

## What is SOLUCIONES?

**SOLUCIONES magazine** empowers the Hispanic family in the Washington, D.C. area with content that is practical, informative and inspirational. The latest trends and relevant service, all while celebrating the diversity of the Hispanic experience. SOLUCIONES touches the consumer with a product that has a smart, yet intimate, connection of local reach.

**SOLUCIONES** begins with a single, powerful image that draws readers in and then holds them with stories that educate and empower. Each article is, in design and content, well researched and presented with authority by experts.

The local Hispanic market is one of the most affluent in the U.S., populated by more than 700,000 Hispanics living in DC, MD and VA. With a combined annual buying power of \$8 billion, this market is rich in economic and human resources. The metropolitan area attracts many Hispanics due to employment opportunities in both the private and government sectors. Further, the socio-economic profile of the Hispanic Community is diverse and makes this market vibrant and worthy of investment.

Now more than ever is the time for **SOLUCIONES!**

Eduardo A. Carrasco  
Editor & Publisher

SOLUCIONES



## Local Market Information

### **The Hispanic consumer is a critical market in the D.C. Metropolitan Area**

- 710,496 residents in 190,000 households.
- 5.27% of the Washington Metropolitan Area population.
- Includes District of Columbia (53,289), Maryland (262,351) and Virginia (394,856).

### **Washington, D.C. Metropolitan Area Hispanic Population:**

- By 2010 Metropolitan Area is expected to grow by 33% to nearly 947,500.
- By 2010 District of Columbia population is projected to increase to 72,500; Maryland's to 337,200; and Virginia's to 537,800.
- By 2010 Prince William County's population is projected to increase to 64,400, Montgomery's to 175,000; Fairfax County's to 216,200; and Arlington County's to 50,900.

### **Spanish Speaking Consumers:**

- Hispanics are over three times as likely to live in households of 5 or more (Hispanic households of 5 or more account for 17% of total households of 5 or more).
- Washington's Hispanic median age is 10.4 years younger than White, Non-Hispanics.
- 57% of Hispanic households in Washington, D.C. include children (only 35% of U.S. Non-Hispanic households have children).
- In the Washington, D.C. metro area nearly 400,000 consumers are Spanish speakers.
- 34% (130,000) speak Spanish exclusively or primarily.
- 66% (262,000) speak both Spanish and English.
- Hispanic workers in Northern Virginia will continue to increase dramatically (+79% from 1990 to 2000).
- In Washington, D.C. Hispanic workers increased 62% from 1990 to 2000 (8% of labor force in 2000).
- The Washington Metropolitan Area is home to the wealthiest Hispanic market in the country with an average household income in excess of \$51,000 (in 60 of the 84 Maryland zip codes).
- Washington, D.C.'s Hispanic school enrollment increased by 94% from 1990 to 2000 compared to 10 years before.
- \$8 billion in local Hispanic purchasing power (up 87% since 1990).
- District of Columbia: \$1.2 billion, expected to grow to \$1.6 billion by 2009.
- Maryland: \$5.9 billion, expected to grow to \$8.5 billion by 2009.
- Virginia: \$8.4 billion, expected to grow to \$12.6 billion by 2009.

## Marketing Capabilities

**SOLUCIONES** marketing staff partners with advertisers to develop and create marketing platforms that achieve their objectives.

### Advertorials

**SOLUCIONES** will develop, create and design pages to complement promotions, products and marketing programs.

### Special Advertising Sections

The marketing team will work with advertisers and agencies to develop and create relevant special customized sections in the magazine. As needed, marketing can adapt, translate or create advertising pages and sections.

### Z-Gate with Customized Messaging

Customization can target specific markets; a general message asking readers to go to the specific retailer can be placed on all copies.

### Inserts

An Insert is an 8-page brochure, including 25% edit, advertising and relevant copy, which is placed under the front cover of the magazine. **SOLUCIONES** will create, develop and print a customized advertorial to educate consumers on a specific topic.

### Branded Pocket Tips

**SOLUCIONES** will create a Pocket Tips insert for selected advertisers. Pocket Tips is a perforated booklet inside the magazine that the reader can remove easily for specific review. Pocket Tips prominently features the advertiser's logo in full color pages with a particular focus on consumer "how to" tips.

Pocket Tips folds into a 16-page booklet (8 pages back & front) and topics range from decorating to product information.

**SOLUCIONES** has the resources to develop targeted editorial content for our clients and can design and distribute publications at grassroots events, retail outlets, etc.



## Rate Card

| No. of issues            | 1x      | 3x      | 6x      | 9x      | 12x     |
|--------------------------|---------|---------|---------|---------|---------|
| <b>Black &amp; White</b> |         |         |         |         |         |
| Spread                   | \$3,950 | \$3,634 | \$3,318 | \$2,686 | \$2,449 |
| Full Page                | \$1,950 | \$1,794 | \$1,638 | \$1,326 | \$1,209 |
| 2/3 Page                 | \$1,462 | \$1,345 | \$1,228 | \$994   | \$906   |
| 1/2 Page H               | \$1,198 | \$1,102 | \$1,006 | \$815   | \$743   |
| 1/3 Page Vertical        | \$780   | \$718   | \$655   | \$530   | \$484   |
| 2/3 Square               | \$650   | \$598   | \$546   | \$442   | \$403   |
| 1/2 Page Spread          | \$2,400 | \$2,208 | \$2,016 | \$1,632 | \$1,488 |
| <b>Four Color</b>        |         |         |         |         |         |
| Spread                   | \$6,800 | \$6,256 | \$5,712 | \$4,624 | \$4,216 |
| Full page                | \$3,000 | \$2,760 | \$2,520 | \$2,040 | \$1,860 |
| 2/3 Page Vertical        | \$2,250 | \$2,070 | \$1,890 | \$1,530 | \$1,395 |
| 1/2 Page H               | \$1,800 | \$1,656 | \$1,512 | \$1,224 | \$1,116 |
| 1/3 Page Vertical        | \$1,200 | \$1,104 | \$1,008 | \$816   | \$744   |
| 2/3 Square               | \$1,000 | \$920   | \$840   | \$680   | \$620   |
| 1/2 Page Spread          | \$3,500 | \$3,220 | \$2,940 | \$2,380 | \$2,170 |
| <b>Covers</b>            |         |         |         |         |         |
| 2nd                      | \$3,700 | \$3,404 | \$3,108 | \$2,516 | \$2,294 |
| 3rd                      | \$3,700 | \$3,404 | \$3,108 | \$2,516 | \$2,294 |
| 4th                      | \$4,900 | \$4,508 | \$4,116 | \$3,332 | \$3,038 |

**CPM: \$39.00**

## Demographic Profile

**Total Audience** 50,000

### Gender

Female 57%  
Male 43%

### Family Status

Married 52%  
Have Children in Household 60%

### Age

Median Age 37.7

### Income

Median HHI \$70,000

### Employment Status

Employed 70%

### Education

Attended/Graduated College 52%

### Home Ownership

Own Home 58%

### SOLUCIONES magazine

843 J Quince Orchard Blvd.

Gaithersburg, MD 20878

Office: 301-330-2570

Fax: 301-330-1774

sales@solucionesmagazine.com

www.solucionesmagazine.com

## Mechanical Specifications

- **Process color** elements of any ad should be saved as CMYK format.

- Any element of any ad that will print in black only should be saved as black, not as CMYK. No element of any ad that will reproduce as a black element should be built from the four process colors (CMYK).

- Ads should be converted to PDF files for final transmission. PDF files should be checked to make sure all colors are set to CMYK, and all black elements are saved as black only. All fonts should be fully imbedded into the PDF file to ensure accurate reproduction.

- All native files, including fonts, should also be transmitted in case there are problems with the PDF.

### Proof Specifications:

- All advertisers must submit two (2) high-contrast digital proofs that follow SWOP (Specifications Web Offset Publications) standards with their ad material regardless of media delivery mode.

- Acceptable contrast proofs include: Kodak Approval, Fuji PictoProof, Imation Matchprint, Polaroid PolaProof and Dupont Digital Waterproof. Analog-based proofs may be accepted providing the film used to generate the proof is identical to the digital page supplied for printing (*120-133 line-screen required*).

SOLUCIONES magazine is not responsible for any color or positioning variation if the advertiser does not adhere to the above specifications. Proofs that do not meet SWOP criteria will be used for color break and content checking only.

### Accepted Delivery Modes:

CD or ZIP (*preferred*)

Ship CD, Zip, and contrast proofs to:

### SOLUCIONES magazine

843 J Quince Orchard Blvd.

Gaithersburg, MD 20878

Office: 301-330-2570

Fax: 301-330-1774

e-mail: [ads@solucionesmagazine.com](mailto:ads@solucionesmagazine.com)

[www.solucionesmagazine.com](http://www.solucionesmagazine.com)

## Ad Sizes

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Full Page:</b>       | <b>8 1/4 x 10 7/8 (trim)</b>       |
| <b>2/3 Page:</b>        | <b>5 1/6 x 10 inch (live area)</b> |
| <b>1/2 Page H:</b>      | <b>7 3/4 x 5 (live area)</b>       |
| <b>1/3 Page V:</b>      | <b>2 2/3 x 10 (live area)</b>      |
| <b>2/3 Square:</b>      | <b>5 1/6 x 5 (live area)</b>       |
| <b>1/2 Page Spread:</b> | <b>15 1/2 x 5 (live area)</b>      |
| <b>Live Area :</b>      | <b>7 3/4 x 10</b>                  |

\*Bleed must add 1/8" beyond trim area.

