



2013 National Media Kit

LOS ANGELES Hoy
FIN DE SEMANA LOS ANGELES 6 DE OCTUBRE DEL 2012

TEMPORADA 2012-13 DE LA NBA **¡ARRANCAN!**
Los Clippers reforzados van por su segunda postemporada bajo la dirección de Vinny del Negro //12

MARITZA, EL ROSTRO DE LA VENGANZA //10

LOS ÁNGELES EN DOS RUEDAS
Ya viene el cuarto evento de CicLAvia en la ciudad //5

Gana boletos para el concierto de Los Temerarios, sólo en... HOYLOSANGELES.COM (SOMOS UNA PUBLICACIÓN DE Los Angeles Times)



Hoy

VOTO

AMOS

S?

El voto latino, un 'gigante dormido', está llamado a ser el factor decisivo en las presidenciales de noviembre. 3

6 DE NOVIEMBRE

GANADOR DEL PREMIO JOSÉ MARTÍ AL DIARIO HISPANO DEL AÑO 2011

LOS ANGELES

CHICAGO





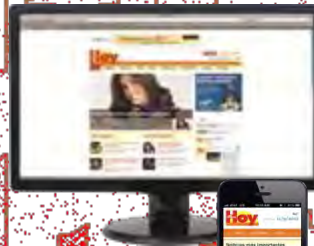
Nearly 2 Million Copies Targeting U.S. Latinos Weekly

LOS ANGELES

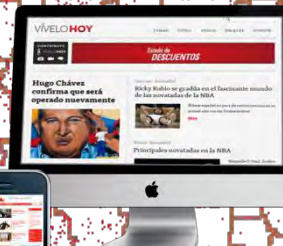


Hoy: 90,000 (Th), 140,000 (Fri)
Hoy Fin de Semana: 814,000 (Sat)

Hoylosangeles.com



ViveloHoy.com



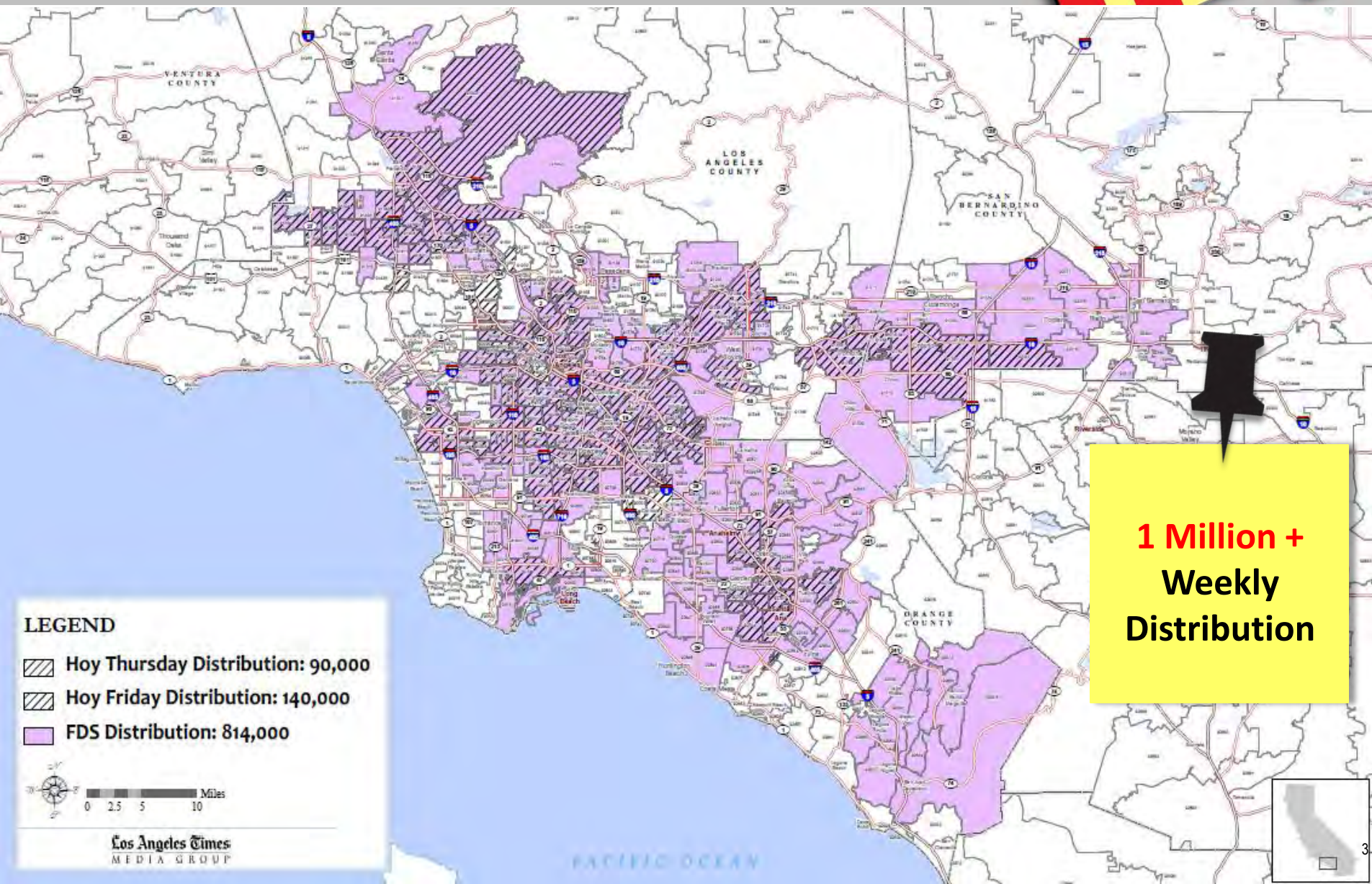
1 Dot = 1,000 Hispanics

CHICAGO



Hoy: 75,000 (Mon-Th), 100,000 (Fri)
Hoy Fin de Semana: 335,000 (Sat /Sun)

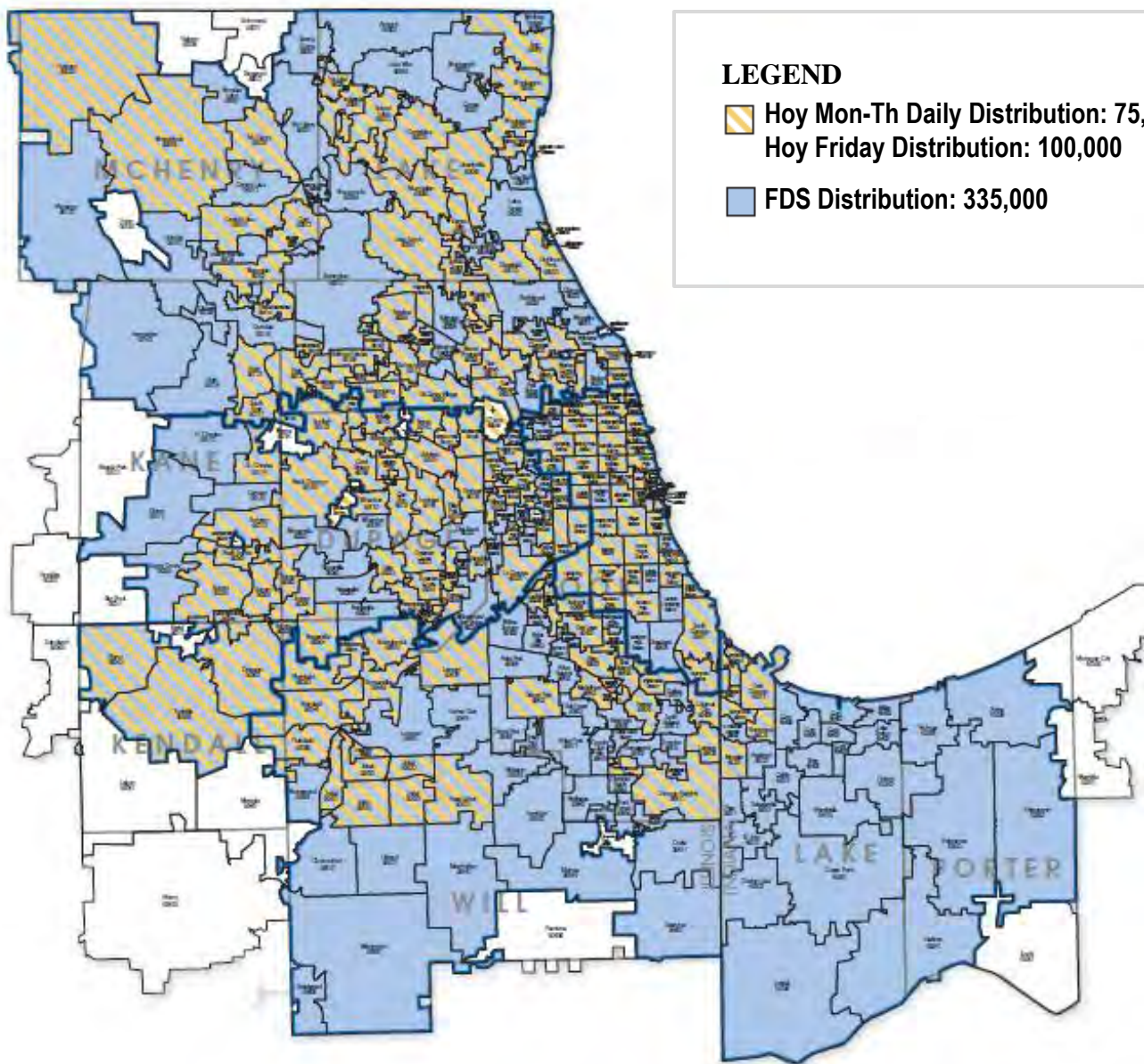
Hoy Los Angeles Distribution



- LEGEND**
- ▨ Hoy Thursday Distribution: 90,000
 - ▩ Hoy Friday Distribution: 140,000
 - FDS Distribution: 814,000

**1 Million +
Weekly
Distribution**

Hoy Chicago Distribution



LEGEND

-  Hoy Mon-Th Daily Distribution: 75,000
Hoy Friday Distribution: 100,000
-  FDS Distribution: 335,000

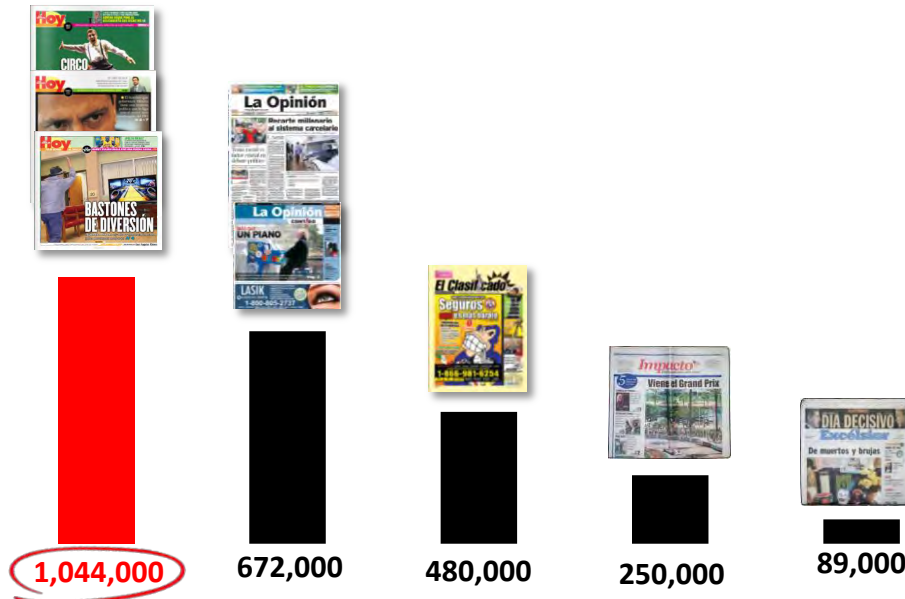


735,000
Weekly
Distribution

We Are Leaders In Our Markets

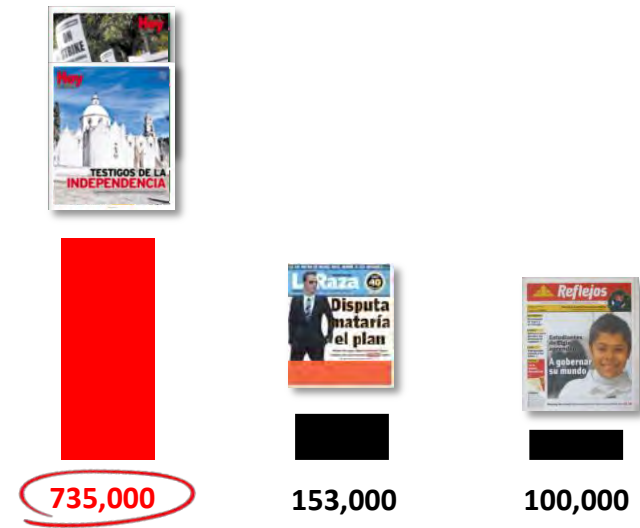
Weekly Print Distribution

LOS ANGELES



36% more copies than our closest competitor in LA

CHICAGO



Almost twice as many copies than our 2 closest competitors in Chicago combined



Hoy Reader Profile

Demographics	Hoy LA	Hoy Chicago
Male	53%	54%
Female	47%	46%
Spanish Dominant	66%	74%
Married	56%	54%
Average HHI	\$53,880	\$49,800
% Children in HH	64%	58%
% Own Home	31%	45%
% HS Graduate +	70%	71%
% Ages 18-34	40%	40%
% Ages 35-54	44%	45%
% Ages 55+	16%	15%



Average Monthly Cell Phone Bill

\$79 - Hoy LA Readers

\$85 - Hoy Chicago Readers



Own Credit Card

49% - Hoy LA Readers

63% - Hoy Chicago Readers



Average Spent On Groceries (Past 7 Days)

\$126 - Hoy LA Readers

\$125 - Hoy Chicago Readers



Visited Restaurant (Past 30 Days)

94% - Hoy LA Readers

95% - Hoy Chicago Readers



Shopped Any Department Store (Past 3 Months)

95% - Hoy LA Readers

99% - Hoy Chicago Readers



2013 Partnerships & Signature Events

February

Los Angeles Times Travel Show (LA)

March

Abriendo Puertas (LA)

April

Los Angeles Times Festival of Books (LA)

Fiesta Broadway (LA)

Chicago Latino Film Festival (CHI)

Día del Niño (CHI)

May

Cinco de Mayo Whittier Narrows (LA)

Festival Cinco de Mayo (CHI)

June

Abriendo Puertas (LA)

Mariachi USA (LA)

Fiesta Back of the Yards (CHI)

Puerto Rican People's Parade (CHI)

July

Fiesta del Sol (CHI)

August

Hispanic Business Expo (CHI)

September

Los Angeles Times The Taste (LA)

Abriendo Puertas (LA)

Fiestas Patrias Whittier Narrows (LA)

Festival de la Villita (CHI)

26th St. Mexican Independence Day Parade (CHI)

Fiestas Patrias Aurora (CHI)

November

Abriendo Puertas (LA)

New Futuro (CHI)

EVENTS

Reaching
Nearly
2.5
Million
People
Across
LA
&
Chicago



The **Los Angeles Times Travel Show** captivates 24,000+ travel enthusiasts and members of the travel trade in February at the Los Angeles Convention Center.



Abriendo Puertas financial workshops aim to educate Latinos on how to start or grow their small businesses. Attendees have the unique opportunity to receive advice from multiple industry professionals. Each workshop culminates with a networking reception where one attendee wins a \$10,000 advertising campaign with Hoy. *Available in LA and Chicago.*



The **Los Angeles Times Festival of Books** is a free, weekend-long event that attracts more than 150,000 visitors of all ages. Hoy hosts the **Hoy Cultural Neighborhood** where you can participate with an exhibit booth, sponsor a specialty area or create your very own experience for festival attendees.



The **Los Angeles Times The Taste** returns after its most successful year yet bringing over 25,000 Angelinos together for an unparalleled experience delighting their senses through fine foods, beverages, music and more. Hoy will host the **Hoy Café** featuring traditional Hispanic foods, drinks and music as well as offer cooking presentations by Latino celebrity chefs



Extra Extra (LA) and **Vivelo** (Chicago) are year-round, fully-integrated activations that bring your brand to life in association with Hoy at some of the biggest Latino events in both markets. Invite guests to walk down the red carpet, get a mini makeover and take a photo as well as participate in text-to-win giveaways. Several branding opportunities available.

2013 Special Sections

LOS ANGELES

Padres de Hoy

Hoy Thursday Edition
3/7, 6/20, 9/5, 12/15

Cinco de Mayo

Hoy Friday Edition
5/3

Back-to-School

Hoy Friday Edition
8/9

Fiestas Patrias

Hoy Friday Edition
9/13

Hispanic Heritage Month

Hoy Friday Edition
9/20, 9/27, 10/4, 10/11

Thanksgiving Day Edition

Hoy Fin de Semana
11/21



CHICAGO

Auto Show

Hoy
February

Cinco de Mayo

Hoy
May

Summer Guide

Hoy
May

Fiesta del Sol

Hoy
July

Hispanic Heritage

Hoy
September

Breast Cancer Awareness

Hoy
October

Thanksgiving Day Edition

Hoy Fin de Semana
November



Ad Sizes & Deadlines



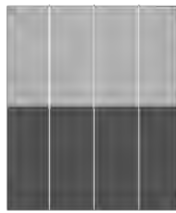
DOUBLE TRUCK
21 x 10.5



FULL PAGE
10 x 10.5



INSIDE STRIP
10 x 2



1/2 PAGE HOR
10 x 5.25

FRONT COVER STRIP
10 x 1.5



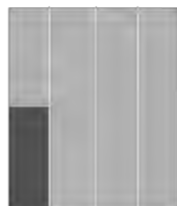
1/2 PAGE VERT
4.915 x 10.5



1/4 PAGE SQ
4.915 x 5.25



1/4 PAGE VERT
2.3725 x 10.5



1/8 PAGE SQ
2.3725 x 5.25



1/8 PAGE HOR
4.915 x 2.625

LOS ANGELES

	Hoy Th	Hoy Fri	FDS Sat
ROP Order Deadline	Monday 9 a.m. PST	Monday 12 p.m. PST	Thursday 9 days prior, 12 p.m. PST
ROP Material Deadline	Monday 5 p.m. PST	Tuesday 3 p.m. PST	Monday 5 p.m. PST
Pre-Print Order Deadline	Friday 2 weeks prior to distribution	Friday 2 weeks prior to distribution	Friday 2 weeks prior to distribution
Delivery Deadline	Thursday 9 days prior to distribution	Thursday 9 days prior to distribution	Thursday 9 days prior to distribution

CHICAGO

	Hoy Mon-Fri	FDS Sat
ROP Order Deadline	2 business days prior to pub, 1 p.m. CST	Tuesday 1p.m. CST
ROP Material Deadline	1 business day prior to pub, 2 p.m. CST	Tuesday 5 p.m. CST
Pre-Print Order Deadline	10 days business days prior to distribution date, 4 p.m. CST	10 days business days prior to distribution date, 4 p.m. CST
Delivery Deadline	No later than 7 business days prior to distribution date	No later than 7 business days prior to distribution date

Innovative Print & Online



Front Cover Wrap



Inside Wrap

Polybag



Corner Peel w/ Wallpaper



Double Pencil w/ Wallpaper



Ad Tag (Post-It)



Front Cover Strip



Pencil w/ Wallpaper



Banner Takeover w/ Wallpaper



Rack Cards



Shape Based Ads



Post-It



Monster Billboard





GRACIAS!

For additional information and opportunities,
please contact your Hoy sales representative.

HOY MEDIA KIT 2013

3/1/2013

Hoy

Hoy

Hoy
finde semana

VÍVELO **HOY**

» Tribune
Media Group

THE CHICAGO HISPANIC MARKET



A GROWING MARKET

2M

Chicagoland is home to more than 2 Million Hispanics **21% of the total population**

67%

Born outside the U.S.

+30%

Growth in the past 30 years

1 in 5

Chicagoans is of Hispanic origin

\$32B

In buying power of \$32 Billion

534K

Hispanics Households in Chicago

AWARD WINNING NEWSPAPER

2012 AWARDS



José Martí Publishing Awards

Awarded by National Association of Hispanic Publications
Recipient of eleven awards

Newsuem's Top Daily Front Pages

Eleven appearances

Society of New Design Awards

Recipient of four awards

A STRONG COMMUNITY PRESENCE

Hoy is Chicago's most prominent Spanish-language newspaper, committed to engaging audiences through a strong community presence.

Its culturally relevant content provides businesses with an effective and trustworthy way to reach Chicago's vibrant Hispanic community.

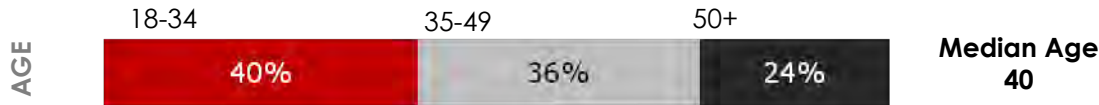
HOY BENEFITS

- 735,000 copies distributed weekly
- Innovative and flexible advertising solutions
- Expanding media portfolio
- Continued evolution of products to address changing Hispanic market

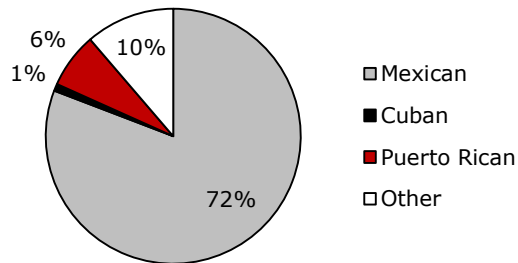


GETTING TO KNOW OUR READERS

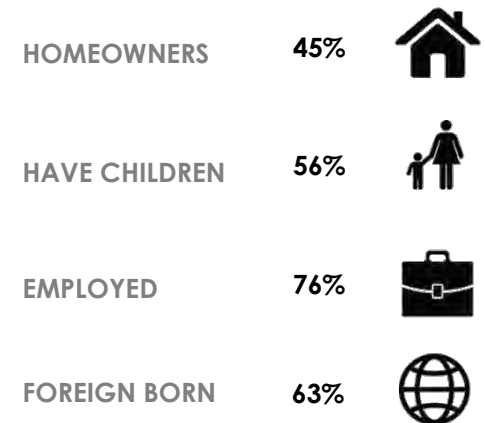
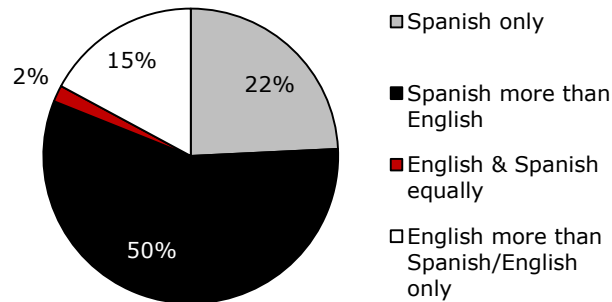
HOY DEMOGRAPHIC PROFILE



COUNTRY OF ORIGIN AMONG HISPANICS



LANGUAGE SPOKEN AT HOME AMONG HISPANICS



Source: Scarborough Chicago Hispanic Study 2012 R1 Total (Mar 2011-Feb 2012), Base: Weekly reader defined as Hoy Cume & Fin de Semana Average Issue

HOY CONSUMER BEHAVIOR

SHOPPING

Average amount spent on groceries
(past 7 days)

\$126



Average monthly cell phone bill

\$85



Have a credit card

66%



Shopped any department store
(past 3 months)

99%



ENTERTAINMENT

Attended a movie theater
(past 3 months)

59%



Visited a restaurant (past 30 days)

95%



Source: Scarborough Chicago Hispanic Study 2012 R1 Total (Mar 2011-Feb 2012), Base: Weekly reader defined as Hoy Cume & Fin de Semana Average Issue

TRIBUNE MEDIA GROUP

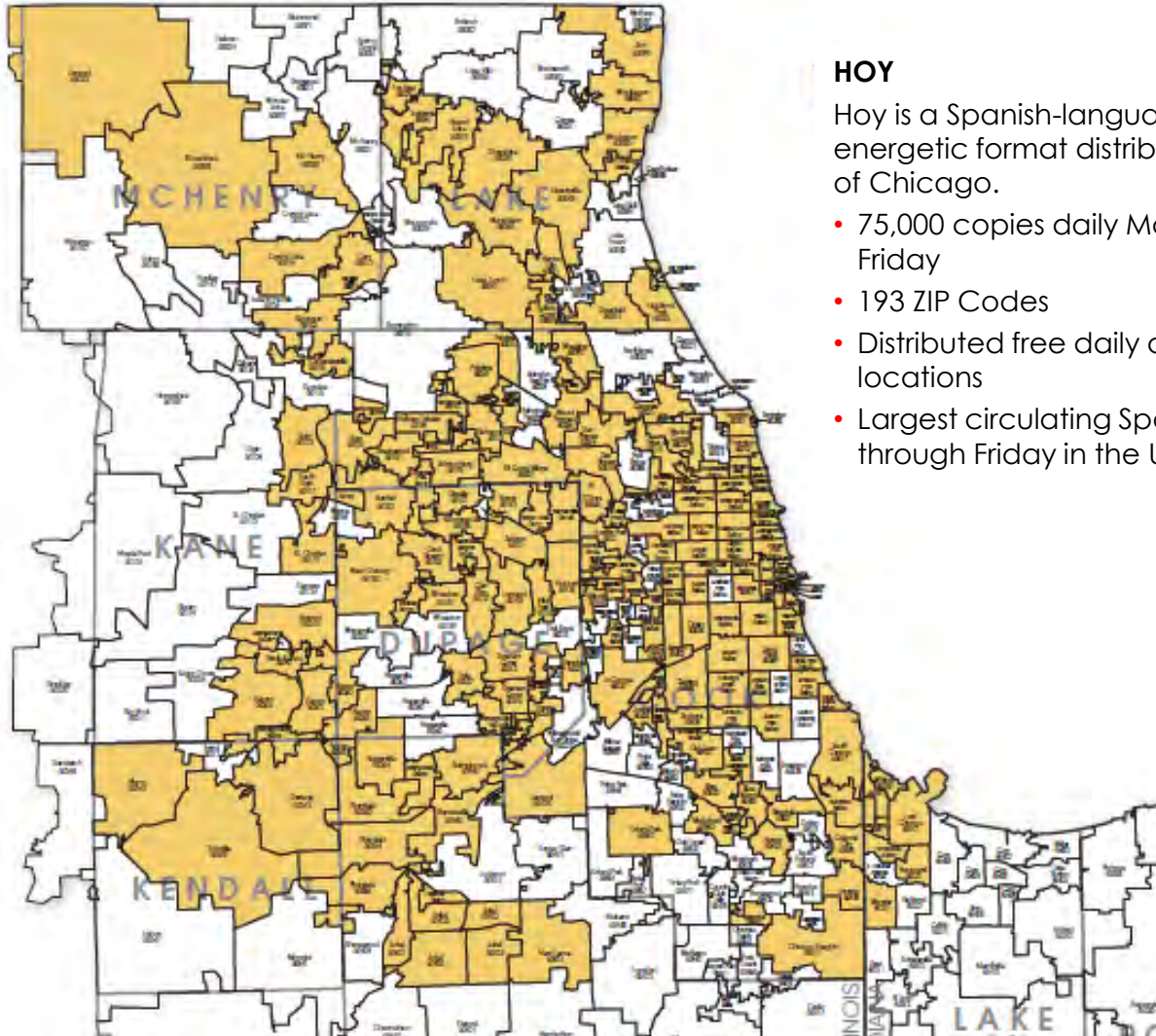
Hoy

Hoy
finde semana

VÍVELO **HOY**

PRINT

HOY FOOTPRINT

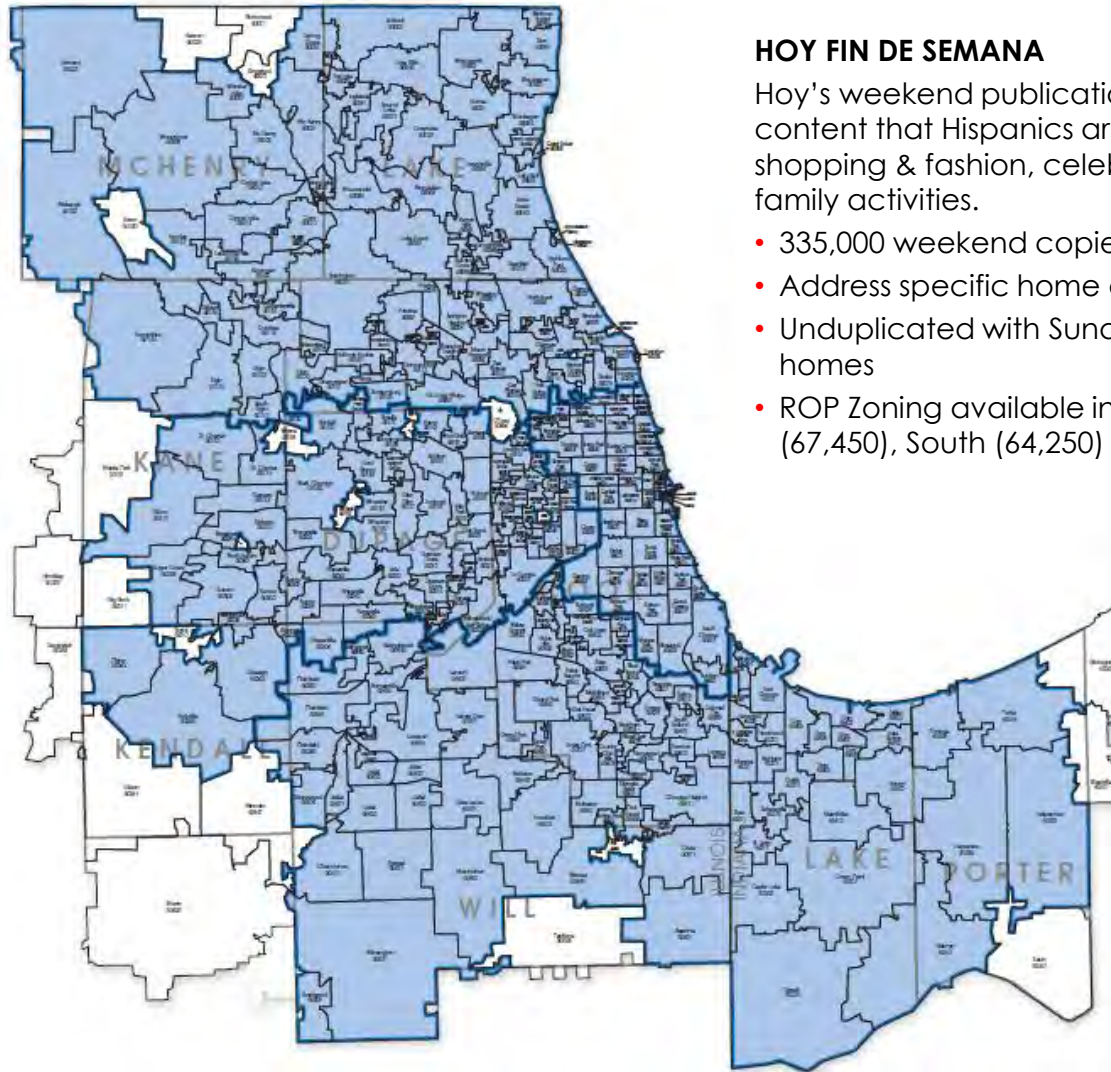


HOY

Hoy is a Spanish-language newspaper with an engaging and energetic format distributed in densely populated Hispanic areas of Chicago.

- 75,000 copies daily Monday-Thursday and 100,000 copies on Friday
- 193 ZIP Codes
- Distributed free daily at 2,600 single copy racks and retail locations
- Largest circulating Spanish-language daily newspaper Monday through Friday in the United States

HOY FIN DE SEMANA FOOTPRINT



HOY FIN DE SEMANA

Hoy's weekend publication that provides entertaining and relevant content that Hispanics are looking for on the weekends including: shopping & fashion, celebrity profiles, sports, home improvement tips and family activities.

- 335,000 weekend copies to 311 ZIP Codes
- Address specific home delivery to Hispanic homes
- Unduplicated with Sunday Chicago Tribune subscribers and TribLocal homes
- ROP Zoning available in 4 Zones: City (140,500), North (62,800), West (67,450), South (64,250)

EDITORIAL CONTENT OVERVIEW

Monday – Friday:

- Al Frente (Local, National & International News)
- Negocios (Business)
- Opinión (Opinion)
- Espectáculos (Entertainment)
- Pasatiempos (Horoscopes, crossword & sudoku puzzle)
- Clasificados (Classifieds)
- Deportes (Sports)

Monday:

- Padres de Hoy (Parenting)

Tuesday:

- Educación (Education)
- De Viaje (Travel)
- Tiempo Extra (Additional local sports coverage)

Wednesday:

- Tu Salud (Health)
- Buen Provecho (Good Cooking)
- Te Vi en Hoy (Pictures from readers and local events)

Thursday:

- Beat Latino (Special entertainment coverage)

Friday:

- Manéjalo Hoy (Auto)
- Bienes Raíces (Real Estate)



Weekend:

- Vida Digital (Digital)
- De Tienda (Shopping)
- Especial (Special Report)
- Padres de Hoy (Parenting)
- Pasatiempos (Horoscopes, crossword & sudoku puzzle)

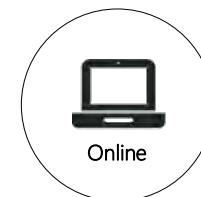
PRODUCT PORTFOLIO

ADDITIONAL ADVERTISING CAPABILITIES

DIGITAL

ONLINE

- VIVELOHOY.com, the website designed to connect with discerning and culturally conscious Latinos offers relevant news and information. The site is fully responsive, accessible via web, mobile and tablet and can be read in both English and Spanish.



E-MAIL MARKETING

- Hoy can manage your e-mail marketing campaign, delivering a one-stop shop for multi-channel targeted marketing. Send a stand alone e-mail targeted to Hispanic households based on a demographic, geographic and behavioral selects.



MOBILE

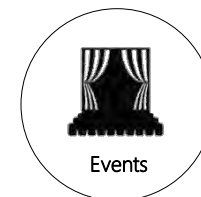
- Hoy has a variety of mobile solutions to get the right message in the palm of consumer's hands within seconds.
- Include mobile to complement a print and online campaign to provide additional engagement and increase brand awareness.



ADDITIONAL ADVERTISING CAPABILITIES

EVENTS

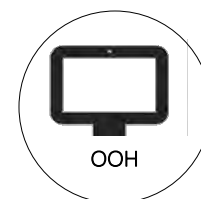
- Hoy Events are a great opportunity to reach and interact with the Hispanic market through various marketing efforts. Hoy and its partners are leading special event organizers with an expertise in marketing, sponsorship sales and on-site festival management.



OUT OF HOME

DIGITAL AND STATIC BULLETINS (BILLBOARDS)

- Promote your message along Chicago's expressways and surface streets.
- Over 2,200 static & digital bulletins throughout Chicagoland & NW Indiana that allow demographic & geographic targeting.



ELEVATE DIGITAL

- An innovative and interactive solution for both consumers and advertisers. Elevate Digital solutions include key locations such as Toyota Park and Navy Pier.



CONTACT US

SALES

Michael Roenna

Director of Sales

312.527.8422

mroenna@tribune.com

MARKETING/EVENTS

Sara Cano

Marketing Director

312.527.8407

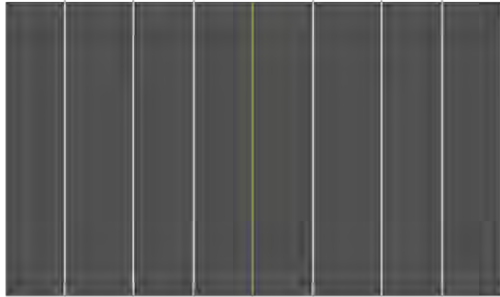
scano@tribune.com



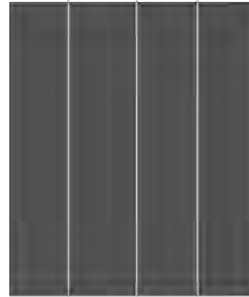
Hoy is part of Tribune Media Group. Tribune Media Group specializes in helping businesses large and small connect with the target customers in the Chicagoland market. Our goal is to maximize results for your business. Our combination of media, services, and approach allow us to deliver customized solutions that matter to you.

ADDENDUM

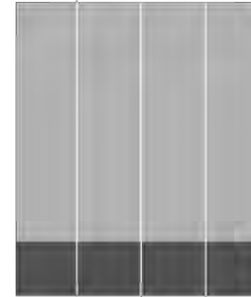
ADVERTISING PRINT OPTIONS



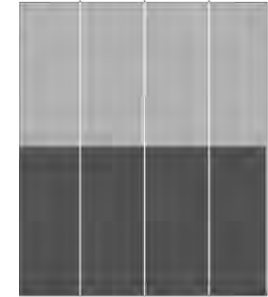
Double Truck
21" x 10.5"



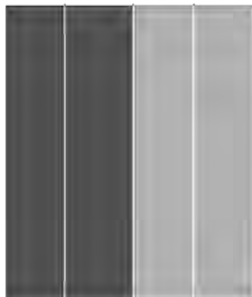
Full Page
10" x 10.5"



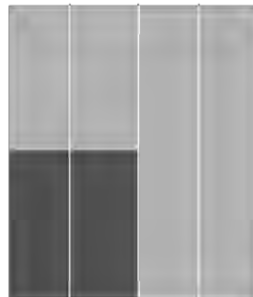
Inside Strip
10" x 2"



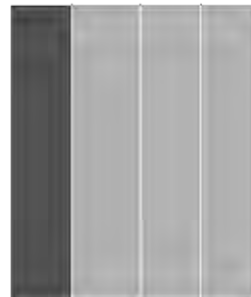
1/2 Page Horizontal
10" x 5.25"



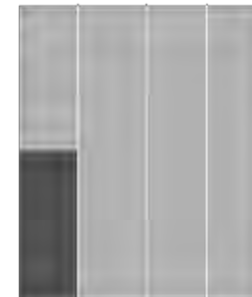
1/2 Page Vertical
4.915" x 10.5"



1/4 Page Square
4.915" x 5.25"



1/4 Page Vertical
2.3725" X 10.5"

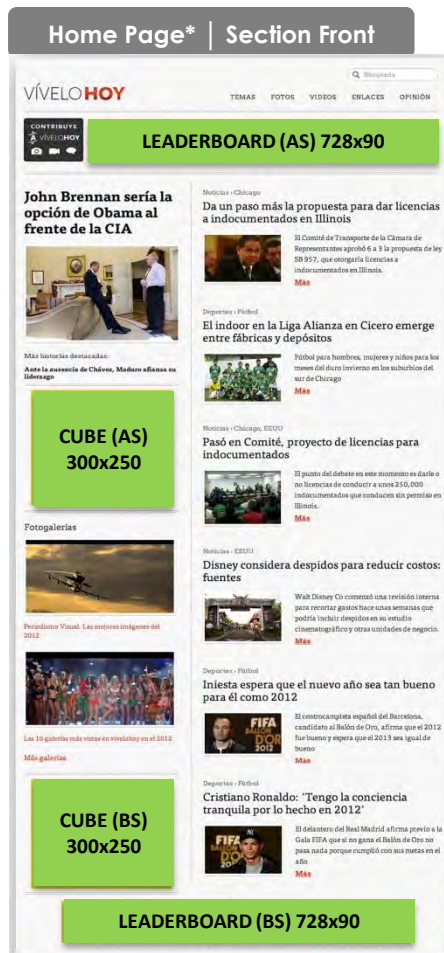


1/8 Page Square
2.3725" x 5.25"

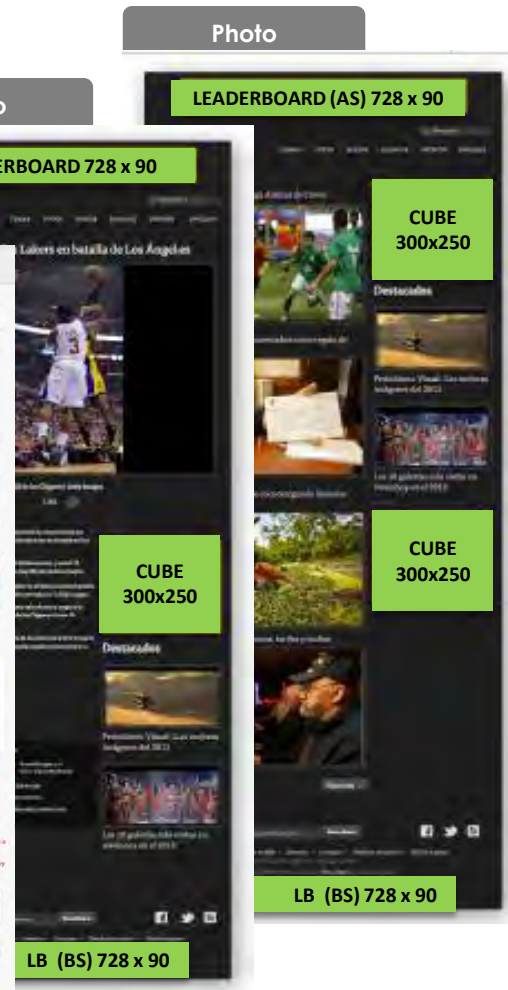


1/8 Page Horizontal
4.915" X 2.625"

ADVERTISING DIGITAL OPTIONS



*Bottom leaderboard not available on Home Page.



EVENTS

Hoy Events are a great opportunity to reach and interact with the Hispanic market through various marketing efforts. Hoy and its partners are leading special event organizers with an expertise in marketing, sponsorship sales and on-site festival management.

Other opportunities that we offer include:

- Product Sampling
- Brand Sponsorships
- Customized Event Production



Client Sponsorship Opportunities available in 2013:

Día del Niño
April 13, 2013

**Hispanic Business
Expo**
August 29, 2013

Festival de la Villita
September 7-8, 2013

Fiesta Familiar*
September 28, 2013

*Hoy Signature Event

OUT OF HOME SOLUTIONS



Digital & Static Bulletins (Billboards)

Promote your message along Chicago's express ways and surface streets.

Over 2,200 static and digital bulletins throughout Chicagoland and Northwest Indiana that allow demographic and geographic targeting



Elevate Digital

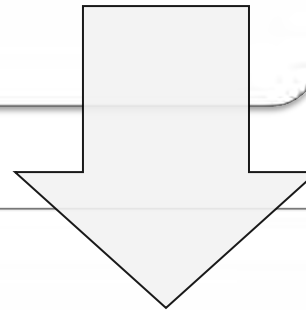
An innovative and interactive solution for both consumers and advertisers.

Includes key locations such as Toyota Park and Navy Pier.

DIRECT MAIL

Tribune Direct

Successful direct mail demands the perfect combination of well-planned strategy, a strong marketing offer, and flawless execution. Tribune Direct has the experience and resources needed to craft and implement direct mail programs that meet marketing objectives.



Reach Hispanic households and keep up-to-date on campaign progress, postal delivery, and customer response rates every step of the way.

