
automundo
MEDIA KIT 2027
THE VOICE OF HISPANIC AUTOMOTIVE CULTURE
AUTOMOTIVE CULTURE
BUYING POWER
HISPANIC MARKET REACH
WHERE BRANDS CONNECT WITH 3M+ CAR BUYERS MONTHLY

automundo MAGAZINE



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**.

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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

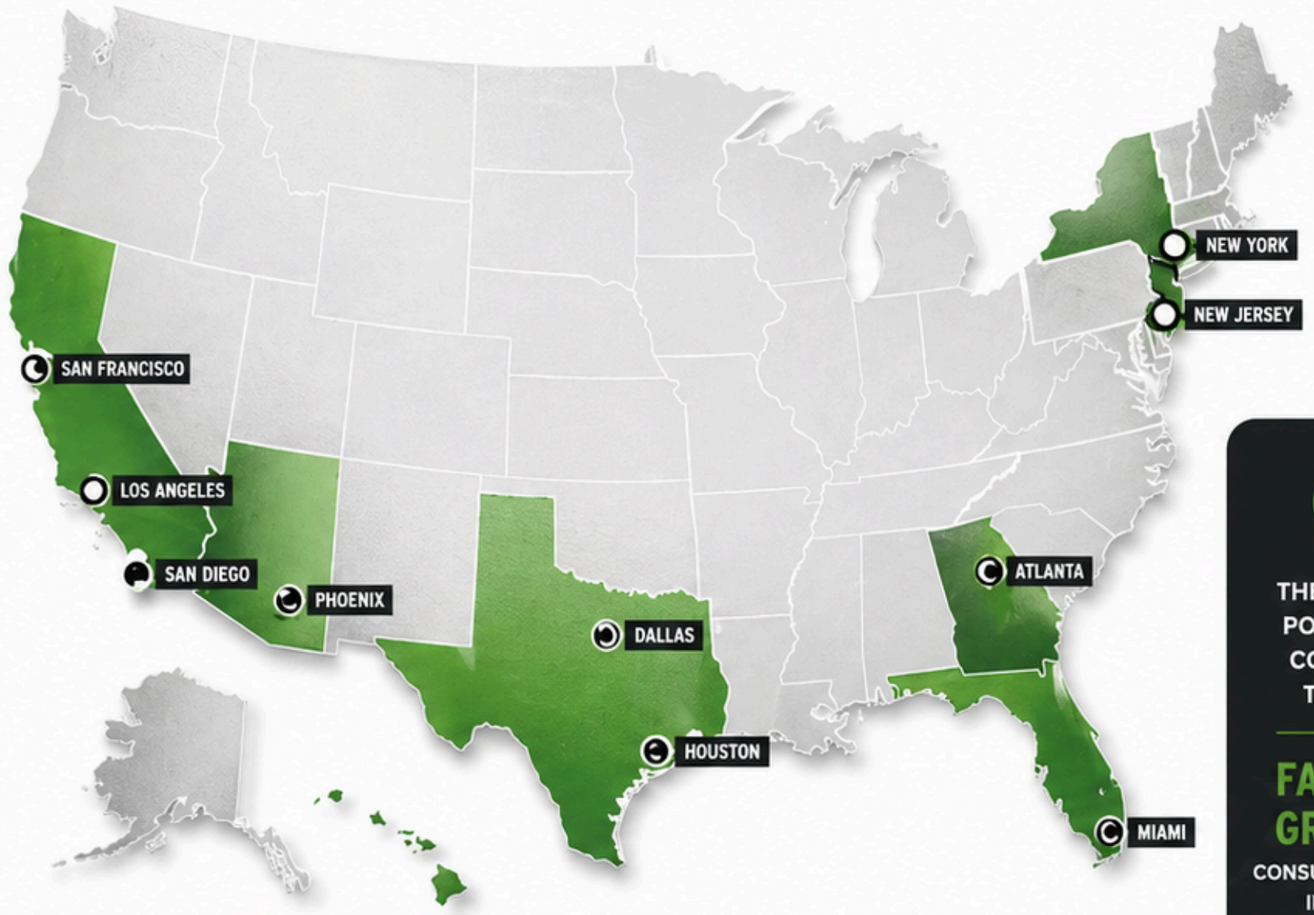
7.1
READERS PER COPY (RPC)
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KEY MARKETS
CA, TX, FL, NY, AZ, NV
+ Washington, D.C.

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.

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

Sources: U.S. Census Bureau 2024 | Selig Center for Economic Growth 2024 | Nielsen 2024

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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.

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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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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.

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

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ADVERTISING RATES 2027

Based on 105,000 monthly print circulation

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

MOST POPULAR

PREMIUM POSITIONS

- **+25%** COVER 2–3 Spread Positions
- **+20%** INSIDE COVERS Front or Back
- **+10%** PREFERRED PLACEMENT

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

CONTENT THAT CONNECTS. PLATFORMS THAT PERFORM.

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CONTACT INFORMATION

Edgardo Iorio

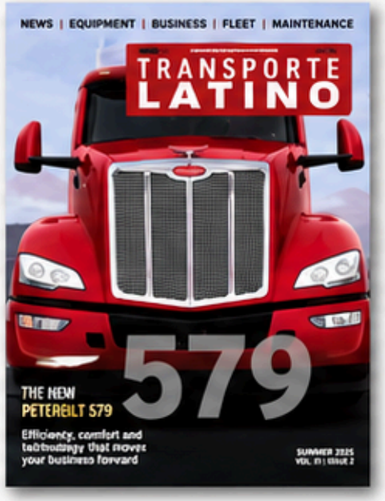
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