

NOW IN OUR 18TH YEAR...

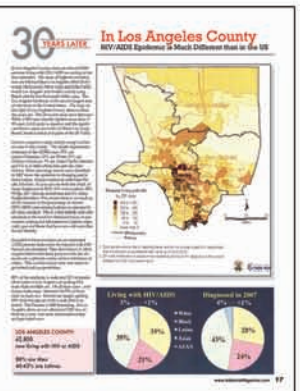
ADELANTE is the premier Latino Gay magazine. Produced monthly, it is distributed free of charge in **Los Angeles and Southern California, San Francisco, San Jose and San Diego**. Our on-line edition is distributed to a growing list on computers, smart phones and notebooks.

ADELANTE has an estimated monthly readership of more than 80,000.

ADELANTE features diverse editorial content. Considered the magazine of "record" for the gay Latino community, **ADELANTE** is the most comprehensive gay Latino magazine in the United States. Monthly issues feature interviews with well-known celebrities, music reviews, current events, health and fitness and nightlife. **ADELANTE'S** diverse content is good for our advertisers.

HEALTH AND WELL-BEING, FEATURES, ARTS AND ENTERTAINMENT, NEWS AND CURRENT EVENTS, HIV/AIDS MEDICAL INFORMATION, CLASSIFIEDS, POLITICAL VIEW POINTS & IMMIGRATION FACTS.

ADELANTE has a national subscription base mailed and e-mailed across the United States. We have a Facebook page with an increasing amount of readers. Facebook/AdelanteMagazine.



ADELANTE MAGAZINE
media kit
A 2016

- NIGHTCLUBS & BARS
- VIDEO AND BOOKSTORES
- RESTAURANTS
- HIV MEDICAL CLINICS
- COFFEE HOUSES
- MOVIE THEATERS
- AIDS SERVICE ORGANIZATIONS
- GAY AND LESBIAN CENTERS
- HAIR SALONS
- HEALTH CLUBS & SPAS
- NEWS STANDS
- RECORD STORES



ISSUE	SPACE RESERVATION DATELINE	ARTWORK DELIVERY DATELINE	STREET DATE
JANUARY 2016 Health & Fitness Edition	12/17/15	12/21/15	1/1/16
FEBRUARY 2016 Food Issue Valentine's Edition	1/15/16	1/20/16	2/1/16
MARCH 2016 Spring Fashion Review	2/16/16	2/18/16	3/1/16
APRIL 2016 Travel Edition Website Review Edition	3/18/16	3/22/16	4/1/16
MAY 2016 18 Year Anniversary Edition	4/18/16	4/20/16	5/1/16
JUNE 2016 Gay Pride Edition	5/18/16	5/20/16	6/1/16
JULY 2016 Fun Spots In The City Automobile Reviews	6/17/16	6/21/16	7/1/16
AUGUST 2016 Home Décor and Real Estate Edition	7/18/16	7/20/16	8/1/16
SEPTEMBER 2016 The Culture Issue Mexican Independence/ Latin American Independence	8/18/16	8/22/16	9/1/16
OCTOBER 2016 Halloween Edition Latino Awareness Month	9/19/16	9/21/16	10/1/16
NOVEMBER 2016 Thanksgiving Edition Holiday Decorating	10/18/16	10/20/16	11/1/16
DECEMBER 2016 Gift Ideas/ World AIDS Day, Christmas & New Years Edition	11/17/16	11/21/16	12/1/16

ADELANTE has been a major publication that has participated in the National Gay Consumer Index Survey, conducted by Community Marketing Inc, from 2008-2012.

About Our readers:

- *40% - Of SmartPhone Users use iPhones
- *39% - Of SmartPhone Users use Android Devices
- *59% - Go to a Movie at least once per month
- *51% - Dine out at least once per week
- *40% - Liked a Business on Facebook

Each Week, our readers spend:

- * 18 Hours on the Internet for Personal Use
- * 9 Hours Watching TV
- * 11 Hours Listening to Music

In 2012, % of our readers who made these purchases:

- * 10% - Bought a home or primary residence
- * 12% - Bought an automobile
- * 38% - Bought Cell Phones
- * 29% - Took a Major Vacation of 5 nights or more
- * 25% - Bought An HDTV
- * 16% - Bought a Computer Tablet
- * 24%- Bought A Lap Top Computer



GENERAL DEMOGRAPHICS



Age:

- 21-29 = 40%
- 30-39 = 30%
- 40-49 = 15%
- 50-59 = 10%
- 60+ = 5%

Gender:

- Male = 95%
- Female = 5%

Sexual Orientation Identification:

- Gay or Lesbian = 80%
- Bisexual = 14%
- Transgender = 2%
- Heterosexual = 4%

Household Income:

- Under \$25,000 = 17%
- \$25,000 - \$50,000 = 26%
- \$50,000 - \$75,000 = 13%
- \$75,000 - \$100,000 = 15%
- \$100,000 - \$149,000 = 11%
- \$150,000 + = 12%
- No Answer = 6%

Living Situation:

- Own = 35%
- Rent = 65%

English/Spanish Literacy:

- Read Both (Bilingual) = 65%
- Read English only = 15%
- Read Spanish only = 20%

Cultural Background:

- Latino = 75%
- White = 16%
- African American = 2%
- Asian Pacific Islander = 2%
- Other = 5%

Relationship Status:

- Single = 42%
- In Relationship/
Living with Partner = 30%
- In Relationship/
Not Living with partner = 20%
- Married/Civil Union = 8%

**FOR A COMPLETE COPY OF THE SURVEY,
PLEASE CALL US.**

REGULAR PAGE ADS

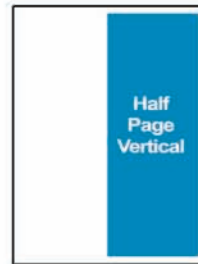
	12x	6x	3x	1x
Bus Card b/w	\$82	\$88	\$93	\$100
Sixth Page - b/w	\$112	\$137	\$150	\$160
Sixth Page - color	\$181	\$193	\$206	\$218
Quarter - b/w	\$206	\$218	\$231	\$243
Quarter - color	\$231	\$243	\$268	\$293
Half Page - b/w	\$318	\$343	\$362	\$368
Half Page - color	\$368	\$406	\$431	\$443
Full Page b/w	\$531	\$562	\$593	\$618
Full Page - color	\$618	\$650	\$700	\$743



ALL GLOSS PAGES

PREMIUM PAGE ADS

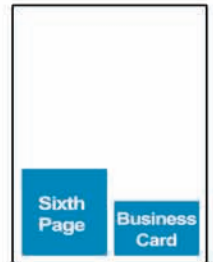
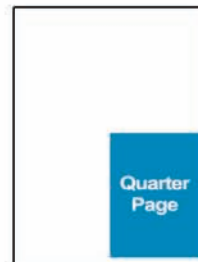
	12x	6x	3x	1x
Pages 1 to 7	\$856	\$900	\$943	\$993
Inside Back Cover	\$1187	\$1312	\$1437	\$1562
2-Page Center	\$1231	\$1381	\$1437	\$1562
Inside Front Cover	\$1437	\$1562	\$1687	\$1812
Back Cover	\$1812	\$1937	\$2062	\$2187



ALL COLOR - ALL GLOSS PAGES

AD DIMENSIONS

Full Page/Bleed:	8.625 x 10.875
Full Page Trim:	8.125 x 10.375
Full Page Live Area:	7.375 x 9.625
Half Page Vertical:	3.6 x 9.625
Half Page Horizontal:	7.375 x 4.650
Quarter Page:	3.575 x 4.625
Sixth Page:	3.575 x 3.150
Business Card:	3.5 x 2.0



WEB ADVERTISEMENT & E-MAIL ADVERTISEMENT

WEB Advertisement and Bi-Monthly E-mail blasts available.
Note dimensions are in pixel and rates are per e-mail blast
E-mail Blasts go out the beginning of the month and mid-month.

	E-Mail Blasts	WEB
1st option	207w by 272h \$250	320w by 405h \$300
2nd option	207w by 154h \$150	320w by 216h \$200
3rd option	207w by 114h \$100	320w by 160h \$150

View the whole magazine on-line www.adelantemagazine.com

MECHANICAL REQUIREMENTS

High Resolution PDF, or JPEG Files; (300 DPI). Files Should be e-mailed to readelante@aol.com.
Please call for technical assistance from ADELANTE Magazine, at (323) 256-6639

CUSTOMER INFORMATION

Business Name: _____ Date: _____
Contact Name: _____ or _____
Telephone No. _____ Fax: _____
E-Mail: _____ Cell No: _____
Address: _____ Suite #: _____
City: _____ State: _____ Zip: _____

AD INFORMATION

Start Month/Year: _____ End Month/Year: _____

Ad Size: Full Page Half Page Quarter Page Sixth Page Business Card
Color Ad Black and White Ad

Mention if Premium Pages _____ Specifications _____
Deadline: All ads must be received by the 17th of the month, or the 15th if Adelante will design ad. Extra Charges apply for ad design.

Monthly Rate: \$ _____ No. of Months: _____ Total: \$ _____
Applicable Discounts: 10% discount for non-profit organizations. Other discounts apply for organizations placing an ad for three, six or twelve consecutive months (please see the Rate Card for details, can't combine discounts). Discount if applicable _____ % \$ _____
New Total: \$ _____

E-MAIL BLAST & WEB BANNERS

E-mail Blast Option 1 Option 2 Option 3
Web Banner Option 1 Option 2 Option 3

Rate: \$ _____ Time(s) per month: _____ Total: \$ _____

PAYMENT/CREDIT CARD INFORMATION

Bill Me Monthly Total
Charge Credit Card Monthly Total
Type of card Visa: Master Card: America Express: Discover: Other:

Card Holder: _____ CV2: _____
Credit Card #: _____ Exp. Date _____

Billing Address for this Card: _____ Zip Code _____

I understand and agree that any billing remaining unpaid after thirty days will be charged to the above credit card. If advertising agreement is not fulfilled, a cancellation fee of \$100 will be assessed and the frequency discount will be forfeited resulting in all prior printed ads being back-billed at the non-discounted open rate. ***First time advertisers need to pay first month's advertisement with a credit card.**

Customer Signature: _____ Account Executive: _____

Please complete and **FAX to: (323) 550-8786** or E-mail this form to: **readelante@aol.com. Thank You**