



be a part of the next big thing

LàTeen

join us and reach America's
fastest growing demographic

MEDIA KIT 2008





Our Reader

43.5 million strong,
Hispanics are the
fastest growing
ethnicity in the U. S.

— US Census Bureau, June 14, 2004

L@Teen readers represent some of the brightest stars of America's generation. Though their origins may be diverse, our readers look, feel, and shop American. Ranging from kids to young adults, they are the perfect demographic for increasing your sales and expanding your market. L@Teen, which is a mix of English and Spanish, was started by a literacy teacher and a group of students as a project to get teens excited about reading. Today, it has become an advertising bonanza!

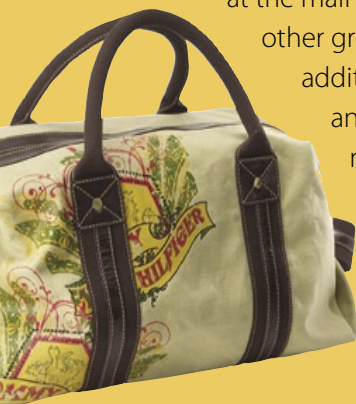
Percent of
Hispanic Teen
Magazine
Readers



Purchasing Power

The purchasing power of Hispanics is expanding rapidly. Studies predict that by 2010 Latino families will be spending over \$1 billion a year. Hispanic youths are the trendsetters leading this growth. While it is often parents that hold the checkbook, it is teens that spend the money. They spend

at the mall more than any other group and in addition their needs and tastes help motivate many big-ticket purchases from cars to televisions.



Hispanic Population Growth

Hispanics are the largest teen minority in America and currently make up 15% of the total teen population. In the top U.S. markets, that percentage is even greater. Nationwide, by 2015 1 of every 5 teens in will be of Latino origin. Thus number looks to grow even bigger in the future as Latinos traditionally have large families. Don't miss the wave-advertise today!!!

To reserve ad space call 1.720.841.1140 today!

Geographic Growth

It used to be true that Latinos were concentrated on the coasts and in the Southwest, but today some of the fastest growing Hispanic regions are in completely different parts of the nation. For example, the Mid-Atlantic is seeing rapid growth in its Latino populations, as are cities like Chicago, Atlanta, and Minneapolis. Even places such as the Northwest are seeing double-digit growth in their Latino populations.

U.S. Hispanic Population Growth:

1970 to 2050

(Percent of Total Population)



Advertising Benefits

CIRCULATION: With a 150 thousand magazine rate base beginning with Back To School 2008, *LàTeen* offers unprecedented reach into the hard to target teen market.

- Our seasonal distribution and high pass along rate ensure that your advertisement will make a lasting impression.
- Many of our subscribers are teachers and schools so magazines are often read by several hundred students a day.

EXPANDING MARKETS: Latinos are entering the middle class in record numbers and have some of the lowest unemployment rates. This translates into market growth. Already, old assumptions are being challenged as Latino tastes are branching into new areas such as American football, video games, and hip-hop. Middle and high schools across the nation are seeing their numbers of Latinos participating in varsity sports and after school clubs increase dramatically. Don't be stuck in the past, today Latinos shop more than other demographics.

Magazine advertising directly influences teen purchases of music, games, makeup and clothes.

2003 Roper Youth Report
NOP World Company

Content

In Every Issue: *Cultura* highlights Hispanic culture including musical trends, family and school issues, plus profiles of successful Latino role models.

***LàTeen* Fashion and Beauty** will have the hottest trends in teen apparel, fashion and much more for both chavos and chicas.

***LàTeen* Careers** showcases a wide variety of exciting jobs that teens can consider when thinking about their futures.

Caliente features the hottest in gear, gadgets and games.

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Advertising

2008 Editorial Calendar

Issue	Ads Due	Publication Date	Themes
Winter 2008	Oct. 2nd	Nov. 20th	Holiday Gifts/ Winter Sports
Spring 2009	Jan. 4th	Feb. 19th	Prom/ Spring Break 101
Summer 2009	May 2nd	May 13th	Summer Jobs/ Pool Fashion
Fall 2009	Aug. 1st	Aug. 12th	Back to School/ Fall Fashion
Winter 20099	Oct. 3rd	Nov. 22nd	College Guide/ Beauty Tips

Ad Rates

	6x	3x	1x
Back Cover	\$3,750	\$4,250	\$5,000
Double Page Spread (Double Truck)	\$3,000	\$3,400	\$4,000
Inside Front	\$2,325	\$2,635	\$3,100
Inside Back	\$2,525	\$2,835	\$3,330
Full Page	\$1,075	\$1,305	\$1,535
1/2 Page (Vertical or Horizontal)	\$589	\$682	\$775
1/3 Page (Vertical, Horizontal, Block)	\$391	\$415	\$460

Ad Specs

PAGE SIZES

Spread-2 pages
Full Page

LIVE MATTER/ NON-BLEED

15.417" x 9.5"
7" x 9.5"

TRIM

16.75" x 10.875"
8.375" x 10.875"

BLEED

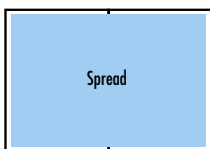
17 x 11.125"
7.25" x 9.75"

FRACTIONALS

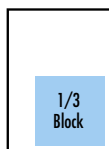
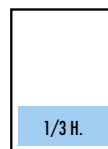
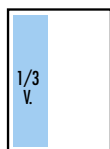
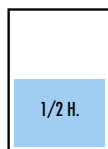
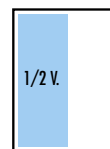
1/2 page vertical
1/2 page horizontal
1/3 page vertical
1/3 page horizontal
1/3 page block

3.5" x 9.5"
7" x 4.75"
2.332" x 9.5"
7" x 3.167"
4.75" x 4.75"

Non-bleed



Bleed



Get Behind a Positive Message

LàTeen was founded by a middle school teacher and a group of Latino students with the goal of creating articles that would get kids excited about reading. As soon as the first issue came out, teachers and students responded from across the nation with excitement and support for the project. They agreed that a magazine like this was so needed for today's underserved Latino youth. Most of all they loved our message of entertain and inspire. If you are looking to build a positive image for your company by supporting a great message look no further than LàTeen.

**Reserve
your
space
today!**

To reserve ad space contact:
Arturo Almeida
720-841-1140
arturo@lateen.com

Graphics and Deadlines

All ads can be submitted by e-mail with your business name in the subject line to arturo@lateen.com. You may submit your ads on disk or CD via standard mail to: LàTeen Magazine, 2970 13th St., Boulder, CO, 80304, Attn: Production Department. LàTeen is produced in InDesignCS2 in Mac platform. All ads may be submitted as PDF, TIFF, or JPEG; minimum resolution 300 dpi; in CMYK format. We do not accept Quark or Microsoft Publisher, PowerPoint, or Works files. Any ads submitted in these formats may be subject to design fees.

Terms and Conditions

Payment is required with a signed contract prior to ad publication. We accept Visa, MasterCard, Discover, and American Express. Check, money order, or purchase order acceptable pending credit approval.

Payments are non-refundable; credit will be issued for errors for which the publisher is responsible. The liability of the publisher for any error for which the publisher can be held legally responsible will not exceed the cost of the advertising space.

The publisher reserves the right to suspend or terminate any advertising contract due to non-payment.

Contents of all advertisements are subject to the publisher's approval. The

publisher reserves the right to reject or cancel an advertisement or insertion order, and to insert the word 'advertisement' above or below an ad.

The publisher reserves the right to charge the advertiser for the cost of unforeseen production work at a rate of \$60 per hour; minimum one hour.

The advertiser owns or controls all intellectual property rights to the advertisement and agrees to indemnify and to hold LàTeen Magazine LLC, its agents and assigns, harmless from all liabilities, claims, losses, or damages of any kind arising out of the publication of any advertising submitted to LàTeen Magazine LLC on behalf of the advertiser.

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