hispanic community is the youngest population group in the US with **1 in every 3 Hispanics under the age of 18**. (Source: HACR 2002 Hispanics Today)

**44% of Hispanic families** consist of a married couple **with children under the age of 18**. (Source: U.S. Census Bureau)

**29 million residents aged 5 and older speak Spanish at home**. (Source: 2000 U.S. Census)

Fully **two-thirds of Hispanics, 5 and older, will speak Spanish 20 years from now**. (Source: US Hispanic Population Projection Study, Roslow Research Group)

**Spanish is the language spoken most frequently in Hispanic households (74%)**. 10% of Hispanic homes use both Spanish and English equally, and only 16% of homes speak English most frequently. (Source: comScore Media Matrix June 2003)

On average, **35 percent of third-generation Latinos in the United States speak Spanish**. (Source: US Hispanic Population Projection Study, Roslow Research Group)

**By 2025, the number of Spanish-speaking Hispanics in the United States will reach 40.2 million**, up from 27.8 million today. (Source: US Hispanic Population Projection Study, Roslow Research Group)

Among 5-17 year olds there will be 1.5 million more Hispanics who speak Spanish in 2025 than there are today – a 21% increase. (Source: US Hispanic Population Projection Study, Roslow Research Group)

**Hispanics are estimated to spend \$863 billion in 2007**, and their purchasing power will grow to almost \$1.2 trillion in 2011. (Source: Selig Center at the University of Georgia)



Join the first Spanish-language magazine that is specifically created for the growing and influential tween and teen Hispanic market.

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Launch:  
**First  
Quarter  
2009**

Estimated  
total readership  
per issue:  
**3.2 million\***

Circulation:  
**More than  
1.16 million\*  
nationally**

**iYOSE!** is published in Spanish and delivered by leading Spanish-language newspapers nationwide. The magazine is scheduled to appear monthly.

**iYOSE!** is printed in eye-popping, attention-grabbing, full-color. The magazine is an easy to hold 8" x 10" size, with an inviting format for our target of tweens, teens and adults.



**CIRCULATION**

Our partnership with leading Spanish-language newspapers results in an inaugural combined national circulation of more than 1.16 million in top U.S. Hispanic markets. Our partners provide us with direct access to Spanish-speaking families and households with children.

Market	Newspaper	Insertion	Circulation *	Readers*
Los Angeles	Hoy Fin de Semana	Weekend	350,000	3.0/copy
New York	El Diario La Prensa	Weekend	57,550	3.5/copy
South Florida†	El Sentinel	Saturday	98,500	2.6/copy
Chicago	Hoy Fin de Semana	Weekend	211,400	3.0/copy
Houston	La Voz de Houston	Wednesday	40,000	3.0/copy
San Francisco	El Mensajero	Sunday	103,800	1.5/copy
Orlando	El Sentinel	Saturday	81,000	2.0/copy
Phoenix	La Voz de Phoenix	Saturday	60,000	2.1/copy
<b>TOTAL</b>			<b>1,165,850</b>	<b>3,196,225</b>

\* CAC March, 2007 (Chicago & Los Angeles); ABC 2002 & Scarborough Report 2002 (New York); ABC March, 2006 Publisher's Statement (South Florida & Orlando); Scarborough Report 2005 (Houston); CAC June, 2007 (San Francisco); ABC (Phoenix)

† South Florida encompasses Broward and Palm Beach counties, with a greater distribution than *El Nuevo Herald*



## ADVERTISING RATES 2009

Advertising space is *only* available  
in full page, 4 color

Location	CPM	1x	3x	6x
<b>Full Page</b>	\$40	\$46,600	\$45,202	\$44,270
<b>Inside Front Cover</b>	\$45	\$52,425	\$50,852	\$49,804
<b>Inside Back Cover</b>	\$45	\$52,425	\$50,852	\$49,804
<b>Back Cover</b>	\$50	\$58,250	\$56,503	\$55,338
<i>Frequency Discounts</i>			3%	5%

rates based on circulation of 1,165,000

### Production Schedule ~ 1st & 2nd Quarters 2009

Issue	Insertion Date	Reservation	Material Close
<b>January</b>	Jan. 24, 2009	Oct. 31, 2008	Nov. 7, 2008
<b>February</b>	Feb. 28, 2009	Dec. 5, 2008	Dec. 12, 2008
<b>March</b>	Mar. 28, 2009	Jan. 5, 2009	Jan. 12, 2009
<b>April</b>	Apr. 25, 2009	Jan. 30, 2009	Feb. 6, 2009
<b>May</b>	May 23, 2009	Feb. 27, 2009	Mar. 6, 2009
<b>June</b>	Jun. 27, 2009	Apr. 3, 2009	Apr. 10, 2009

Ad dimensions*	Width	Height
<b>Full-page bleed:</b> (includes 0.125" bleed on all sides)	8.25"	10.25"
<b>Non-bleed:</b> (live area)	7.75"	9.75"

\* Trim size is 8.0" x 10.0"

**Advertising Contact**

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**Marc Jacobs**  
 t: 480.419.0747  
 f: 480.419.0747  
 e: marc@nicagal.com





## TECHNICAL SPECIFICATIONS

SWOP standards apply. The magazine is printed by heat offset on high-speed, multi-color web offset presses.

### **Document formats**

Files must be created in Adobe InDesign (2.0, CS) and support images and artwork created in Adobe PhotoShop (7.x, CS) and/or Adobe Illustrator (10.x, CS). Use of the "Package" function in InDesign is recommended to ensure all necessary files and fonts are provided along with the document file. Standalone Adobe Photoshop or Adobe Illustrator documents may be accepted by special arrangement. Information about submitting PDF below.

### **Fonts**

All the fonts used in the document must be included in a separate folder. No True Type fonts should be used in any document. Only Type 1 fonts are acceptable. If a TrueType font is required, it must be converted into outlines in Adobe Illustrator or FreeHand and placed as a graphic in the document.

### **Images and graphics**

All images must be CMYK mode in EPS or TIFF format (Mac or PC) with a minimum resolution of 300 dpi. Due to their lower reproduction quality, GIFs and JPEGs are not accepted. All images must be linked to the document to avoid incurring additional time charges that may result from having to search for them in the disk.

### **PDF or PDF/X-1a formats**

- All high-resolution images and fonts must be embedded in PDF/X-1a file.
- Use only Type 1 fonts (no TrueType fonts).
- Resolution of images should be 300 dpi.
- All images must be CMYK in EPS or TIFF format (no JPEG or DCS).
- Include standard trim, registration and center marks 1/2" outside of the image area.

### **File names**

File names should not include any special characters such as a forward-slash, back-slash, asterisk or punctuation mark. Please label all files clearly and concisely.

### **Document sizes**

Documents must be submitted in the correct size to be used. There will be additional charges for modifying and resizing documents.

### **Proofs**

A conventional proof or digital proof is recommended, but a laser print with the layout is acceptable. If sending materials via the Internet, an Adobe Acrobat PDF of the document containing all images and fonts to be used as guide must be included and clearly labeled.

### **Acceptable media**

CD-ROM and DVD-ROM discs.

### **Electronically submitted material**

All files sent by e-mail must be compressed using a format compatible with Aladdin Stuffit. Files can also be sent via [www.yousendit.com](http://www.yousendit.com).

### **Translation services**

Spanish-language copy translation and adaptation services are available at a nominal charge. Publisher does not assume responsibility, legal or otherwise, for accuracy of translations.

### **Deadlines**

Advertising material is due by close of business according to the Production Schedule in this Media Kit. Changes and cancellations are not accepted after closing dates.

The publisher reserves the right to decline or reject any advertising for any reason at any time without liability, even if said advertising had been previously acknowledged and accepted.

The rates in this Media Kit will remain in affect for no more than three months in advance of the last closed issue; for subsequent issues at "rate prevailing," unless otherwise specified in writing to the advertiser by the publisher.

### **Shipping Information**

*Send all advertising materials to:*  
NicaGal, LLC. / ¡YO SÉ!  
Attn: Layout Department  
7691 East Phantom Way, Suite 1  
Scottsdale, AZ 85255  
t: 480.419.0747  
e: [marc@nicagal.com](mailto:marc@nicagal.com)

**Contact Marc Jacobs with questions.**