

## NOW IN OUR 26th YEAR

Adelante is the longest running Latino LGBTQ magazine in the United States and the only monthly publication of its kind. Adelante is bilingual with content in Spanish and English produced by community writers and contributors responding to the interests of the Latino community.

Adelante distributes a monthly print and electronic version free of charge in Los Angeles County, Southern California and beyond. Adelante has an estimated monthly readership of 30,000 and growing.

Adelante was founded in 1998 in response to the HIV epidemic to bring vital information and awareness to Latino communities about the disease. Since that time, the magazine has evolved into a health and community publication covering current and community events, immigration matters, politics, local and national news. Adelante's core focus remains the publication of health and well-being content. To that end, the magazine features on-going columns written by physicians and mental health professionals about physical health and mental health, HIV treatment and prevention. Adelante also runs a monthly Resource Directory for the community to find locations for testing, treatment, and support services.

Adelante features arts and entertainment sections and publishes feature stories about artists, actors, singers, music reviews, fashion and beyond.

Adelante is a community favorite enjoyed by Latino LGBTQ individuals and the broader community at large.

Distribution locations: Nightclubs and bars, video and bookstores, medical clinics, AIDS service organizations, community centers, newsstands, coffee houses, other community locations and electronic.



## 2024 PRINT SCHEDULE & EDITORIAL CALENDAR



ISSUE	SPACE RESERVATION DATELINE	ARTWORK DELIVERY DATELINE	STREET DATE
<b>JANUARY 2024</b> Health & Fitness Edition	<b>12/20/23</b>	<b>12/23/23</b>	<b>1/1/24</b>
<b>FEBRUARY 2024</b> Valentine's Edition	<b>1/20/24</b>	<b>1/23/24</b>	<b>2/1/24</b>
<b>MARCH 2024</b> Spring Fashion Review	<b>2/17/24</b>	<b>2/20/24</b>	<b>3/1/24</b>
<b>APRIL 2024</b> Travel Edition	<b>3/20/23</b>	<b>3/23/23</b>	<b>4/1/23</b>
<b>MAY 2024</b> Wedding Edition Mother's Day Cinco De Mayo	<b>4/18/24</b>	<b>4/21/24</b>	<b>5/1/24</b>
<b>JUNE 2024</b> Gay Pride Edition PrEP Awareness Edition	<b>5/19/24</b>	<b>5/23/24</b>	<b>6/1/24</b>
<b>JULY 2024</b> 4th of July Edition Local Get-A-Ways	<b>6/19/24</b>	<b>6/22/24</b>	<b>7/1/24</b>
<b>AUGUST 2024</b> Summer Hot Spots Swim Suit Edition	<b>7/19/24</b>	<b>7/24/24</b>	<b>8/1/24</b>
<b>SEPTEMBER 2024</b> HIV Awareness Month Mexican Independence Latin American Independence	<b>8/18/24</b>	<b>8/23/24</b>	<b>9/1/24</b>
<b>OCTOBER 2024</b> Halloween Edition	<b>9/18/24</b>	<b>9/21/24</b>	<b>10/1/24</b>
<b>NOVEMBER 2024</b> Thanksgiving Edition Holiday Decorating Transgender Awareness Week	<b>10/20/24</b>	<b>10/23/24</b>	<b>11/1/24</b>
<b>DECEMBER 2024</b> Gift Ideas World AIDS Day, Christmas & New Years Edition	<b>11/20/24</b>	<b>11/22/24</b>	<b>12/1/24</b>





## READERSHIP DEMOGRAPHICS



**ADELANTE** is a major publication that has participated in the National Gay Consumer Index Survey, conducted by Community Marketing Inc, from 2008-2022.

### OUR READERS PURCHASING HABITS

- 95% - Use smart phones
- 80% - Go to a movie about once a month
- 86% - Eat out between 29-52 times a year
- 70% - Bought tickets to a live theatre event or concert
- 35% - Own a home or primary residence
- 20% - Bought an automobile last year
- 50% - Took a Major Vacation of 5 nights or more last year
- 65% - Took a short vacation of 1-3 nights last year
- 70% - Have a regular health care provider



#### Age:

- 21-29 = 8%
- 30-39 = 17%
- 40-49 = 30%
- 50-59 = 28%
- 60+ = 17%

#### Gender:

- Male = 90%
- Female = 5%
- Transgender = 5%

#### Sexual Orientation Identification:

- Gay male = 80%
- Bisexual male = 5%
- Transgender = 5%
- Lesbian = 5%
- Heterosexual = 5%

#### Employment Status:

- Full Time = 75%
- Part Time = 15%
- Other/Retired = 10%

#### Average Income

60,000+

#### English/Spanish Literacy:

- Read Both (Bilingual) = 20%
- Read English only = 40%
- Read Spanish only = 40%

#### Educational Attainment:

- High School Grad = 22%
- Associates Degree = 21%
- Bachelor's Degree = 28%
- Master's Degree = 27%
- No Answer = 2%

#### Cultural Background:

- Latinx = 70%
- White = 15%
- African American = 5%
- Asian Pacific Islander = 5%
- Other = 5%

#### Relationship Status:

- Single = 48%
- In Relationship/  
Living with Partner = 37%
- In Relationship/  
Not Living with partner = 10%
- Other = 5%

#### HIV Status Estimates:

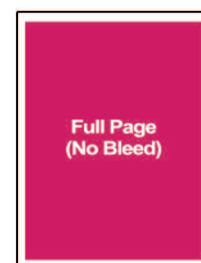
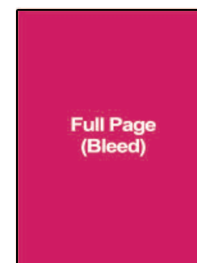
- Living with HIV/AIDS = 30%
- HIV Negative = 50%
- Unknown = 20%



# NATIONAL RATE CARD INFORMATION

## REGULAR PAGE ADS

	12x	6x	3x	1x
Bus Card	\$82	\$88	\$93	\$100
Sixth Page - color	\$181	\$193	\$206	\$218
Quarter - color	\$231	\$243	\$268	\$293
Half Page - color	\$440	\$490	\$510	\$530
Full Page - color	\$850	\$890	\$960	\$1026

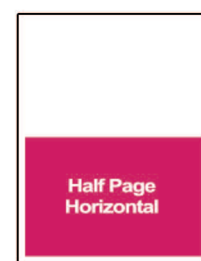
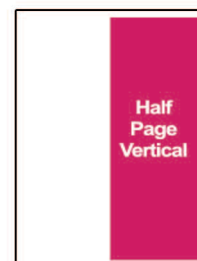


## NET RATES

ALL COLOR - 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

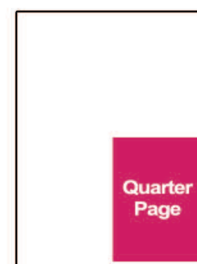


## NET RATES

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, DIGITAL & E-MAIL RATES & SPECS

Monthly Visitors: 35,000 \* Estimated Monthly Impressions: 70,000 \* Unique Email List: 28,500 and growing.  
Dimensions are in pixels, and low resolution (72 dpi). Web Banners are for one month.  
E-mail blasts go out at the beginning of the month and mid-month, rates are per e-mail blast.  
Impressions and Click-Through Reporting is available

	E-mail Blast	WEB
Option 1	590w by 670h \$300	400w by 460h \$300
Option 2	400w by 460h \$250	340w by 390h \$250
Option 3	340w by 390h \$200	

View the magazine on-line [www.adelantemagazine.com](http://www.adelantemagazine.com)

## MECHANICAL REQUIREMENTS FOR ADS

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



# CUSTOMER AGREEMENT



## 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 ☐

Mention if Premium Pages \_\_\_\_\_ Specifications \_\_\_\_\_

**Deadline:** All Ads must be received on or before the deadline date

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: ☐ PayPal: ☐

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**

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