

“We are Your Link to the Growing Latin Community”

Media Kit 2015



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Semanario Latinoamericano de Oregon

*The primary objective of EL LATINO de Hoy Newspaper is to inform the Latin-American communities and residents of Oregon and Southwest Washington providing weekly coverage of all relevant local, national and international news in Spanish. Targeting the Latin-American communities in Spanish, engages **EL LATINO de Hoy Newspaper** as a bridge between the Hispanic culture from which they originate and the North American culture in which they live and working today.*

WHY ADVERTISE WITH “EL LATINO DE HOY” NEWSPAPER?

E.L. is the only Spanish-language newspaper that serves the Latin-American communities in Oregon and Southwest Washington that effectively provide news from virtually all of Latin America on a weekly basis.

E.L., as the largest Hispanic Newspaper of Oregon, is a viable medium of communication to specifically target the Hispanic market (approximately **500,000** in Oregon) that can not be reached with general market media.

The Total Buying Power of Hispanics in Oregon in 2010 was **\$3.1 Billion**.

E.L. receives and provides the most current information from Reuters News Service, Agence France Press, Associated Press, Notimex and WorldwideWebb.

E.L. is distributed to more than **500** locations (Supermarkets, Minimarkets, Latin Stores and Mexican Restaurants) in **12** Oregon counties, **33** cities and throughout Southwest Washington.

E.L. is currently at a total weekly distribution level of 25,000 copies and has a pass-along readership of 4.2 persons per copy.

E.L. has a membership of over 2,000 subscribers on a weekly basis.

Among U.S. Hispanics, keeping the Spanish language is considered the most important value to preserve.

E.L. promotes literacy and preserves the Latino culture and Spanish language.



U.S. HISPANIC DEMOGRAPHICS

Hispanic America comprises of **42.4** million of the total U.S. population.

The Hispanic population in America is growing **5.75** times faster than the non-Hispanic population.

Hispanic American median income is **\$28,700**.

Employment levels are at an all-time high in the Hispanic market.

The Hispanic population is younger than the U.S. average.

- *75% of U.S. Hispanics are under 35.*
- *46% of non-Hispanics are over 35.*

U.S. HISPANIC BUYING POWER

The U.S. Hispanic buying power has increased **205%** since 1990. Today is \$863 Billion.

U.S. HISPANICS HOUSEHOLDS

The Hispanics have larger households than non-Hispanics. Average persons per households Hispanics are 3.5 and non-Hispanics are 2.5

AGE

The Hispanics market is younger. Hispanics are on the average nine years younger than non-Hispanic.

12% of the United States total population is Hispanic.



89% of Hispanics Speak Spanish

THE MARKET

According to the Census Bureau, U.S. Hispanics will constitute the largest minority in the country by 2008. The nationally-recognized market research firm, LBC, recently published figures showing that the Hispanic National Household Purchasing Power was **\$863 billion in 2010**, \$452 billion in 2000, up from \$56.6 billion in 1980, and that all market indicators show increased growth in these figures.

OREGON HISPANIC BUYING POWER-2010

(Retail Sales in Millions)

| | |
|----------------------------------|---------|
| Food Stores | \$183.4 |
| Eating/Drinking Place Stores | \$ 89.5 |
| General Merchandise Stores | \$ 85.5 |
| Apparel & Accessories Stores | \$ 45.2 |
| Home/Furnishing/Appliance Stores | \$ 36.4 |
| Automotive Dealers | \$ 82.9 |
| Gasoline/Service Station | \$ 46.9 |
| Drug Stores | \$ 26.2 |
| All Other Retailers | \$104.1 |

Total Retail Sales \$700.1

Total Buying Power **\$3.1 Billion**

Rojo Research & El Latino de Hoy 2008

In Oregon, over 80% of Hispanic Permanent Residents, and the majority of the annual Hispanic migrant workforce, are concentrated in the Willamette Valley region.

Oregon now ranks 18th in U.S. Hispanic population. The annual buying power of the Willamette Valley is estimated at three-quarters of a billion dollars and is the 37th largest U.S. Hispanic market.



Oregon: “The documented Hispanic population has nearly doubled in the last 10 years”

1985: 93,800
1990: 152,707
1998: 265,000
2000: 299,135
2003: 360,470
2010: 521,470

GROWTH

The Oregon Hispanic Permanent Resident Population has more than doubled in the last decade and has increased another 35% since the 1990 Census. The 2000 Census is believed to have undercounted Hispanics by at least 6% in Oregon, and particularly in the Willamette Valley, by 12%.

Hispanics are moving to Oregon at an increasing rate and now constitute the largest minority group in Oregon. Established entrepreneurial Hispanics are also moving into Oregon and nearly all markets have formed a Hispanic Chamber of Commerce.

| DEMOGRAPHICS OF THE HISPANIC POPULATION IN OREGON 2008 | | | |
|--|---------|---------|---------|
| POPULATION BY COUNTY | | | |
| | FEMALE | MALE | TOTAL |
| OREGON TOTAL | 234,124 | 287,346 | 521,470 |
| MULTNOMAH | 24,421 | 29,452 | 53,873 |
| WASHINGTON | 19,401 | 25,327 | 44,728 |
| CLACKAMAS | 14,461 | 16,844 | 31,305 |
| YAMHILL | 19,426 | 23,555 | 42,981 |
| MARION | 26,354 | 33,645 | 59,999 |
| POLK | 23,495 | 28,292 | 51,787 |
| LINN | 23,470 | 27,375 | 50,845 |
| BENTON | 7,460 | 9,954 | 17,414 |
| LANE | 21,131 | 25,520 | 46,651 |
| JACKSON | 25,487 | 28,825 | 54,312 |
| MALHEUR | 12,196 | 15,778 | 27,974 |
| UMATILLA | 9,421 | 13,452 | 22,873 |
| KLAMATH | 7,401 | 9,327 | 16,728 |

| Cities with largest Hispanic population: | | |
|--|--------|--------|
| Cities | 2008 | 2010 |
| 1-Portland | 36,178 | 53,873 |
| 2-Salem | 16,405 | 37,103 |
| 3-Woodburn | 16,405 | 29,180 |
| 4-Hillsboro | 13,431 | 30,170 |
| 5-Eugene | 9,577 | 25,826 |
| 6-Medford | 4,834 | 15,236 |
| 7-Gresham | 7,319 | 23,809 |
| 8-Independence | 4,566 | 12,484 |
| 9-Beaverton | 6,333 | 22,166 |
| 10-Springfield | 6,101 | 28,055 |

Source: 2000 Census Data/El Latino de Hoy Newspaper 2010

MEDIA USAGE

- DUE TO READER LOYALTY, PRINT PROVIDES CREDIBILITY.
- PRINT PERMITS READERS TO STUDY ADVERTISING MESSAGE AND SHARE IT WITH OTHER FAMILY MEMBERS.

In the last five years the Hispanic population of Oregon has grown enormously. In addition, the quality of life (Health, Education and Work), has greatly improved.

Oregon's Hispanic population, can be described as the following: 30% is highly educated and bilingual, 55 % is well educated in Spanish and the remaining 15% is minimally educated in Spanish and English. Children ages 6-11 and youths ages 12-17 learn to read first in Spanish and then in English, either in their households or in their schools. The majority of adults ages 18-35+ only read in Spanish.

To meet the growing needs of the Hispanic population, communication channels in Spanish have expanded. In specific, Television and Media Print have demonstrated the greatest increase in the Hispanic Communities of Oregon. Radio, however, has decreased in preference due to the lack of variety in types of music played.

MEDIA USE BY HISPANIC AGE GROUP
(% of Persons Using Spanish Media)

| AGE GROUP | MEDIA TYPE | | |
|-----------|--------------|---------------|---------------|
| | SPANISH T.V. | SPANISH PRINT | SPANISH RADIO |
| 6 - 11 | 56% | 44% | 32% |
| 12 - 17 | 77% | 62% | 65% |
| 18 - 34 | 84% | 73% | 75% |
| 35 - + | 90% | 85% | 80% |

Ability to read Spanish:

83% Read Spanish very well/well.

15% Read Spanish fairly/poorly/very poorly.

2% cannot read Spanish.

Ability to read English:

30% Read English very well/well.

30% Read English fairly/poorly/very poorly.

40% cannot read English

LANGUAGE USAGE

Among U.S. Hispanics, Spanish is the first language learned.

- 97% learned Spanish first; 3% learned English first.
- 69% of U.S. Hispanics are Spanish-language dominant.

Of all the values considered most important to preserve — keeping the Spanish language ranks highest.

THE IMPORTANCE OF PRESERVING THE SPANISH LANGUAGE HAS INCREASED.

Hispanics are best reached in their native language

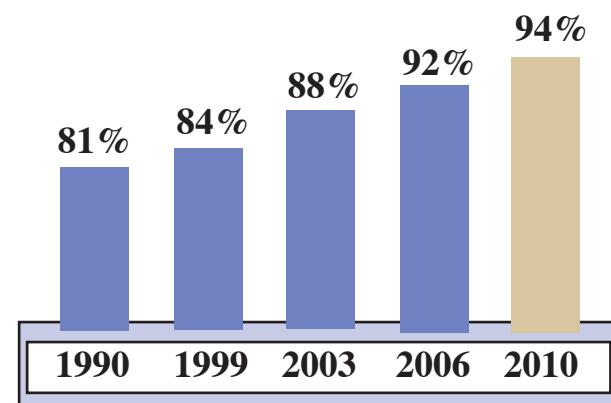
Of the two-thirds of Hispanics born outside the U.S.:

- 82% get more information when a product is advertised in Spanish.
- 65% cannot understand commercials in English.

Advertising to Hispanic in Spanish compared to advertising in English is “Five Times More Persuasive!”

40% more effective in awareness.

56% more effective in message comprehension.



THE IMPORTANCE OF PRESERVING THE SPANISH LANGUAGE HAS INCREASED

PURCHASE DYNAMICS.

A large part of the Hispanic household income is spent on assorted packaged goods and services, with an emphasis on high quality items.

Hispanics are brand conscious and loyal.

- *64% of the U.S. Hispanics believe that nationally advertised and popular name brands are the best products for their family.*
- *62% will be using the same brands they are using today one year from now.*

The majority of Hispanics (**64%**) indicate trial of companies which help sponsor Hispanic events.

For Hispanic families in the U.S., the average weekly grocery expenditure is approximately **\$357.26**.

ASSIMILATION

In terms of patterns of assimilation, today's Hispanic population can be viewed as a pyramid.

- *Only 13% are fully assimilated*
- *38% are unassimilated, with only minimal skills in spoken English, and are reached almost exclusively via Spanish language media.*
- *49% are “partially assimilated. They prefer to use the Spanish language in their private and social lives and in the media they use. Moreover, their response to Spanish language media in advertising is far more emotional and more readily internalized.”*

Source: Strategy Research Corporation.



SRDS. Reports the Hispanic population to be nearly **2.5** times larger than the African-American population in Oregon.

Spanish is more Effective

4 % More Persuasive

40% More Effective in awareness

56% More Effective in message comprehension

SUMMARY

*Hispanics constitute the largest and fastest-growing minority group in Oregon. As the largest Hispanic newspaper of Oregon, **EL LATINO DE HOY**, is your link to the Hispanic consumer and is a viable medium for your advertising message.*

Hispanics on average, are younger and have larger families. They will be your clients for a longer period of time.

Hispanics come to Oregon with no loyalty to stores or brands. Informative ads in Spanish are key.

Hispanics buy and prefer name brands.

Hispanics buy from stores and companies that show respect for their cultural differences, sponsor Hispanic events, and provide useful information to them in their own language.

***EL LATINO DE HOY Newspaper** circulates 25,000 copies weekly, free of charge, to an audience of more than 100,000 each week. **EL LATINO de Hoy** is read in more than 12 Oregon counties, 33 cities (Portland, Vancouver, Tigard, Beaverton, Hillsboro, Cornelius, Forest Grove, Gresham, Clackamas, Hood River, Newberg, McMinnville, Woodburn, Mt. Angel, Silverton, Salem, Dallas, Independence, Monmouth, Albany, Corvallis, Springfield, Eugene, Roseburg & Tillammok) and reaches subscribers in S.W. Washington.*

