

JANUARY 2025

automundo

MAGAZINE

ARB L
PUBLISHING

MEDIA INFORMATION GUIDE

**WE DELIVER
3,000,000 + HISPANIC
CONSUMERS IN THE
U.S. EVERY MONTH**

WHO IS...

AUTOMUNDO is the premier Spanish language monthly magazine serving the U.S. Hispanic automotive enthusiast and car owner since 1982. It is written, edited and created by a group of professionals having 100+ combined years of experience marketing, advertising, and communicating to the U.S. Hispanic audience. It is a high quality content and production magazine that reaches the Hispanic consumer, which numbers 1 in 6 U.S. persons, 62 Million consumers.



WHO IS *automundo*

Automundo is distributed across the United States in printed format. While tens of thousands of consumers world wide visit its webpage (www.automundomagazine.com) or download its free smartphone application (Automundo) daily.

CIRCULATION READER PROFILE

105,000 copies monthly
national and with an RPC of
7.1 the total readership is
about **710,000**

READER PROFILE

Male **61%** Female **39%**
Average Age: **33.6 years**
38% are age **17-25**
58% are age **24-39**
84.5% have a
High School education
57% have attended higher education
58% are professionals, owners, or managers
\$57,700 average HHI

17% have an HHI of over **\$90,000/yr.**

57% own 2 or more vehicles

64% have acquired a new
vehicle in the last 4 years

32% plan to acquire a new vehicle in the
next 12 - 18 months.

HISPANICS ARE 62 MILLION STRONG



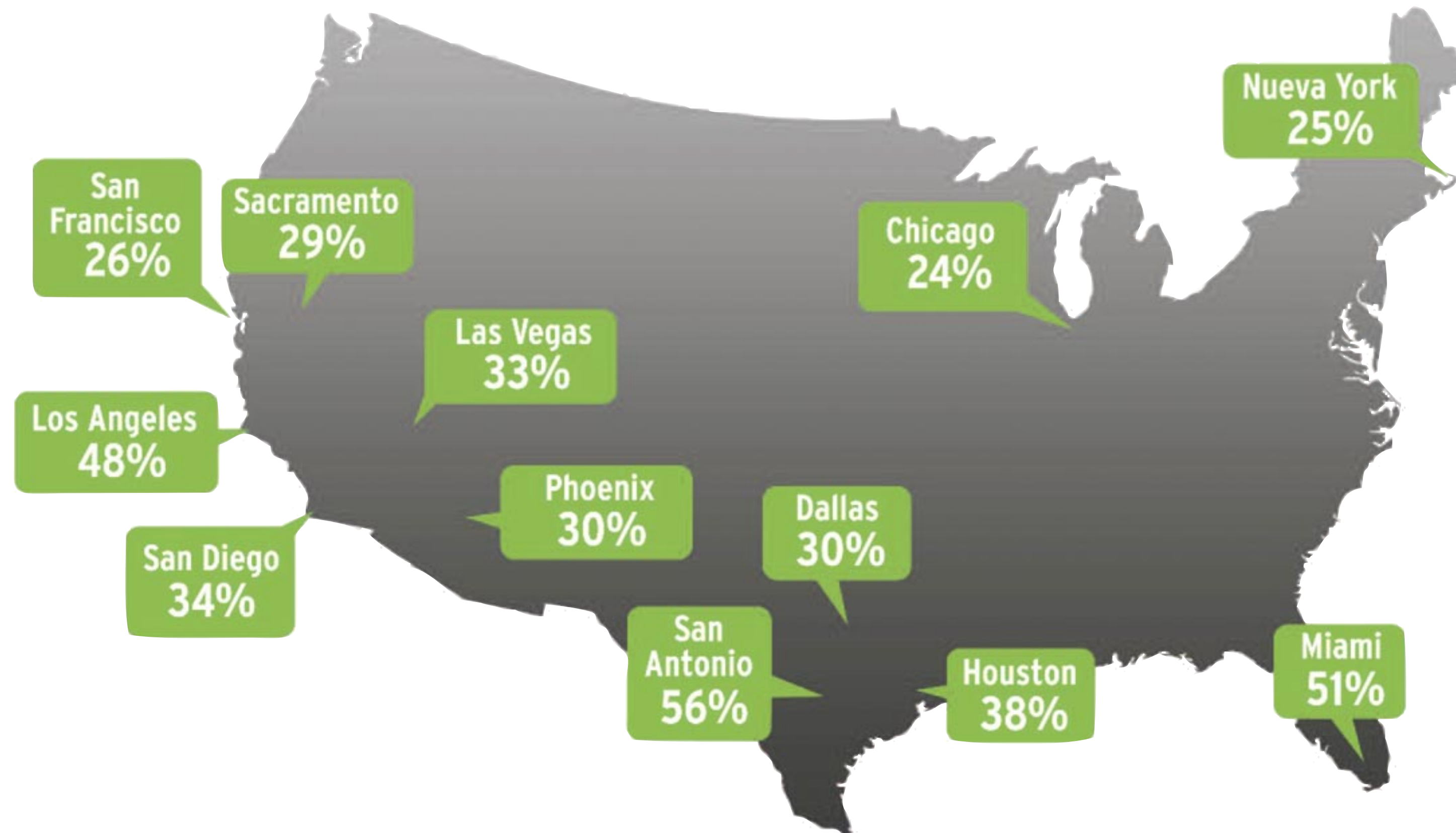
18%
OF THE
POPULATION...

FUELING
56%
OF THE GROWTH

Census Bureau, Census 2020 Redistricting Data (Public Law 94-171) Summary File, Tables PL1, PL2, PL3, and PL4, and 2020 Census Redistricting Data (Public Law 94-171) Summary File, Tables P1, P2, P3, and P4.

WITHOUT HISPANICS, THE MATH DOESN'T WORK

19% OF THE U.S. ADULT 18-49 POPULATION IS HISPANIC



Source: The Nielsen Company, 2020 TV Universe Estimates. HA18-49

THE U.S HISPANIC CONSUMER

A LOOK AT THE NUMBERS



SIZE: The 2020 Census counted 62 Million Hispanics. By comparison, the size of the U.S. Hispanic population exceeds the population of Canada by 14 Million. At 18% of the total U.S. population Hispanics are now the nation's 2nd largest consumer market. Between 2005 and 2014 Hispanic numbers grew by 43% (15.2 Million people) and accounted for over 50% of the nation's total population growth.

MINORITY-MAJORITY: The entire Western region is 47% minority (33.9 Million) and the South reached 40%, (45.8 Million). Of the particular States California lead the way with 46% of its population being Hispanic, followed by Texas (37.6% about 12 Million), Florida and Arizona (30%, 1.9 Million). In each of these States along with Nevada and New Mexico the share of children who are minority already passed 50%. Some experts estimate Hispanics will account for 30% of the total U.S. Population by 2030.

INCOME: Over 40% of Hispanic households earn more than \$50,000 per year. The \$100,000+ household income segment grew from 7% to 17%. Hispanic small business owners are growing faster than the general market (43% growth over a 5 year period versus 14.5% for non-Hispanics). Hispanic owned business in California, for example, account for over half of the 900,000+ minority owned businesses and produce gross receipts of \$57 Billion.

62 MILLION US LATINOS ARE THE WORLD'S 7TH-BIGGEST ECONOMY

THE OVERWHELMINGLY WHITE BABY BOOMERS WILL BE SUPPORTED IN THEIR RETIREMENT BY AN INCREASINGLY LATINO WORKFORCE.

The economic output of the roughly 62 million Latinos in the United States would form the seventh-largest economy in the world, a new report shows, with a GDP of \$2.1 trillion in 2022 – just behind France, but ahead of India. If they were a US state, they'd have the country's second-largest economy, behind only California. The report, produced by the Latino Donor Collaborative, is part of an effort to promote what it says is "a factual view of the importance of Latinos to our economy." Far from being "a burden to U.S. society," it says, Latinos are a young, growing, and productive part of the economy.

As the US population ages, the workforce is becoming more and more Latino. The median age of Latinos is 28, compared to 40 for the non-Latino population. From 2010 to 2015, 360,000 young Latinos joined the labor force, compared to 155,000 young non-Latinos.

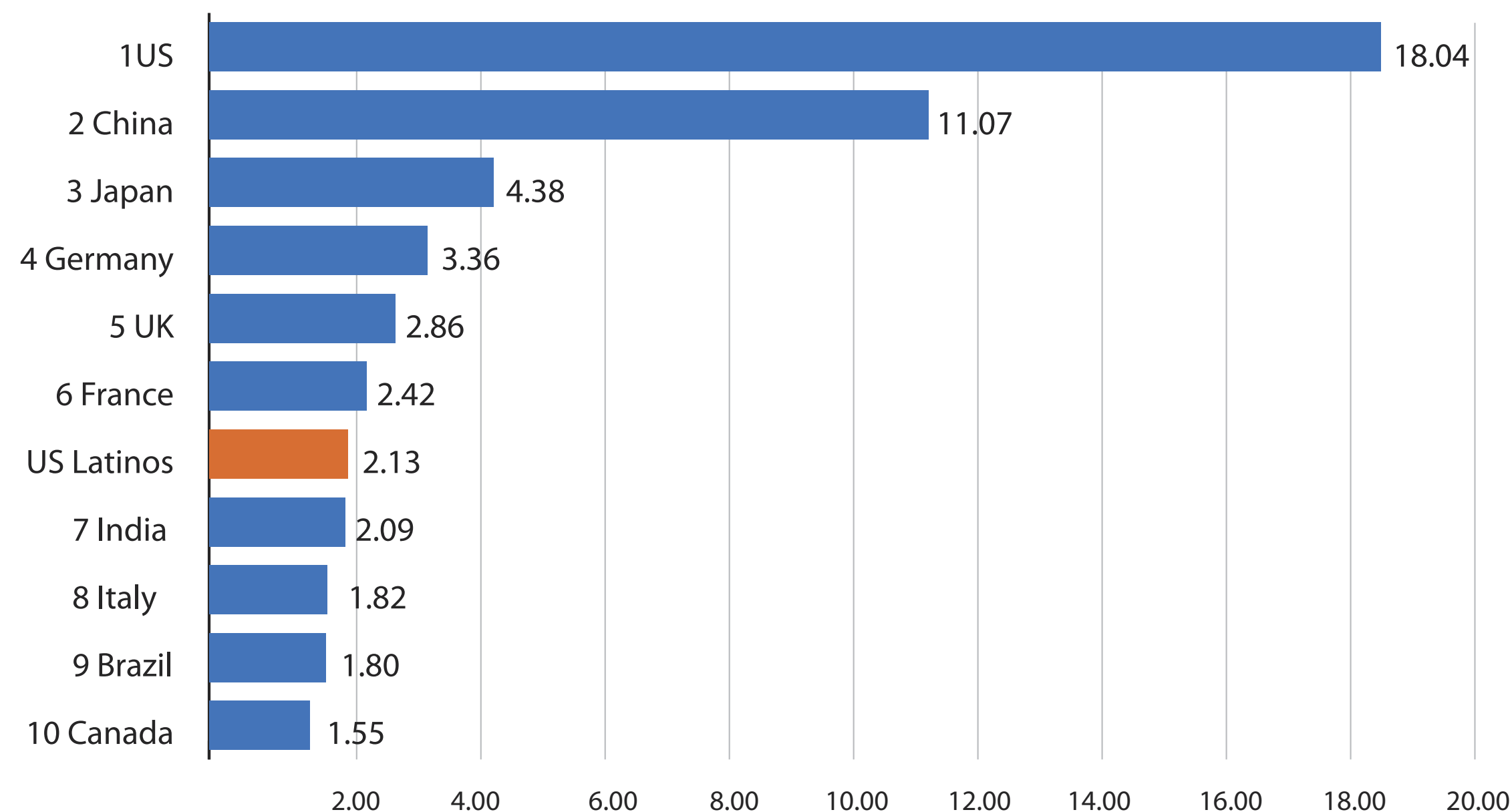


THE DIFFERENCE IS EVEN MORE STRIKING FOR ADULTS BEYOND COLLEGE AGE. In that same five-year period, **2.5 million Latinos aged 25-64 joined the labor force**, while the number of non-Latinos of the same age in the workforce actually shrank. **"Latinos are the future of the U.S. workforce,"** the report says. All those people in their prime working years are helping the Latino economy grow considerably faster than the rest of the country. **Between 2010 and 2015 it grew 2.9% per year, while the non-Latino economy grew at 2.1%, the report said.**

Going forward, this means that the overwhelmingly white baby boomers will be supported in their retirement by a labor force that is increasingly Latino. The report's authors, Werner Schink and David E. Hayes-Bautista, did similar research in California predicting such a population changeover. **California is 39% Latino today**, and the authors say a similarly important change is happening in the national economy.

"While in the past we said here are the demographic numbers, we can say now how important that changeover is," Hayes-Bautista told BuzzFeed News. "We've reframed from [demographics] to GDP."

**GDP of 10 Largest Economies & U.S. Latino
In Trillion US Dollars, 2015**



THE U.S HISPANIC DEMOGRAPHIC

YOUNG, ECONOMIC POWER, CENTRALIZED



AGE: The Hispanic population is more than 10 years younger than the average for non-Hispanics, their median age is just under 28, which means that 75% of adult Hispanics are age 18-49 and the household size of Hispanic families is the largest of any segment at 4.0 per home.

LOCALE: Hispanic consumers are the most geographically concentrated of any consumer segment. The 2 States with the most Hispanic consumers live in California and Texas, the other 6 states that have more than 1 Million Hispanics are Florida, New York, Illinois, Arizona, New Jersey and Colorado. Hispanic populations are growing throughout the U.S. in such States as Louisiana (78.7% growth), Mississippi (105.9% growth), New Jersey (39% growth), and Virginia (91.7% growth). Perhaps more significant is the percentage Hispanic's accounted for certain States' population gains - Texas (65%), Colorado (42%), Illinois (72%), Nevada (46%), Utah (30%), Oregon (43%) and Washington (38%).

SPENDING: As of 2019/21 the Hispanic consumer will have \$1.8 Trillion in purchase power. Automundo's audience spends a larger percentage of discretionary income on goods and services than the general market. In terms of cumulative lifetime spending Hispanics will spend \$2.52 Million per person while non- Latino White and Black counterparts spend \$2.17 and 1.77 Million respectively. Toyota, Honda and Nissan are the top brands among Automundo pruchasers accounting for 46.4% of the Hispanic market.



100 pages each month of the latest and greatest news, reviews and product announcement using high quality eye catching photography and written by experts in their field.

CONTENT

- Cover
- Vehicle of the month
- Test Drive
- Buyer's Guide
- Motorcycles/SUVs/Trucks
- Tuning



COVER

A high resolution photo feature that markets and promotes a sports car, luxury sedan, or concept car during that month's issue. Each cover spotlights 2 -3 other topics in the magazine.



VEHICLE OF THE MONTH

This section provides Automundo's middle to upper income Hispanic audience (50%+ of readers have an HHI of \$57,700/year) detailed information about 2 or more new vehicles per month to fuel their vehicle purchase decision.





TEST DRIVE

Automundo provides readers an analysis of cars, SUVs, hybrids, trucks and motorcycles its expert editors review. The car of the month, exotic, SUV and test drive sections are informative and utilized by readers to make their buying and leasing decisions. Long term update: AM selects 6-8 vehicles/year to test in a 6 month-1 year basis to give its readers a better insight on those vehicles.



BUYER'S GUIDE

For the millions of Hispanic mechanics, shop owners, aftermarket enthusiasts and future car owners this section features the latest and greatest products to tune, tweak and modify any car to perfection. AM also has special occasions like Christmas, father's day and mother's day.





MOTORCYCLES/ SUVs/TRUCKS

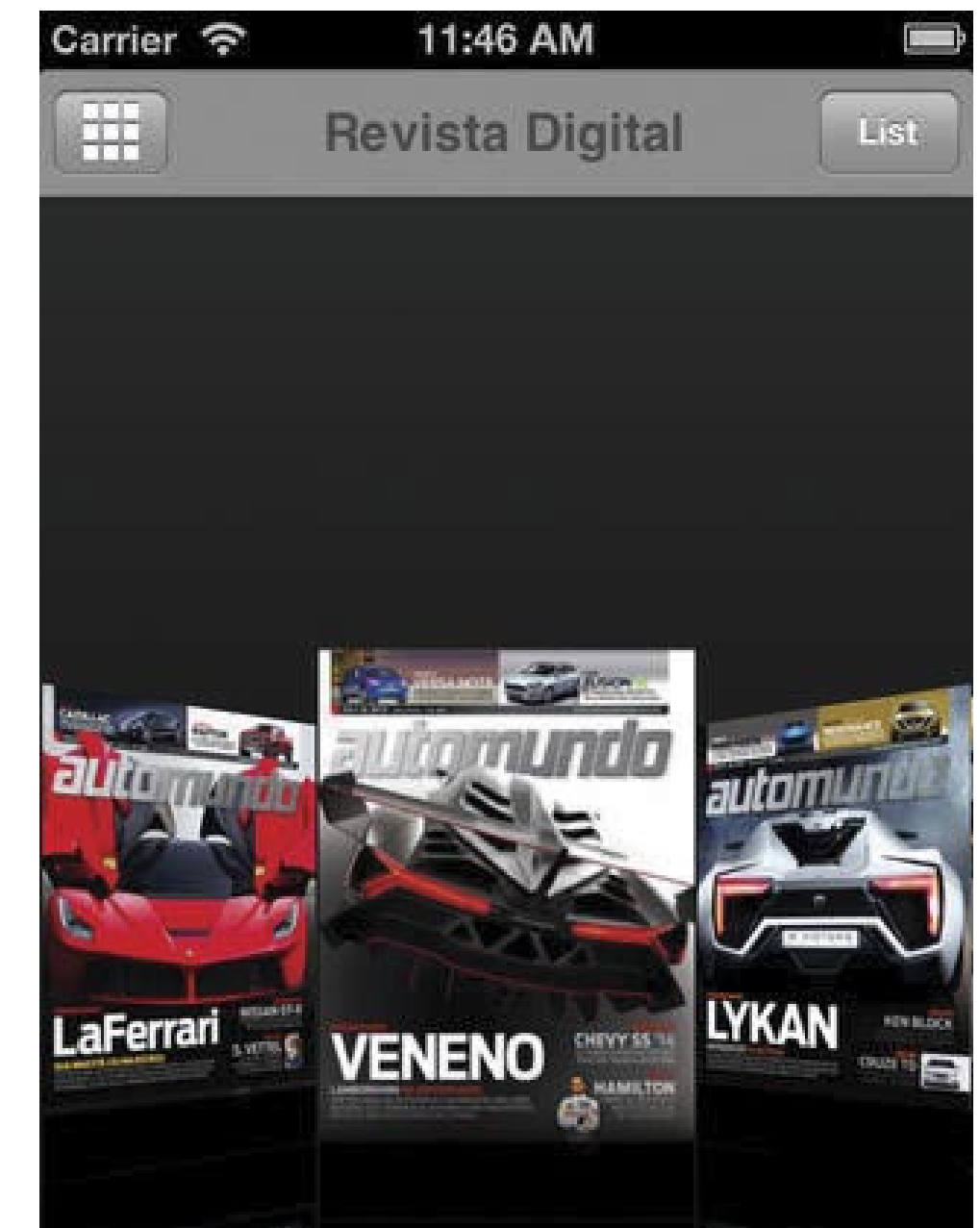
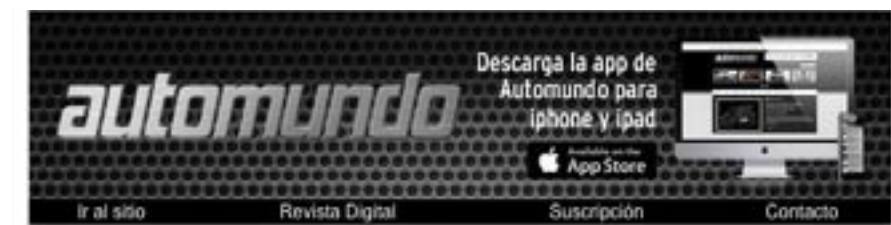
For the 57% of Automundo readers who own 2 or more vehicles, i.e. the enthusiast and family components, Automundo reviews the newest SUVs and 2 wheel speed demons on the market each month.



TUNING

A section for the younger demographic (38% of readers are age 17-25) a look into non-factory parts, tires, rims, electronics, and performance parts that can personalize any car. Each month one or two of these specialty vehicles will be the subject of an in depth feature.





WEB/E-BLAST

The websites gives readers the opportunity to download and flip through a digital copy of the print edition while also uploading new videos and information each day, week and month. automundomagazine.com E-Blast: Monthly newsletter sent to 1 million consumers.

APP

Automundo is available for smartphone users (Hispanics over index as smartphone adopters), the AM app provides on the go analysis and constant updates.



automundo

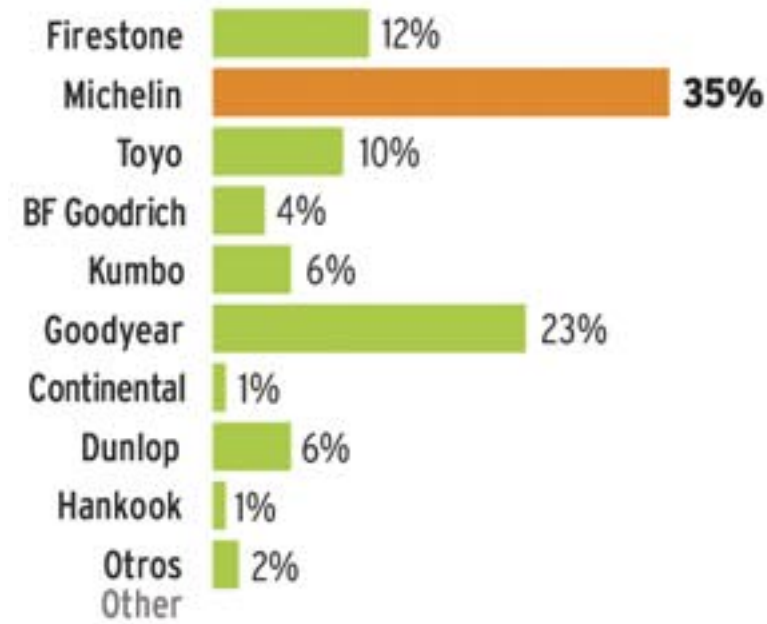
MAGAZINE

ENCUESTA DE PREFERENCIAS

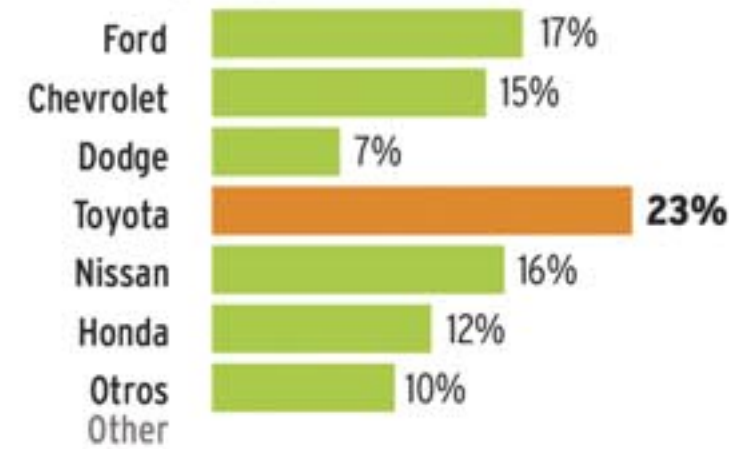
June 30, 2021

Preference Survey

¿Cuál es su neumático preferido? What is your favorite tire?



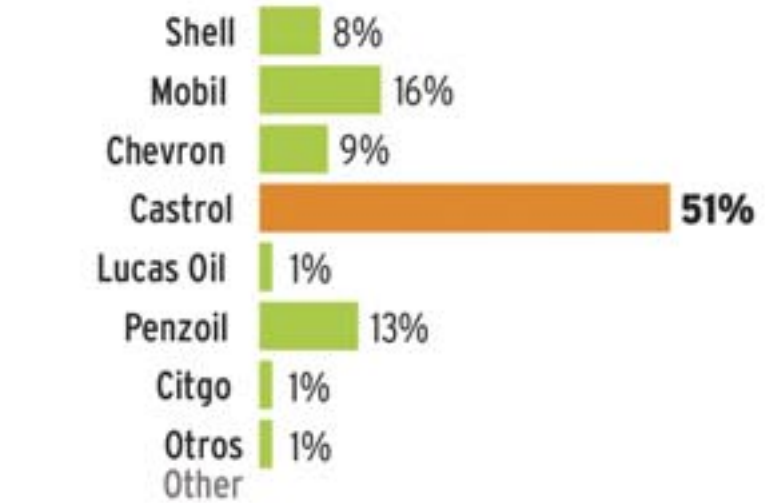
¿Cuál es su marca de autos preferida? What is your preferred car brand?



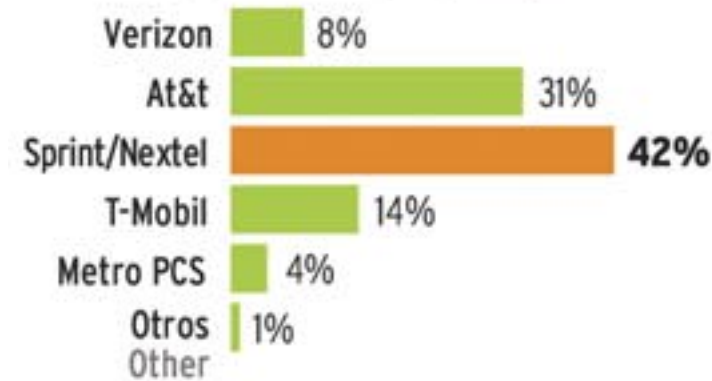
¿Quién repara su automóvil? Who repairs your car?



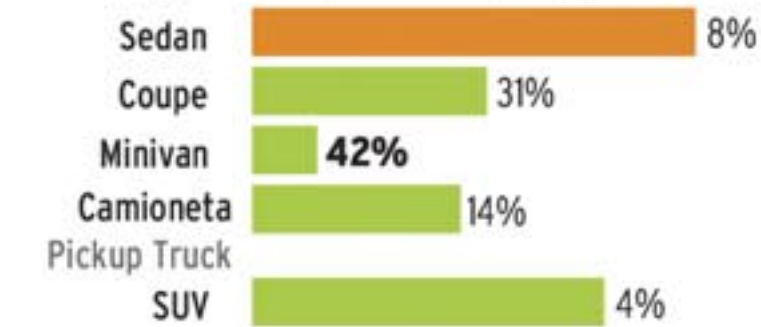
¿Cuál es su aceite preferido? What is your favorite oil?



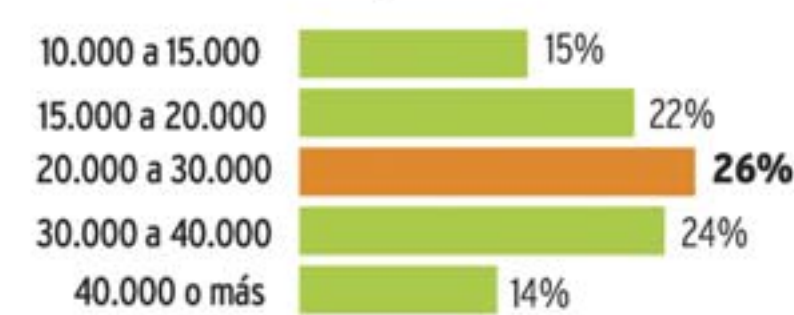
¿Qué compañía de celular utiliza? What cell phone company do you use?



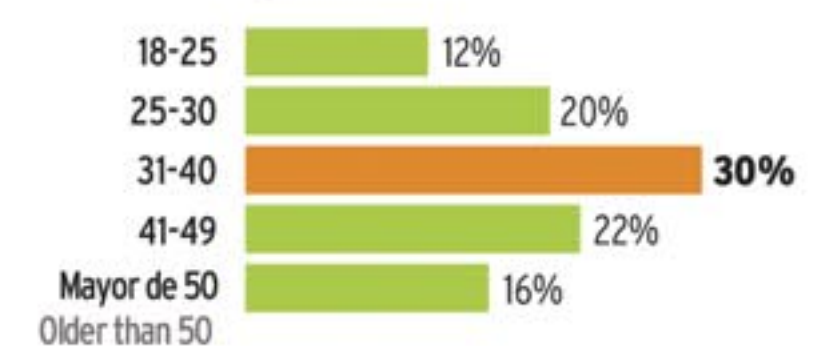
¿Qué tipo de carrocería prefiere? What type of bodywork do you prefer?



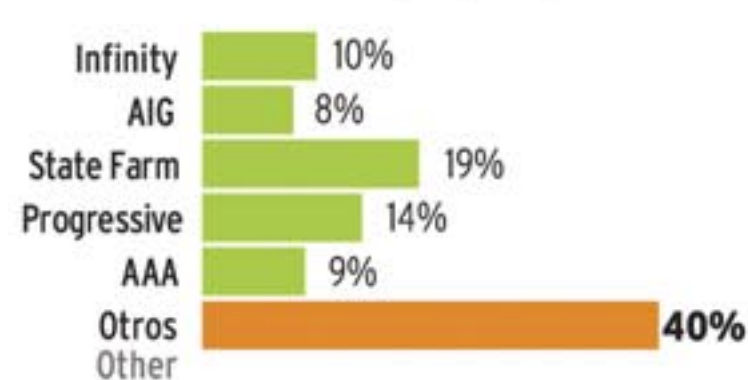
¿Qué valores de auto considera? What car values do you consider?



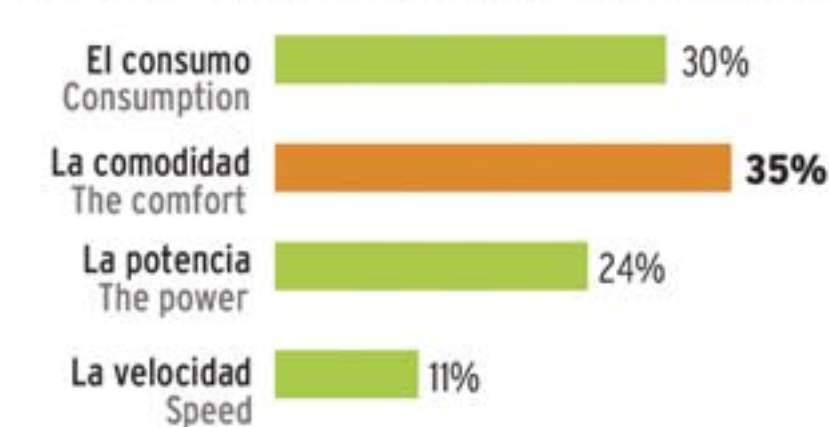
¿Cuál es su edad? How old are you?



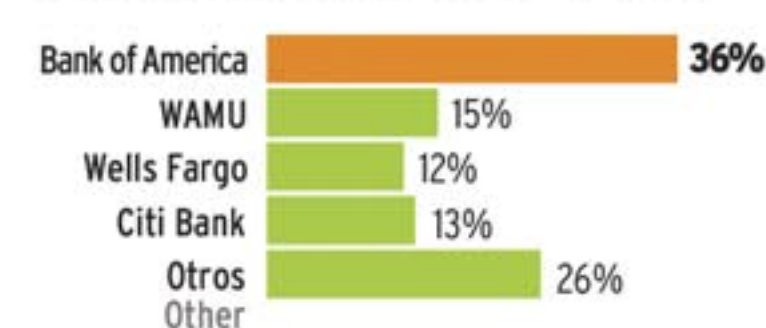
¿Qué compañía de seguros utiliza? What insurance company do you use?



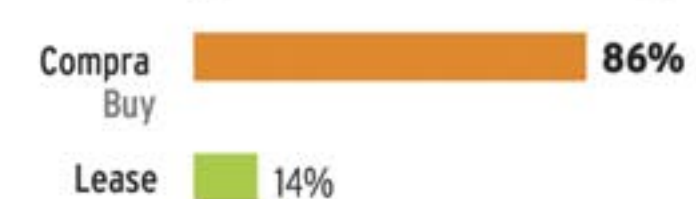
¿Lo más importante de su auto es? The most important thing about your car is?



¿Qué institución bancaria utiliza? What banking institution do you use?



¿Qué elige a la hora de decidir? What do you choose when deciding?



RATES

Automundo Rates based on 105,000 copies

Ad Size	1X	3X	6X	9X	12X	SIZES	
						Non-bleed	Bleed
2 Page spread	\$31,576	\$28,418	\$25,260	\$22,103	\$18,945	16.75 x 10.5	17.25 x 11.25
Full Page	\$19,735	\$17,761	\$15,788	\$13,814	\$11,841	7.80 x 10.40	8.75 x 11.25
2/3 Page	\$13,814	\$12,432	\$11,051	\$9,669	\$8,288	5.00 x 10.50	N/A
1/2 Page	\$9,867	\$8,880	\$7,893	\$6,906	\$5,920	7.80 x 4.90	N/A
1/3 Page	\$6,578	\$5,920	\$5,262	\$4,604	\$3,946	2.55 x 10.5	N/A
1/4 Page	\$4,933	\$4,439	\$3,946	\$3,453	\$2,959	3.80 x 4.90	N/A
Cover premium	25%	20%	15%	10%	5%	N/A	8.75 x 11.25

** Please note Cover 2 and Cover 3 are spread positions, Cover 4 is the back cover. If you opt for a cover position or opposite TOC then you opt out of any competitive spacing requirements your brand/client may have.

TERMS

1. Contract signed before insertion. Service Charge of 5% added to invoice over 30 days for each month or portion thereof.

2. Inserts, Special position rates are available upon request.

3. Liability for content (text and work) of all advertisements is assumed by the advertiser and/or their advertising agency.

4. Position of advertisement is subject to the Publisher's discretion except when specific preferred positions are available and covered by contract.

5. Maximize Exposure with our Translation Services. Our Advertising Dept. can translate and/or create your advertisement.

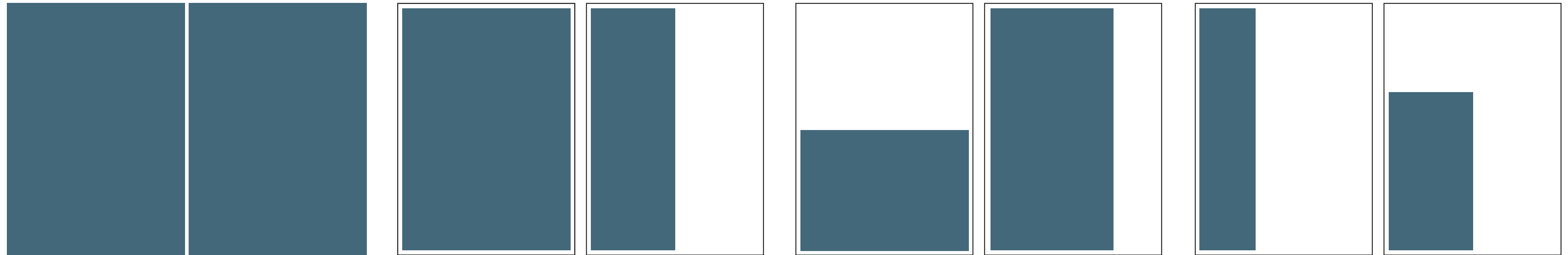
CLOSING DATES

*All rates are gross, and are subject to change. 15% Agency Discount available.

AD CLOSING: 10TH DAY OF PREVIOUS MONTH

DISTRIBUTION DATE: 1ST WEEK OF CURRENT MONTH

SPECIFICATIONS



MECHANICAL SPECIFICATIONS:

Automundo Magazine will only accept advertisements in the following formats:

- Quark or InDesign documents with hi-resolution elements and fonts
- TIFF, PSD, EPS, PDF (must be supplied at exact size, position with hi-resolution images. Send layered files with fonts if the ad is going to be translated)

SALES

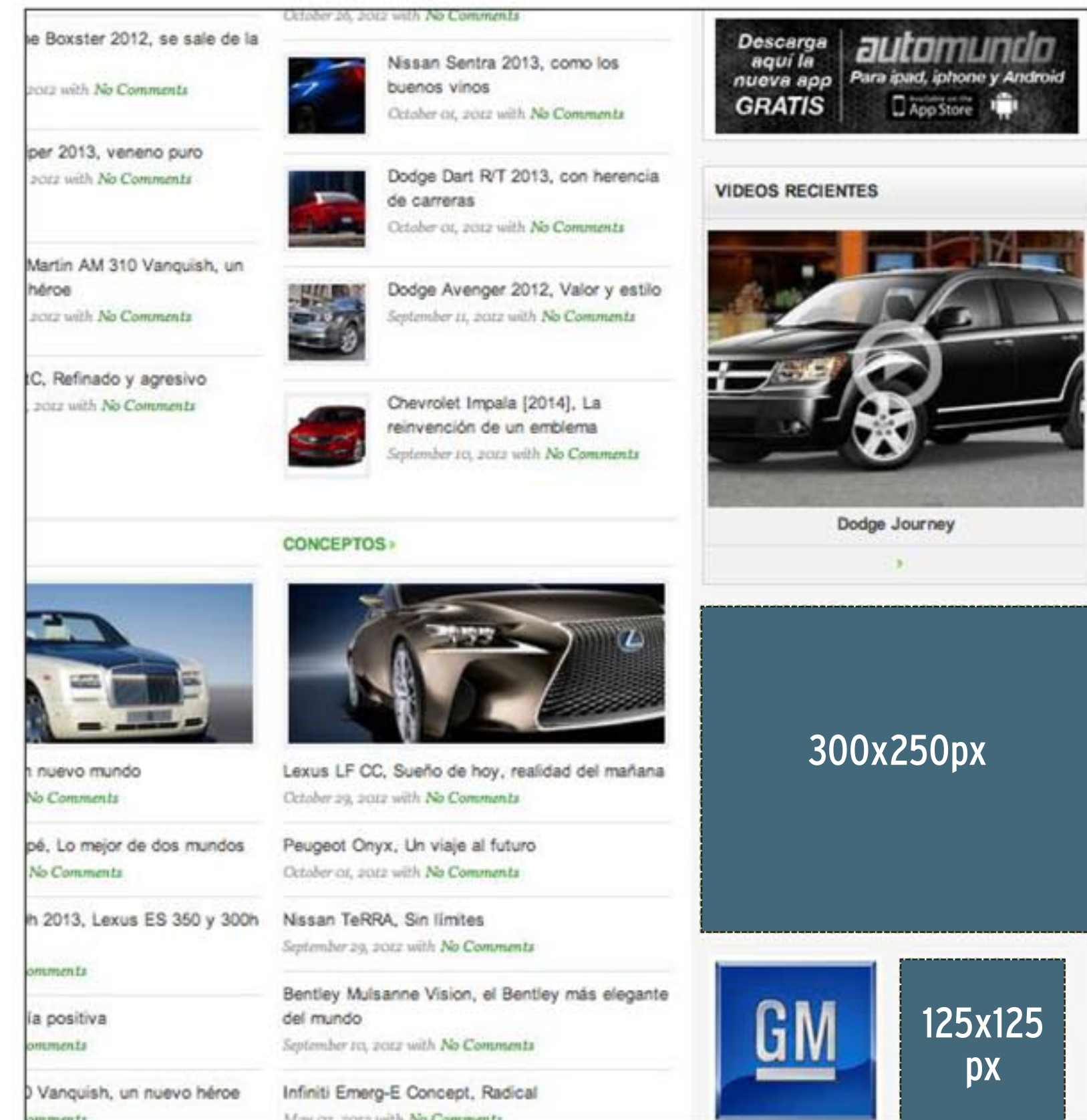
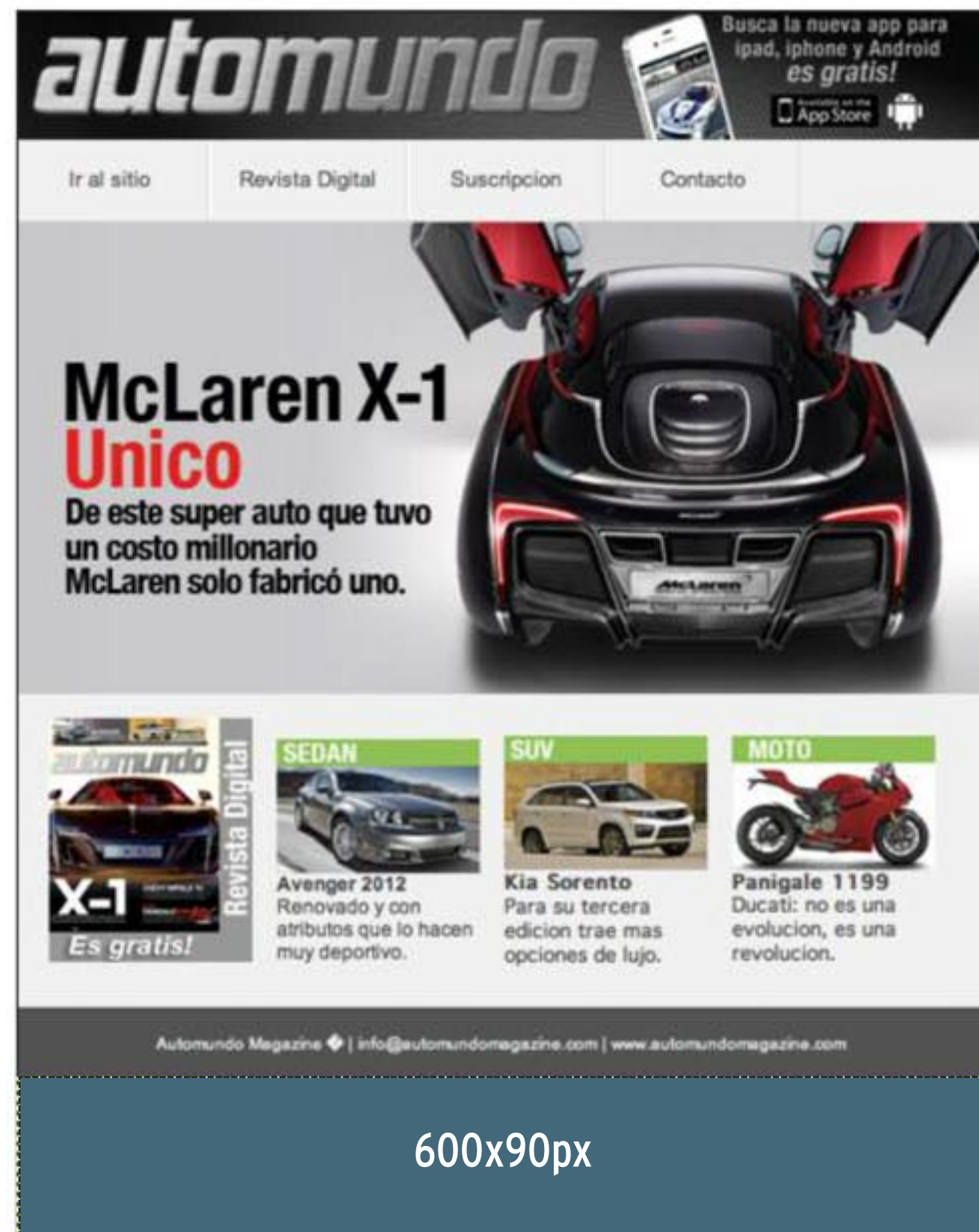
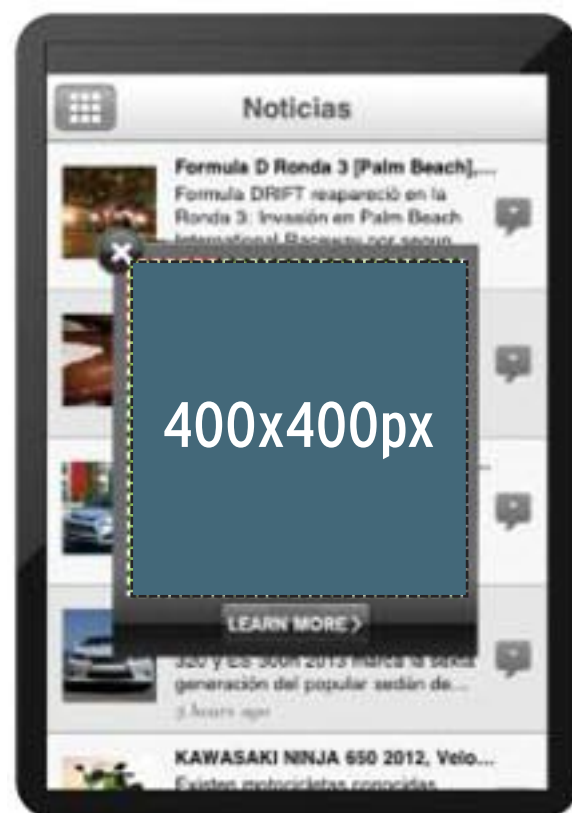
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WEB & APP BANNER SIZE SPECIFICATIONS

APP

NEWSLETTER

WEB



Send digital art to:
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