

Connecting the **Hispanic Community** to America

ADVERTISING GUIDE

PH 302-588-9584

Visit us at www.eltiempohispano.com



EL 2023 TIEMPO HISPANO

Delmarva Bilingual Newspaper

Saratoga Dr. NEW Castle DE 19720

Editorial Profile

A strong emphasis is given to local news and community events taking place in the State of Delaware, (New Castle, Kent and Sussex Counties) as well as neighboring states, Chester County, PA, and Wicomico and Cecil Counties, MD.

Our local news is fresh and inviting. It includes topics on:

Education
Health
Legal and financial advice
Business
Sports
Family
Performing Arts
Youth column
*Special Section on Who's Who, in the community, recognizing Hispanic contributions, achievements and role models.

Overview

El Tiempo Hispano is Delaware's only Statewide monthly bilingual print and online newspaper to offer Local and national news geared toward the Hispanic Community.

Our unique bilingual format invites both newly arrived as well as acculturated Hispanics and non-Hispanics to read and keep informed of affairs that impact the Hispanic community.

El Tiempo is a FREE publication with a vast network throughout Delaware and parts of Southern Pennsylvania, and Northern Maryland. The newspaper reaches over 25,000 monthly readers, and positions advertisers' messages before fastest growing market in the nation.

Mission

El Tiempo chooses content with the intention a sense of creating community with responsibility and vision for the future. We look to build bridges for new immigrants by providing essential information for their adaptation to life in the United States

El Tiempo strives to connect Hispanics with what is going on in their community as well as to inform non-Hispanics about the Hispanic community at large.

who are we?



DELAWARE'S HISPANIC MARKET

**El Tiempo Hispano
is an effective
and inexpensive
vehicle to reach
Hispanics and
expand your business**

FACTS

According to a poll conducted by the Newspaper Association of America, newspapers are the medium most frequently used by Hispanics to check advertising information, singled out by 56 percent compared to 14 percent for direct mail, 11 percent for the Internet and 8 percent for TV.

Spanish-language newspapers are the most influential on purchasing decisions.

Ads in Spanish are 61 percent more effective and 4.5 times more persuasive than in English:

Latinos demonstrate higher than average brand loyalty.

Cultural reasons explain why Hispanics or Latinos read newspapers more than other groups. "They trust the paper, they can see it on TV, they can see it online, but ... the paper has that sense of ultimate authority."

[**SOURCE** National Association of Hispanic Publications]



Distribution

El Tiempo's print and online distribution networks draw over 25,000 readers per month. Distribution points include Hispanic - owned businesses, libraries, government buildings and offices, newsstands in local stores, agencies, medical offices, churches, community centers and social service agencies



Circulation

10,000 print copies
3,000 internet subscribers
470 distribution locations



Readership

25,000 statewide
New Castle County 35%
Kent County 10%
Sussex County 30%
MD 5%
PA 5%

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delmarva bilingual weekly newspaper



EL TIEMPO HISPANO HISPANIC READERSHIP

TOTAL DE POPULATION

973,764 - 100%

HISPANICS IN DE

93,481 - 9.6%

MEDIAN HOUSEHOLD INCOME

\$ 68,287

HOUSEHOLD SIZE

2.57

NON ENGLISH FLUENT HISPANICS IN DE

50.5 %

SPANISH SPEAKERS

93.2 %

MEDIAN AGE

35.9 years old

GENDER

53% Male - 47% Female

MARITAL STATUS

42% Married - 33% Single - 18% Divorced - 7% Widowed

EMPLOYMENT STATUS

Employed 90%

BUSINESS

Hispanic Owned 2 %

ETHNIC BACKGROUND

Mexican 49.9 % - Puerto Rican 27.5 % - Cuban 2.0 %

Other Hispanics or Latino 20.3 %

EDUCATION

High School 26.4 % - Some College 21.1 % - Bachelor or + 15.4 %

AGE GROUPS

18-24 12.8 % - 25-44 51.1 % - 45-54 12.7 %

55+ 11 %

HOUSING STATUS

Own 53% - Rent 47%

HISPANIC POPULATION GROWTH IN DE

New Castle Co. 123% - Kent Co. 60% - Sussex Co. 369 %

ADVERTISING SIZES, RATES AND COSTS

RATES EFFECTIVE: January 2023

El Tiempo Hispano is published Monthly

Plans	Cost per inch	Rateholder (4 col. in.)	Eighth-Page (12 col. in.)	Quarter-Page (24 col. in.)	Half Page (48 col. in.)	Full Page (96 col. in.)
OPEN RATE	\$14.00	\$56.00	\$168.00	\$336.00	\$672.00	\$1,344.00
2-5 months	\$ 12.50	\$50.00	\$150.00	\$ 300.00	\$ 600.00	\$1,200.00
6-8 months	\$10.00	\$40.00	\$120.00	\$ 240.00	\$ 480.00	\$ 960.00
9-12 months	\$ 8.50	\$ 34.00	\$ 102.00	\$ 204.00	\$ 408.00	\$ 816.00

Classifieds 1 column inch: \$45 per 3 months (minimum)

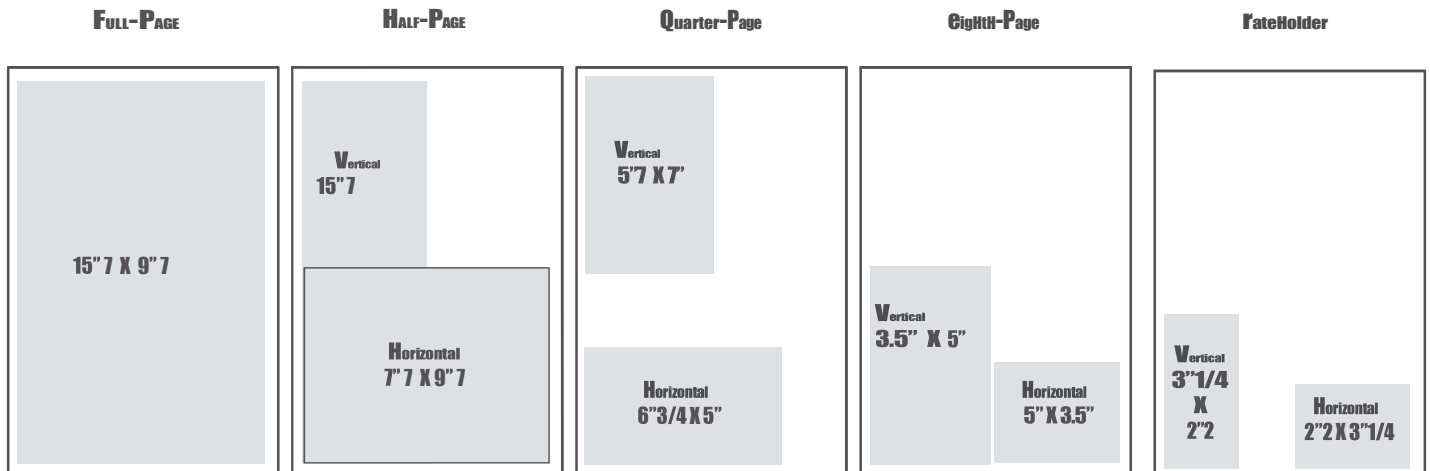
COLOR CHARGES - Process color per ADS: \$75.00
AD RATES SUBJECT TO CHANGE UPON 30-DAY NOTICE TO ADVERTISERS
ALL RATES AND PRICES ARE NET

FULL PAGE is 6 columns x 16" equals 96 column inches and is built 10-1/3" x 15-5/6"

COLUMN WIDTHS

COLUMNS are 9-1/2 picas (1-9/16 inches) wide. Gutters between columns are one pica, giving an overall page width of 62 picas or 10-5/16 inches.

1 col = 1-9/16" | 2 col = 3-5/16" | 3 col = 5-1/16" | 4 col = 6-13/16" | 5 col = 8-9/16" | 6 col = 10-5/16"



- ⇒ We accept files in **PDF - JPEG - EPS | All PC**
- ⇒ We can provide design services to our advertisers for \$50 hour.
- Please inform us of your interest when reserving space
- ⇒ **DEADLINES > Camera ready Tuesday - 5 pm | Classifieds Wednesday - 1 pm before publication**
- | ADS requiring production Mondays - 5 pm before publication**

FOR MORE INFORMATION, PLEASE CALL 302 - 588-9584

ads@eltiempohispano.com