



# abasto

Indispensable Guide for the Hispanic Entrepreneur.

Media Kit 2016

# 52 MILLION

Hispanics live in the United States.

# 17%

Of the total U.S. population are hispanic

# \$1.2 TRILLION

Hispanic buying power in 2014

# \$1.7 TRILLION

Hispanic buying power projected for this decade

# #1

Food is the main industry in the Hispanic market

## About Us

### Mission

To provide our Hispanic business audience, authoritative, informative, and compelling content, in print, digitally, and in person, and to offer unsurpassed value and innovation for our advertisers, sponsors, and business partners.

### Overview

A business-to-business media and information company, Abasto Media provides key resources, knowledge, customers and audiences through its vast offerings to make your business a success in today's changing market.

Abasto Media is the only B2B print and digital publication in the United States that focus solely on the unique needs of the Hispanic business owner. We are the bridge that connects manufacturers and producers with the Hispanic buyer.

The term "Abasto" which means "supply" in Spanish, captures the essence of our mission statement; to provide the best business information to Hispanic business owners.

### Magazine

The US Hispanic Market accounted for **50% of the growth in the U.S. Food and Beverage Industry** between 2005 and 2010. Abasto reaches owners and decision makers of companies who provide these goods and services.

Contact us and we will get your message across, nationwide and in their language!

### Sections

**Escaparate** - Product Showcase

**Noticias** - Industry News

**Enfoque Latino** - Hispanic Marketing trends

**Enfoque Tecnológico** - Technology Advice

**Datos Útiles** - Each State's Hispanic Breakdown

**Buenos Negocios** - Better Business Practices

**Enfoque Económico** - Economy News

**Enfoque Saludable** - Health News and Trends

**Frutas y Verduras** - Fruits and Vegetables

**Abarrotes** - Grocery News and Trends

**Bebidas** - Beverage News and Trends

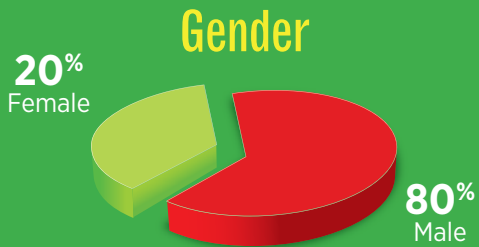
**Comida Fresca** - Fresh Food News

**De Nuestra Portada** - Cover Story

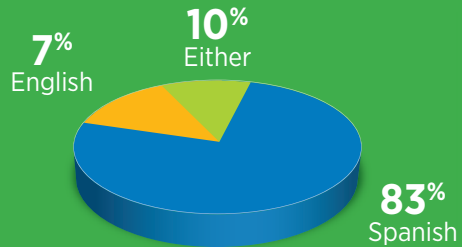
**Consejos Útiles** - Useful Business Advice

**English Bonus** - Business Article in English

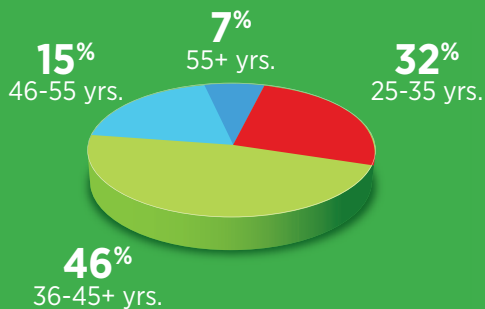
**Guía de Servicios** - Business Directory



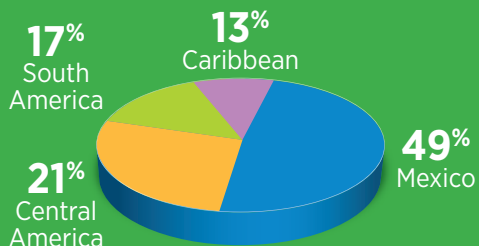
### Language Preference



### Age Groups



### Country of Origin



## Reach

- Distributors
- Supermarkets
- Hispanic Tiendas
- Tortillerías
- Bakeries
- Meat Markets
- Liquor Stores
- Specialty Stores
- Producers
- Bottlers
- Food Growers
- Manufacturers
- Packers
- Wholesalers
- Importers

## Readership

*Our vast distribution is focused on directly reaching owners, buyers and managers of the Hispanic food chain throughout the United States.*

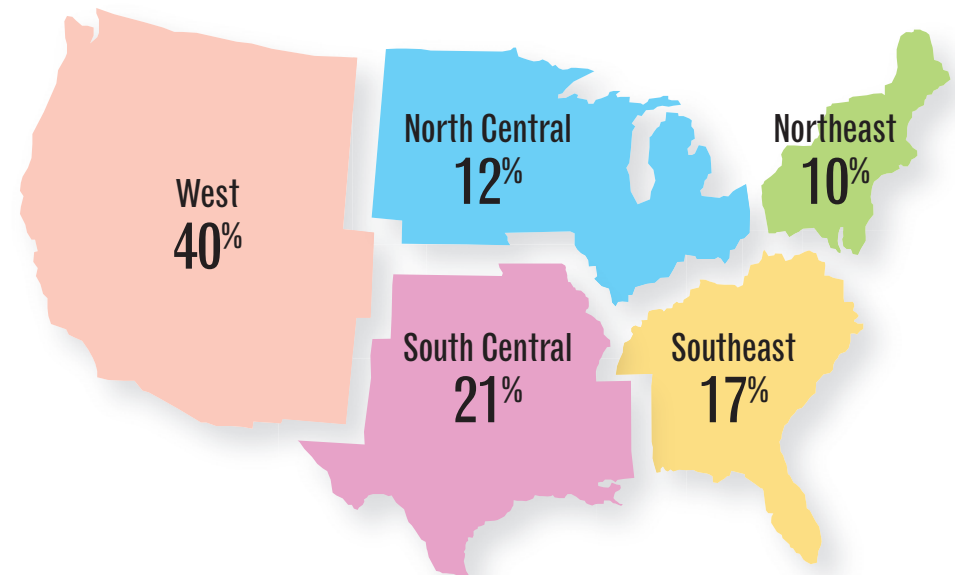


# Target Audience

Abasto Media began with a clear and compelling goal for our target audience: to reach Hispanic food and beverage entrepreneurs who have not yet been reached in an efficient or systemic way. These **business owners and managers** are productive and successful, yet need more connections with other professionals in the food industry to build a bigger network of mutually beneficial relationships.

Abasto Media is the platform that does just that. We have put together the largest distribution list of individual entities doing business in the supply chain of the Hispanic Food and Beverage Industry. These individuals are crucial for enlarging the circle of influence for increased commerce. Abasto is the place where these conversations in commerce can begin and flourish.

**21,700** Verified Copies Mailed to Buyers and Decision Makers in the Hispanic Food Industry.



# Ad sizes

**FULL PAGE SPREAD**  
16 x 10.75  
(Bleed included)

**HALF PAGE SPREAD**  
16 x 5.375  
(Bleed included)

**FULL PAGE**  
8.125 x 10.75  
(Bleed included)

**1/2 PAGE  
Horizontal**  
6.875 x 4.7

**1/2  
PAGE  
Vertical**  
3.3125  
x 9.4

**1/3 PAGE**  
6.875 x 3

**1/4  
PAGE**  
3.3125  
x 4.7

21,700 CVC verified copies with an average readership of 2.4 readers per magazine, reaching over 50,000 hispanic business owners and decision makers.

# Magazine

## Rates

- All rates are gross. 15% of gross to recognized agencies.
- Guaranteed Position is an additional 15%.

| AD SIZE            | 1X       | 3X       | 6X      |
|--------------------|----------|----------|---------|
| Full Page          | \$9,000  | \$8,500  | \$7,400 |
| 1/2 Page           | \$5,400  | \$5,000  | \$4,400 |
| 1/3 Page           | \$3,300  | \$3,200  | \$2,600 |
| 1/4 Page           | \$3,100  | \$2,850  | \$2,500 |
| Back Cover         | \$11,300 | \$10,500 | \$9,200 |
| Inside Front Cover | \$10,900 | \$10,100 | \$8,900 |
| Inside Back Cover  | \$10,400 | \$9,700  | \$8,500 |



## Topics & Issue Deadlines

| Issue    | Topic                                     | Description   | Space Deadline | Material Deadline | Delivery Date |
|----------|---|---|----------------|-------------------|---------------|
| Jan/Feb  | Perspective 2016                          | Industry forecast for the New Year and results of 2014.   | Nov. 25        | Dec. 4            | Jan. 2        |
| Mar/Apr  | Hispanic women in the industry            | The most prominent Hispanic women in the industry.        | Jan. 25        | Feb. 5            | March 2       |
| May/June | New opportunities for Hispanic businesses | Business Opportunities for Hispanic Entrepreneurs.        | March 25       | Apr. 5            | May 2         |
| July/Aug | Leading companies in the industry         | Ranking of Hispanic businesses in the food sector in USA. | May 25         | Jun. 6            | June 2        |
| Sep/Oct  | Hispanic Heritage                         | Hispanic Heritage Month issue                             | July 25        | Aug. 5            | Sept. 2       |
| Nov/Dec  | Holiday Issue                             | Profitability in the Holiday Season.                      | Sep. 26        | Oct. 5            | Nov. 2        |

## Submission Guidelines

Ads may be submitted by CD, DVD, Email or FTP.

Our preferred file formats are PDF files (PDF/x1a preferred), AI, INDD, PSD, EPS, TIF, and high quality JPG. Include bleeds of 1/8" (.125") and make sure text is at least 1/8" away from cropmarks. Resolution should be 300 dpi or higher. For vector format, all images and fonts should be attached and/or fonts outlined. All spot colors must be converted to CMYK. All advertisers must have accompanying color match print proof sent with ad submission.

Publisher is not responsible for color errors if a proof is not sent and does not assume responsibility for any loss, expense or liability resulting from any claims or legal action resulting from statement or inferences stated in a published advertisement.

## Website Banners



Top Banner

Company Showcase

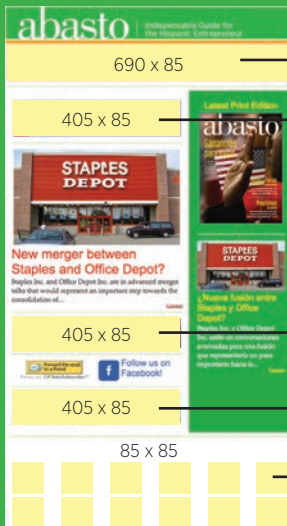
Main Page Horizontal Banner



Sidebar Tower

Inside Content Banner

## eNewsletter Banners



Top Banner

Top Content Banner

Content Banner

Content Banner

Logo Sponsorship

www.AbastoMedia.com gives your digital advertising an important edge over your competition:  
 200,000 yearly page views • 53% RVR (Return Visitor Ratio)  
 47% UVR (Unique Visitor Ratio) • 00:05:38 ASL (Average Session Length)

## Website

| LOCATION                    | SIZE (px) | 8 WEEKS | 16 WEEKS | 24 WEEKS | 52 WEEKS |
|-----------------------------|-----------|---------|----------|----------|----------|
| Top Banner                  | 728 x 90  | \$1,750 | \$3,100  | \$4,150  | \$8,400  |
| Company Showcase            | 319 x 319 | \$2,100 | \$3,800  | \$4,900  | \$9,800  |
| Main Page Horizontal Banner | 728 x 90  | \$1,450 | \$2,600  | \$3,500  | \$6,100  |
| Inside Sidebar Banner       | 137 x 514 | \$1,300 | \$2,300  | \$2,850  | \$5,200  |
| Inside Content Banner       | 300 x 250 | \$1,200 | \$2,100  | \$2,800  | \$4,800  |



Our weekly E-Newsletter provides our readers with the latest information of the week with above industry average metrics:  
 22,038 verified subscribers • 42% OP (Open Rate) • 33% CTOR (Click to Open Rate)

## Newsletter

| LOCATION                 | SIZE (px) | 4 WEEKS | 8 WEEKS | 32 WEEKS | 52 WEEKS |
|--------------------------|-----------|---------|---------|----------|----------|
| Top Banner               | 690 x 85  | \$3,240 | \$5,180 | \$9,070  | \$9,700  |
| Top Content Banner       | 405 x 85  | \$1,950 | \$3,100 | \$8,600  | \$9,000  |
| Content Banner           | 405 x 85  | \$1,600 | \$2,590 | \$7,200  | \$7,600  |
| Logo Sponsorship (Daily) | 85 x 85   | \$1,300 | \$2,300 | \$7,200  | \$8,190  |

# Testimonials

*“We have had six years of successful advertisement.”*

*“Strengthens our presence in the market and sustains the leadership of our brands.”*

*“Keeps evolving by continuously offering its readership relevant material.”*

**Shirley Prescott**  
**Dos Amigos**

“For the last six years, Dos Amigos Inc. has been advertising with Abasto Media on their print and digital products.

Dos Amigos Inc. can only speak highly of the Abasto team. We have had six years of successful advertisement, and we do not know any other magazine that can reach the Hispanic audience with high quality and exclusive content that offers so many options to advertise. Their design goes beyond our expectations.

We can trust that every ad will be successful because Abasto knows their audience, choosing a selective group of readers who could become potential buyers. Their talented team provided us from day one with the best customer service in a timely manner; more from what is normally expected from a publication. Abasto Media has been helping us to impact our target by providing a very high quality standard together with its website, and weekly newsletters adding a distinguished service.”

Advertising with Abasto does not only creates product awareness and strengthens our presence in the market, but also sustains the leadership of our brands. Besides from publishing our ads, Abasto cares and supports if our products succeed.

**Iván Ahumada**  
**Minsa**

“The Hispanic community is taking a more important role day by day in the United States. They are increasingly integrating into the workforce and of course, they consume more every day.

Advertising in Abasto, which is the only print and digital publication completely published in Spanish, that caters to the Hispanic market, has been one of the best decisions taken by Minsa.

With its vast distribution throughout the United States, we have successfully reached our consumers, supermarket managers as well as distributors; which has helped us increase our sales and presence nationwide.”

**Gabriela Flores**  
**Bar-S Foods**

“Abasto Magazine has an interesting and well-structured content that keeps evolving by continuously offering its readership relevant material both on their print and newsletter editions. This is why we, at Bar-S Foods have been contributing and advertising with Abasto Magazine for over three years now.

Abasto Magazine brings a high level of commitment and partnership to our business. Working with them has been a very positive experience for Bar-S Foods.”