

# MEDIA KIT

## EL MENSAJERO

Del SWFL

The leading publication in Spanish

# THE BEST CHOICE

to reach the Hispanic  
Community  
in Southwest Florida

No. 1

**WE ARE IN  
FORT MYERS, CAPE  
CORAL, ESTERO,  
SAN CARLOS  
PARK, BONITA  
SPRINGS, NAPLES,  
IMMOKALEE, AND  
MORE!**



## BECOME OUR PARTNER!

We will help you reach your target audience with a unique multiplatform campaign:

**El Mensajero: Print • Digital • Facebook • Instagram • WhatsApp**

El Mensajero was created to deliver the most interesting and relevant information for the local Hispanic Community. Best of all, we have the right combination of interesting articles, local news, and great deals from advertisers.

To promote your business with El Mensajero contact us, email:

[agent@fronterasventures.com](mailto:agent@fronterasventures.com)

**Phone: 239-200-2672**





# EL MENSAJERO

Del SWFL

The leading publication in Spanish

 @elmensajerogg

 @elmensajeronaples

## KEY BENEFITS

**1** More than just newspaper advertising, El Mensajero delivers true multi media coverage: print and digital ad, and great exposure on our social media platforms.

**2** Our more than 20 years of experience in media and advertising through out Latin America and the US Hispanic Market enables us to deliver to you the most innovative and efficient strategy in the marketplace today.

**3** El Mensajero is the only publication in Spanish in SWFL that brings articles by well known authors like, Ismael Cala, Dr. Nancy Alvarez, Laura Posada and more, creating a faithful audience.

## FACTS

Publication:  
Since September 2016

Circulation:  
15,000 copies

Distribution Points:  
450+

Cost per copy:  
Free to all readers

Size: 10" x 11.5"

Monthly 15,000 copies

Mass emailing to more than  
2,500 contacts

Mass Texting - WhatsApp - to  
more than 1,500 contacts



# THE LATINO MARKET

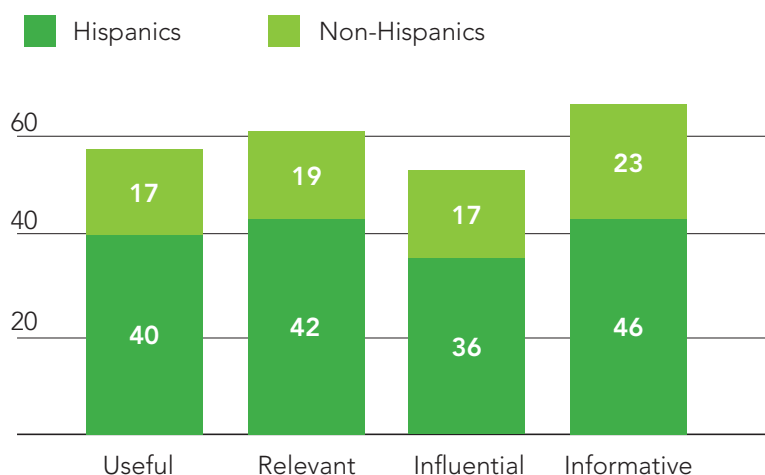


**HISPANICS SPEND MORE TIME** online and in apps on smartphones. Hispanics spend 49 hours and 9 minutes a month on apps and the Web through their smartphones versus 43 hours and 31 minutes for the general market population.

## HISPANICS ARE MORE INFLUENCED BY ADVERTISING ACROSS ALL CHANNELS

According to Specific Media and SMG Multicultural, Hispanics have more favorable attitudes towards advertising, and find it to be useful, relevant, influential and informative at a much higher rate than non-Hispanics.

### Favorability towards advertising (43 %)



# DEMOGRAPHICS AND DISTRIBUTION

POPULATION: **246,363 HISPANICS** around El Mensajero's distribution area.

## READERS ORIGINS

México	25%
Cuba	18%
Haití	10%
Puerto Rico	10%
Colombia	9%
Guatemala	5%
El Salvador	3%
Other	20%

## AGE OF READERS

18-30 years	20%
30 and up	80%

### LEE COUNTY, FL

HISPANIC POPULATION

**147,834**

20.5% GROWTH

MEDIAN AGE

**46.8**

### COLLIER COUNTY, FL

HISPANIC POPULATION

**98,529**

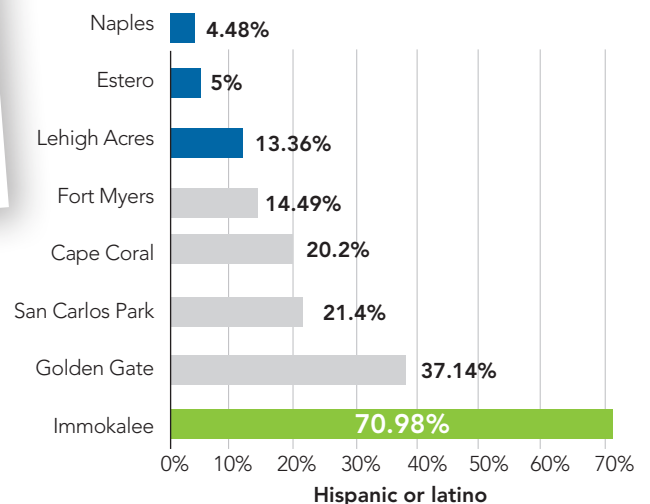
29% GROWTH

MEDIAN AGE

**45.9**



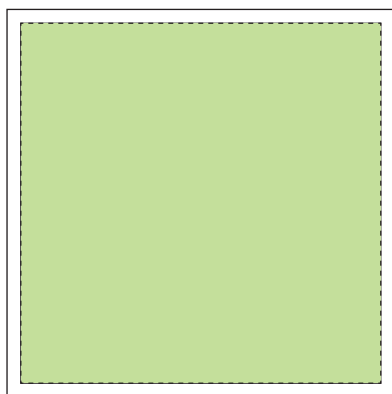
## SWFL HISPANIC POPULATION



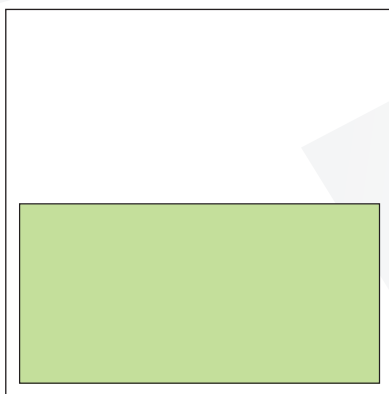
# ADVERTISEMENT



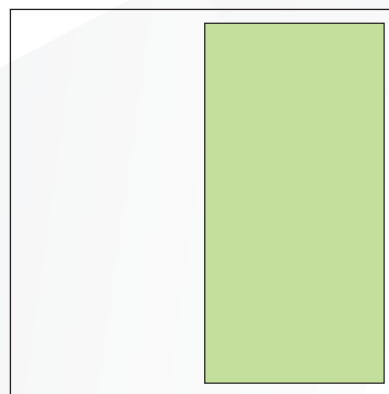
## SIZES



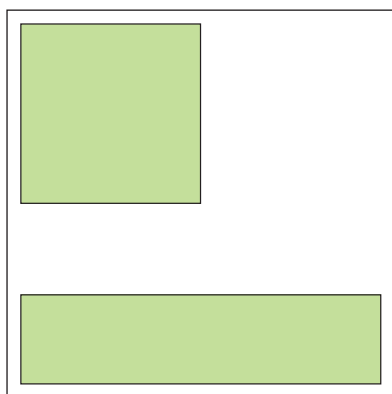
**Full page**  
11" x 12.5"  
**Safe area design**  
10" x 11.5"



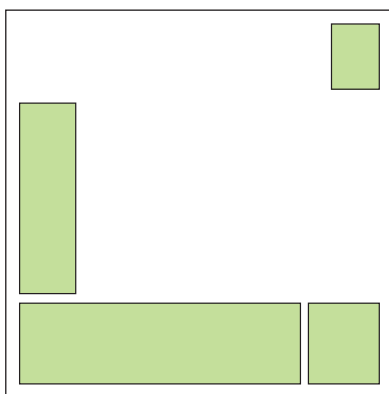
**1/2 page horizontal**  
10" x 5.69"



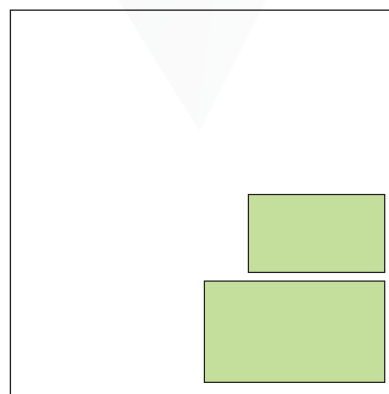
**1/2 page vertical**  
4.93" x 11.5"



**1/4 page**  
4.96" x 5.69"  
**1/4 page horizontal**  
10" x 2.78"



**Front page banners**  
1.56" x 6.33" V  
7.77" x 2.33" H  
1.56" x 2.33" Top right corner  
2.13" x 2.33" Bottom right corner



**Business card**  
3.5" x 2"  
**1/8 page**  
4.93" x 2.78"

## ARTWORK SPECIFICATIONS

**Accepted format:** PDF & JPG

**Important:** Images in files must be at **300dpi** in **CMYK color** at **100%** scale

**Email artwork to:** agent@mediacontentintl.com **New articles to:** milka@mediacontentintl.com

# 5 BENEFITS OF LOCAL ADVERTISING

The hottest category in media today are targeted local publications. The internet has made the world much more accesible but at the same time, it has made us strangers to our back yards in many ways. This has created a need for more local media options that focus on our neighborhood and our communities. El Mensajero seeks to be the voice for the community of SWFL that delivers news and information to readers, and new business to our advertising clients. Our format, editorial style and appeal will all ensure a fantastic new ally for the community.

1

## TARGET A DEDICATED MARKET

We don't deliver in irrelevant areas. You want your message to impact your potential customer base. And nothing more! Why waste time, money and effort speaking to an audience that doesn't live nearby? We are the only publication 100% dedicated to your primary audience of shoppers.



2

## TRUE ENGAGEMENT EXPERIENCE

When it comes to engaging with websites, most readers only scan for 15 seconds before moving on. People interact differently with printed magazines. Magazine readers really take their time and linger when reading print. They also tend to fully interact with the content. Your advertising will stay with the audience for as long as they keep opening up El Mensajero and across multiple different readers that share it in the home.



3

## YOUR AD WILL STAND OUT

Who stands to sell more? The taco truck that is parked five miles outside of town surrounded by hungry travelers. So many advertisers have fallen for the myth that print is dead, many have migrated their marketing budgets online. Your local magazine add will stand out from the crowd.



4

## PRINT ADS HELP TO LEGITIMIZE YOUR BRAND

The Internet is full of cybercriminals who use viruses to gain access to consumer's private information. Web surfers have become very wary of clicking on banner ads, but have nothing to fear of your print ad, making them more open to receiving your message.



5

## PRINT IS A KEY IN BRAND BUILDING

When you advertise in a local magazine, your brand is associated with prominence and prestige. This recognition is then reinforced when they meet you in person at your place of business. This not only builds brand recognition but, in time, brand loyalty.



**EL MENSAJERO**  
Del SWFL



YOUR ADS HERE

