

30TH ANNIVERSARY

A LIFESTYLE MAGAZINE FOR THE PROFESSIONAL HISPANIC WOMAN

LATINA *Style*



**MEDIA KIT
2024**

Company Information

LATINA Style Magazine has become the most influential publication reaching the contemporary Hispanic woman. *LATINA Style* broke new ground in 1994 by launching the first national magazine dedicated to the needs and concerns of the Latina professional workingwoman, the Latina business owner, the college student and Latina members of our armed services in the United States. With a readership of over 600,000, *LATINA Style* is unique in its ability to reach both the seasoned professional and the young Latina entering the workforce for the first time. The culturally sensitive editorial showcases Latina achievements in all areas; including business, science, civic affairs, education, health, entertainment, sports, and the arts. We also offer technology tips and reviews, entertainment reviews, travel recommendations, investment guidance, beauty tips, food and drink recipes, automotive updates, and career advice in summary, all important aspects for a great quality of life.

We are also proud to have created some of the most innovative and respected programs servicing the Latina community, including:

The **LATINA Style 50 Report**, a comprehensive annual study of the fifty best companies for Latinas to work for in the United States, is the most respected evaluation of corporate America's policies and practices as they relate to Latinas in this country. With over 800 companies surveyed, the report is the most serious attempt to identify the companies that provide the best career opportunities for Latinas. The awards for this program were first presented in 1998 at the Vice President's residence in Washington, D.C., and the current presentation of awards is attended by the most influential Latinas in corporate America and their CEOs.

The **LATINA Style Business Series**, launched in 1998 with the assistance of the U.S. Small Business Administration and the Internal Revenue Service, is the most successful business development program for Latina business owners in the nation. The program has been featured on NBC, ABC and CNN, Univision, Telemundo, and in *The Los Angeles Times*, *The Washington Post*, *The Dallas Morning News* and *The New York Times*. This program has created a unique forum for Latina business owners to learn everything they need to start their own businesses or make their existing one more successful. Over 42,000 Latina business owners in over 157 cities have participated in this program.

The **National LATINA Symposium**, LATINA Style Inc., the premier company addressing the needs of Latina professional working women, civic leaders, entrepreneurs, college students and members of the Armed Services is proud to present, the National LATINA Symposium (NLS). This prestigious conference brings together the most accomplished Hispanic women in the nation. The Symposium takes place yearly in the month of September in Washington D.C.

The Symposium begins with a series of panel discussions that allow participants to learn about issues of critical importance to Latina professional working women such as: advancing Latinas in the workplace, entrepreneurship & business, emerging technology trends, wealth creation & financial security, political leadership, professional development and balancing health, career & personal life, as well as Veterans Transition Support.

We are proud to present the only national awards program honoring Latinas serving in the Armed Forces in both active duty and civilian capacity. The showpiece of the Symposium is the Distinguished Military Service Awards Ceremony highlighting the outstanding achievement of Latinas in their respective services. Latinas are recognized for their leadership, accomplishments, and commitment to building a strong community.

The **LATINA Style HERO Initiative**. Launched in 2012, the conference tour is designed to assist military veterans and transitional active duty members reintegrate and assimilate into Corporate America and jobs in the civilian sector. The skills and talents developed in the military service are highly desirable in the civilian workplace. Women and men with military experience bring a wealth of transferable capabilities that will strengthen the competitive edge of companies taking full advantage of them. While each branch of the military has their respective Transition Assistance Programs and processes, many transitioning leaders face the obstacle of having their capabilities being fully understood in the corporate arena. The sessions include expert speakers from the private and military sector leaders addressing some of the most significant issues facing transitioning personnel. Participants learn what corporations are actively seeking and hiring veterans as well as information on writing a resume in corporate language, interview tips, job boards and postings, the power of social media and networking.

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2023 Editorial Calendar



Volume 30, Number 1
January / February
Latina Leadership

Leadership ♦ Technology ♦ Automotive ♦
Financial ♦ Health ♦ Business

Space reservation: January 5, 2024
Art: January 26, 2024



Volume 30, Number 4
July / August
Special Annual Report
LATINA Style 50

Health ♦ Financial ♦
Automotive ♦ Leadership ♦ Stem

Space reservation: June 21, 2024
Art: August 5, 2024



Volume 30, Number 2
March / April
Latina Chamber Presidents

LATINA Style 50 Awards Coverage
Diversity ♦ College ♦ Health ♦ Financial ♦
Automotive ♦ Leadership ♦

Space reservation: March 8, 2024
Art: April 5, 2024



Volume 30, Number 5
September / October
Special Education Issue
Hispanic Heritage Month

Education ♦ Health ♦ Financial ♦ Automotive ♦
Leadership ♦ Technology ♦ Business

Space reservation: September 13, 2024
Art: October 4, 2024



Volume 30, Number 3
May / June
Special Health Issue

Fitness ♦ Sports ♦ Beauty ♦ Financial ♦
Automotive ♦ Technology ♦ Business

Space reservation: May 3, 2024
Art: May 31, 2024



Volume 30, Number 6
November / December
Special Automotive Issue
Distinguished Military Awards Report

Latina Executive of the Year
Employee Resource Group of the Year
Holiday ♦ Financial ♦ Health ♦ Business
Space reservation: November 8, 2024
Art: December 6, 2024

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Stories and Columns

About the Author

Profiles of prominent Latina authors and their work

Best Buys

LATINA *Style* recommends the best buys for your money

Business Sense

The ultimate resource for the Latina business woman. This column covers the challenges that Latina small business owners face and identifies opportunities and solutions

Career Moves

From Latinas entering the work force to Latinas changing jobs, this column covers the latest trends in the workplace

College Beat

A Latina college student perspective of growing up in America

Events & Occasions

Coverage of important Hispanic events and celebrations across the country

Family Values

This column focuses on the number one priority for Latinas: family, covering everything from raising children to developing healthy relationships

Food & Entertainment

Recipes and entertaining ideas for family, friends, and business

Health & Fitness

Addresses serious health issues facing Latinas and provides tips and tools for maintaining a healthy lifestyle

His View

The only column in the magazine where the male point of view is expressed. Covers timely topics important to the Hispanic community

Issues Forum

In-depth articles about serious social issues concerning Hispanic women and the Hispanic community

Latina Adventure

A pictorial profile of Latinas risk-takers making their dreams come true

Latina Entrepreneurs

Features on Latina business owners who have achieved remarkable success

Latinas Today

Profiles Latinas who are succeeding in leadership positions across the country

Automotive Updates

The latest information on new car models and designs that Latinas can choose as their new ride

Making the Grade

Critical education issues affecting Latinas presented from a Latina point of view

Financial

Everything Latinas need to know to maintain a positive financial outlook, including family budgeting, investing, banking, and saving

Profiles

Highlights noteworthy Latinas, corporate, business owners, civic leaders both past and present

iPunto Final! (The Last Word)

An unedited opinion piece from a prominent Latina leader

Rave Reviews

A thorough evaluation of the latest in music, movies, videos, television, and books

Siempre Bella

The latest in skin care, cosmetics, and fashion accessories for the Latina with discriminating taste

Su Casa (Your Home)

Ideas for fabulous home living

Su Vida (Your Life)

A lifestyle column covering all of the ways you can make your life more enjoyable from the ultimate spa to the best red wine

Tech Talk

Updates on cutting edge news and products in the technology field

Your Image

The importance of maintaining a positive self image. Covers everything needed to develop a happy, healthy you

World Touring

Unique and chic travel destinations across the globe. Discover out-of-the-way hideaways, popular resorts, and the best hotels, restaurants and shopping available

50 Plus

A celebration of Latinas 50 and older who are doing everything from starting their own businesses to saving the world

Latina Letters from the Front

Personal accounts of Latinas serving in our Nation's Armed Forces

Veteran's Corner

A Veteran's perspective on reentering the civilian workplace

Latinas In STEM

Ongoing coverage of stem education and leaders in the field

LATINA Style 50 Report

Profiles of the companies recognized as the leaders in providing career opportunities for Latinas

LATINA Style Business Series

Complete coverage of LSBS events across the Nation

2024 Rate Card

Guaranteed Position & Bleed Premium is an additional 10% charge.

NO CANCELLATIONS ARE ACCEPTED AFTER CLOSING DATE FOR SPACE RESERVATIONS. ACCOUNTS OVER 30 DAYS LIABLE FOR AND MAY BE CHARGED 1.5% INTEREST PER MONTH AND ALL REASONABLE COSTS.

National Advertising Rates:

4 COLOR	1x	2x	3x	4x	5x	6x
Full Page	\$12,570	\$12,470	\$11,941	\$11,841	\$11,741	\$11,313
½ Page	\$8,296	\$8,196	\$7,881	\$7,781	\$7,681	\$7,466

COVERS

Second	\$15,528	\$15,428	\$14,571	\$14,651	\$14,551	\$13,975
Third	\$14,787	\$14,678	\$14,048	\$13,948	\$13,848	\$13,308
Fourth	\$16,415	\$16,315	\$15,594	\$15,694	\$15,594	\$14,773

SPREADS

Center	\$28,094	\$27,994	\$26,689	\$26,589	\$26,489	\$25,285
2nd Cover	\$27,654	\$27,554	\$26,271	\$26,171	\$26,071	\$24,889
3rd Cover	\$27,359	\$27,259	\$25,991	\$25,891	\$25,791	\$24,623

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Ad Specs

No cancellations accepted after closing date for space reservations. Advertising materials due within 10 days of space reservation closing date.

For production questions please contact **Maru Gallegos** at maru@latinastyle.com or call (214) 357-2186

MECHANICAL & PRINTING SPECS

Full page: trim size 8.125"wX10.5"h

The file must include .125 bleed per side out of the crop marks.

Spread page: Trim size 16.25"w X 10.5"h

The file must include .125 bleed per side out of the crop marks

Trim: 16.25"w x 10.5" h

Live: 14.25"w x 9.625" h

File Format specs:

Composite PDF (Postscript): Files must be created carefully to ensure that they are properly optimized for hi-resolution output. Fonts need to be either outlined or properly embedded.

File must be process in **CMYK mode**, no fifth color will be accepted.

Trapping must be include in the file if is needed.

Standard trim; include bleed and center marks (cropping mark), no marks in the "live" or bleed" image area.

Please Note (from our printer):

- PDFX/1-A 2001 files are our preferred file format - the SWOP Industry Standard. These files work best with our ripping technology and produces predictable and reliable results for the printing industry.
- Our default minimum image resolution thresholds for images is 151 dpi for continuous tone images and 300 dpi for bit mapped images. Files uploaded with image resolutions below these thresholds will generate a preflight error. However you can still choose to approve pages with preflight errors if you understand and accept the reduced image quality.
- **DO NOT use RGB, LAB, ICC based profiles or RGB ICC profiles**, because during our conversion process, a color shift can happen with undesirable results.
- **Convert all Pantone colors to CMYK mode.** All colors not intended to print as a spot color need to be converted to cmyk in the native application or as far upstream as possible.
- If a page has a spot color that prints, the file name must include _pms in the file name just before the .pdf
- Bleed needs to be an 1/8" minimum and the type safety margin is 3/16".

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Demographics & Psychographics

LATINA Style Subscriber Profile

Average age of subscribers	30
Average household income	\$150,000
College graduates	82%
Hold managerial position	68%
Technical position	22%
Business owners	34%
Home owners	57%
Use computers regularly at work/home	90%
Own at least one car	87%

Age

12-17	2%
18-24	10%
25-34	71%
35-49	13%
50+	4%

Gender Breakdown

Female	98%
Male	2%

Marriage, Work, Home

Married	47%
Have children	54%
Employed	95%
Home Owners	57%

As consumers

Strongly oriented to family
 Educated, bilingual, English dominant
 Ethnically identified; desire biculturalism for children
 Appreciates Spanish, but not language dependent
 Heavily involved in the labor force

Outlook

Continued demographic growth
 Value oriented, but quality comes first
 Consumerist and selective

Psychographics

Experimental, willing to try new things
 Role in family as trendsetter
 Brand conscious and a smart consumer
 Decision maker
 Entrepreneur Informed and Intelligent
 New confidence, "hungry" for knowledge/experience
 Try on impulse, but not careless

Integrated to mainstream, but also rooted

Bicultural
 Questions traditionalism, but values aspects of it
 Very fashion-conscious

Language Ability (Largely Bilingual)

English Fluency

Reading	89%
Speaking	91%

Spanish Fluency

Reading	37%
Speaking	60%

Language Preference

Only Spanish	10%
More Spanish	18%
Equal	14%
More English	33%
Only English	25%

Spontaneous Public Language Use

Spanish	29%
English	71%

Diversity by National Origin

Mexican	54%
Puerto Rican	11%
Cuban	8%
Others	27%

Source: 2015 Census and current LATINA Style 2018 Subscriber Survey.