



# automundo

## MEDIA KIT 2026

THE VOICE OF *HISPANIC* AUTOMOTIVE CULTURE



AUTOMOTIVE  
CULTURE



BUYING  
POWER



HISPANIC MARKET  
REACH

WHERE BRANDS CONNECT WITH *3M+* CAR BUYERS MONTHLY



# WHO WE ARE

**AUTOMUNDO** is the premier Spanish-language automotive magazine serving the U.S. Hispanic automotive enthusiast and car owner since 1982.

Written, edited and created by a team of professionals with 100+ combined years of experience in marketing, advertising, and communicating with the U.S. Hispanic audience.



**62 MILLION+**  
HISPANIC CONSUMERS  
IN THE U.S.



**100+**  
COMBINED YEARS  
OF EXPERIENCE



**HIGH QUALITY**  
CONTENT & PRODUCTION  
YOU CAN TRUST

THE VOICE OF **HISPANIC**  
AUTOMOTIVE CULTURE



OUR MISSION: CONNECT BRANDS WITH THE HISPANIC MARKET  
THAT **DRIVES TODAY** AND **DEFINES TOMORROW**.



# OUR AUDIENCE.

**AUTOMUNDO** connects with a highly engaged, loyal, and influential Hispanic audience passionate about cars, technology and lifestyle. Our readers are active decision-makers with the purchasing power and intent that drive your brand forward.



## CIRCULATION & REACH

**105,000**

PRINT COPIES MONTHLY  
National Distribution

**7.1**

READERS PER COPY (RPC)  
Audited by BPA Worldwide

**710,000+**

TOTAL MONTHLY READERSHIP



## AUDIENCE 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



## BUYING POWER & BEHAVIOR

**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

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# NATIONWIDE REACH. HISPANIC IMPACT.

**AUTOMUNDO** connects brands with a powerful and influential Hispanic audience across the United States—where they live, work and drive.

**105,000**  
PRINT COPIES MONTHLY  
National Distribution

**700,000+**  
TOTAL MONTHLY READERS  
Audited by BPA Worldwide

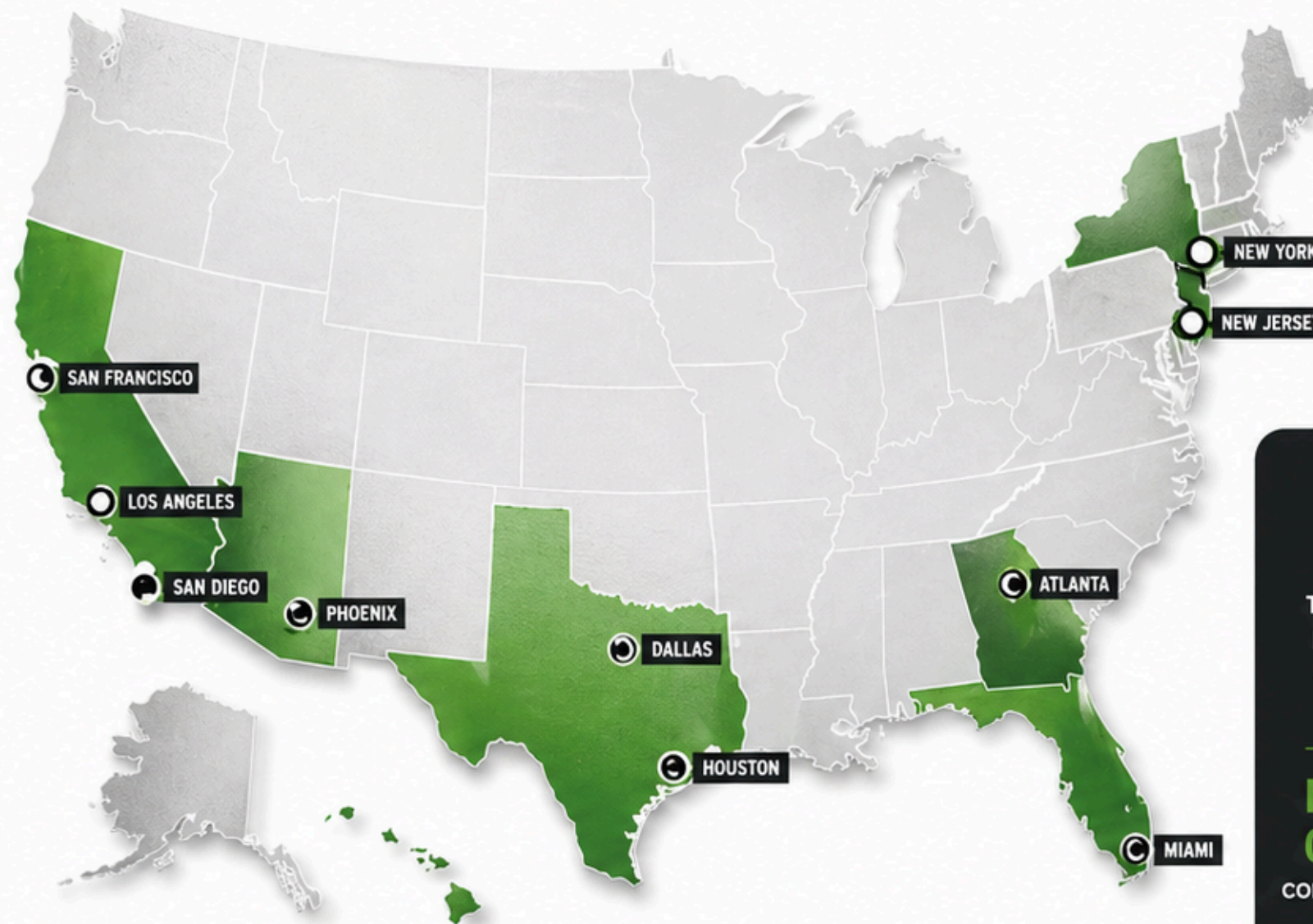
**7.1**  
READERS PER COPY (RPC)  
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**KEY MARKETS**  
CA, TX, FL, NY, AZ, NV  
+ Washington, D.C.

**65M+**  
HISPANICS IN THE U.S.  
Source: U.S. Census Bureau, 2024

**~20%**  
OF U.S. POPULATION  
Source: U.S. Census Bureau, 2024

**THE FASTEST-GROWING CONSUMER SEGMENT IN THE U.S.**



**THE HISPANIC POPULATION CONTINUES TO GROW**

**FASTEST-GROWING CONSUMER SEGMENT IN THE U.S.**



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# THE U.S. HISPANIC CONSUMER BY THE NUMBERS.

Hispanics are the driving force behind America's growth, shaping the future of culture, business, and consumer behavior.



**THE MARKET DRIVING  
AMERICA'S FUTURE.**



## SIZE

**65 MILLION+** Hispanics in the U.S.  
~**20%** of the total population.

The largest and fastest-growing consumer group in the U.S.



**65M+**

HISPANICS IN THE U.S.



**~20%**

OF THE TOTAL POPULATION



## GROWTH

The **fastest-growing** population segment in the U.S.

Projected to represent nearly **1 in 4** Americans in the coming decades.



## FASTEST-GROWING

POPULATION SEGMENT IN THE U.S.



## NEARLY 1 IN 4

AMERICANS IN THE COMING DECADES



## BUYING POWER

**\$2.4 TRILLION** in buying power in 2024 and projected to reach **\$3.4 TRILLION** by 2029.

A rapidly expanding middle and upper-income segment.



**\$2.4 TRILLION**

IN BUYING POWER (2024)



**\$3.4 TRILLION**

PROJECTED BY 2029



## THE HISPANIC CONSUMER.

Young. Influential. Ambitious.

A powerful force shaping the future of the U.S.



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# WHY HISPANIC CONSUMERS MATTER.

Hispanic consumers are a powerful and growing force driving the U.S. economy and shaping the future of the automotive industry.



## YOUNGER THAN THE GENERAL MARKET

A younger demographic that will drive demand for years to come.



## MORE BRAND LOYAL

Strong relationships with the brands they trust and recommend.



## HIGHER DIGITAL ENGAGEMENT

Heavy digital users who research, compare, and act online.



## STRONG INFLUENCE IN PURCHASE DECISIONS

They influence not only their own purchases, but the entire household.



**THEY DON'T JUST BUY CARS.**

**THEY INFLUENCE WHO BUYS THEM.**



**ONE MARKET.  
UNMATCHED POTENTIAL.**

CONNECT WITH A **LOYAL, INFLUENTIAL AUDIENCE** THAT **DRIVES TODAY AND DEFINES TOMORROW.**

# OUR EDITORIAL PILLARS

Powerful content that informs, empowers, and connects the U.S. Latino automotive community.



01



## TEST DRIVE & REVIEWS

In-depth reviews and expert opinions that help drivers make confident decisions.

02



## NEW CARS & LAUNCHES

The latest models, innovations and launches shaping the automotive landscape.

03



## BUYER'S GUIDE

Comparisons and recommendations to help consumers choose with confidence.

04



## SUVs, TRUCKS & LIFESTYLE

Tools for work, adventure and everyday life. Built for every journey.

05



## MOTORCYCLES

News, reviews and coverage of the two-wheel world and riding culture.

06



## TUNING & AFTERMARKET

Customization, accessories and performance for those who live to stand out.

07



## INDUSTRY NEWS & TRENDS

Breaking news, technology and insights that drive the automotive industry forward.



**ONE PLATFORM.**  
**COMPLETE COVERAGE.**



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**automundo**  
MAGAZINE

# DIGITAL PLATFORMS THAT DRIVE ENGAGEMENT

Always on. Always relevant. Connecting with a highly engaged Hispanic automotive audience—online and in their inbox.



## WEBSITE

automundomagazine.com

Our website is the go-to digital destination for the Hispanic automotive community, delivering:



### UP-TO-DATE CONTENT

Fresh news, reviews, launches and industry coverage updated every day.



### EXPERT INSIGHTS

Test drives, buyer's guides and expert advice to help consumers make informed decisions.



### USER EXPERIENCE

SEO and mobile optimized for easy navigation and superior performance.



### HIGHLY ENGAGED AUDIENCE

Visitors spend more time, view more pages and return for trusted insights.



## NEWSLETTER

Our newsletter keeps subscribers informed and engaged with the top automotive stories, expert reviews and exclusive content—delivered straight to their inbox.



### WEEKLY DELIVERY

The top headlines, reviews and stories our audience cares about most.



### HIGHLY TARGETED

Reaching an active, opt-in audience of Hispanic auto enthusiasts.



### STRONG PERFORMANCE

High open rates, click-through rates and advertiser results that drive ROI.



**CONTENT THAT CONNECTS.  
PLATFORMS THAT PERFORM.**



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# ADVERTISING RATES 2026

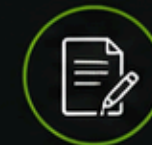
Based on 105,000 monthly print circulation

AD UNIT	SINGLE PLACEMENT	3X PACKAGE	6X PACKAGE	12X PACKAGE
 <b>2-PAGE SPREAD</b> Bleed	\$31,576	\$28,418	\$25,260	\$18,945
 <b>★ FULL PAGE</b> Bleed	\$19,735	\$17,761	\$15,788	\$11,841
 <b>1/2 PAGE</b> Horizontal or Vertical	\$9,867	\$8,880	\$7,893	\$5,920
 <b>1/3 PAGE</b> Vertical	\$6,578	\$5,920	\$5,262	\$3,946
 <b>1/4 PAGE</b> Corner	\$4,933	\$4,439	\$3,946	\$2,959

**MOST POPULAR**

<b>PREMIUM POSITIONS</b>	 <b>+25%</b> COVER 2-3 Spread Positions	 <b>+20%</b> INSIDE COVERS Front or Back	 <b>+10%</b> PREFERRED PLACEMENT
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## TERMS & CONDITIONS



### 1. SPACE CONFIRMATION

Space is confirmed upon signed insertion order.



### 2. PAYMENT TERMS

Net 30 payment terms. A 5% service charge will be added to invoices over 30 days.



### 3. SPECIAL POSITIONS

Inserts and special position rates are available upon request.



### 4. CONTENT LIABILITY

Advertisers are responsible for all ad content (text and work) and any claims arising from their advertisements.



### 5. TRANSLATION SERVICES

Maximize exposure with our translation services. Our Advertising Dept. can translate and/or create your ad.



## CLOSING DATES

**AD CLOSING:** 10TH DAY OF PREVIOUS MONTH  
**DISTRIBUTION DATE:** 1ST WEEK OF CURRENT MONTH



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**PLATFORMS THAT PERFORM.**

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