



[2012]

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## LatinoCalifornia

Periodismo alternativo con compromiso social

# LatinoCalifornia

## INTRODUCTION

The **Latinocalifornia.com** primary objective is to improve the lives of its audience by providing unparalleled access to the full range of opportunities this country has to offer.

We are a bilingual one-of-a-kind gatherer of news, analysis and commentaries on topics of great importance to Latinos across the U.S., with special emphasis in the Golden State.

Themes such as education, health, immigration, political participation, economy and family are among our focal content, and we complement it with sections on sports, entertainment and culture.

significantly amplified by its weekly radio program, “Contragolpe,” hosted by the distinguished Mexican journalist Rubén Luengas, a show which successfully integrates video blogs featuring stories and interviews of Latinos, by Latinos.



### OUR VISITORS ARE:

Age	Women	Men
18-24	12%	40%
25-35	24%	17%
36-45	35%	25%
45-65	29%	18%



## MISSION STATEMENT

**Latinocalifornia.com** was created to offer independent, timely and unbiased information. Our mission is to defend democracy, freedom, justice and respect for human rights. We also look to promote the education and cultural values of Latinos and to connect them with their native countries.



# LatinoCalifornia

## DEMOGRAPHICS REACH

» The Latino community is transforming the political, economic and demographic landscape in the United States. The 2010 Census counted **50.5 million Latinos** in the country, or **16.3%** of the total population, making Latinos the largest minority group.

» Latinos are powerful force driving the economy. Their national buying power now exceeds the **\$900 billion** and is expected to surpass the **\$1 trillion** mark in 2012.

» Latinos represent **1.7 million** Hispanic-owned businesses, and generate approximately **\$175 billion** in annual receipts, according to the Latin Business Association (LBA).

» Latinos are a highly-contended voting bloc. In 2010, more than **6.6 million Latinos** voted – a record for a midterm election, according to Pew Hispanic Center analysis.

» Latinos represent **37%** of California's population, surpassing the **13 million** mark.

» The average Hispanic in the US is only **25.6** years of age, compared with **44.5**, the age of the general population.

» The American Community Survey (2006) found that **34 million US residents** 5 years and older speak Spanish at home.

» About **65%** of Latinos in the US had access to Internet in 2010. This percentage, although smaller than the **77%** of the general population, is quickly leveling due in part to Latinos' high level of smart-phone adoption.

» The Pew Hispanic Center found that when it comes to accessing the internet, emailing, texting and instant messaging, Latino cell-phone usage rates equate with that of whites and blacks.

» More than half of our readers are based in the United States (55 percent) with the majority residing in California; **40%** are in Mexico, and the spread access us from Spain, Argentina, Peru and Chile. Most of our readers (70%) have a collage degree or a high school diploma, and have a median annual income of **\$48,000** or higher.

## MAIN COLLABORATORS

» **RUBÉN LUENGAS**, anchor of “En Contexto”, the main TV news program of Tel-emundo in California.

» **NORMA GALEANA**, freelance producer with Reuters Television

» **CRUZ ALBERTO MÉNDEZ**, former editor of the Life and Style section of La Opinión.

» **MARÍA TERESA SARABIA**, Founder and CEO of the digital magazine Tere-Notas.

» **DAVID TORRES**, former front page editor of La Opinión.

» **MARIBEL HASTINGS**, analyst of America's Voice.

» **ROBERTO ÁLVAREZ QUIÑONES**, economist, historian, essayist, writer and former editor of the Business section in La Opinión.

» **MANUEL GAYOL**, editor of La Opinión and award winning writer.

» **FRANCISCO RAMÍREZ**, founder and executive director of the magazine Mundo Legislativo and the website Enlacelegislativo.com

» **PATRICIA GUEVARA**, anchor of La Meta del Planeta, a radio talk show dedicated to protect the environment.

» **AURELIA FIERROS**, independent journalist, interpreter and translator.

» **MANUEL SAÑUDO**, consultant and expert on Business.



# LatinoCalifornia

## ABOUT US


The editorial staff at **LatinoCalifornia.com** is composed of experienced, recognized writers and journalists from different Latin American countries who have a profound knowledge of the U.S. Latino community.

**LatinoCalifornia.com** is led by:


### MARIA LUISA ARREDONDO

 Founder and Publisher, is an award winning Journalist and very well known journalist in Mexico and the United States. She has a syndicated political column that is published on AOL-Latino and La Opinión Newspaper, among others. Maria Luisa worked for 17 years for La Opinión, the country's largest Hispanic daily publication, where she was front page editor. For 13 years she also worked in Mexico as an editor for "Latin American Vision Magazine."

### AGUSTÍN DURÁN

 Is co-founder and editor of **LatinoCalifornia.com**. He worked for the U.S. Census Bureau, was a former reporter for La Opinión, part-time writer from Channel 34, Univision, and former Spanish editor at the bilingual chain of Hispanic newspapers, Eastern Group Publications.

### RUBÉN MORENO

 Has over 14 years of experience working as a journalist in several mass media in Spain and now in US. Graduated from Universidad Pontificia de Salamanca with a B.A. in Audiovisual Communications, he decided to move to US. In 2004 was hired by La Opinión newspaper to cover all kind of topics affecting the latino community. He was awarded several times for his stories because understand what are the challenges and needs of the hispanic families at the same time he recognizes their achievements.

## AD RATES

**120 x 500 px**

**\$1,125**

(for three months).

**300 x 250 px**

**\$900**

(for three months).

**145 x 208 px**

**\$525**

(for three months).

**120 x 60 px**

**\$300**

(for three months).

**CONTACT US FOR  
INTRODUCTORY RATES**





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