



WESTON

# Media Kit

*Weston's premier publication  
serving the  
Hispanic Community*

Direct mailed to Weston's Hispanic households  
with additional distributions to local businesses

## Dear friends, neighbors and prospective advertisers

Welcome to Weston's premier Spanish language magazine distributed directly to the Hispanic Community.

Advertising with 'Eñe' provides a unique conduit to reach the Hispanic population of the affluent Weston area. Our editorial content, produced entirely in Spanish, engages our readers and assures our advertisers they will be seen by this major sector of our community (currently estimated at 45% of the City's population.)

In addition to our household mailings, 'Eñe' is distributed to local businesses including doctor's waiting rooms, area hotels, major business customer waiting lounges, coffee shops, area hospitals, country clubs, real estate offices and other points of interest.

Within the magazine are articles on travel, recreation, healthy living, real estate trends, upcoming events with a focus on Hispanic interest events, profiles of Hispanic businesses and business persons and other articles of local interest. Many of our articles are supplemented with beautiful photography from several contributing professional photographers. 'Eñe' is produced on the finest quality, heavyweight paper with top-quality slick finish covers.

Read through the Demographics page attached and learn more about the Weston readership area. Also, should you choose to advertise with us, all the technical details are there, including rates and schedules.

Thank you for taking the time to know us and we look forward to helping you with your marketing goals!

Sincerely,

Edgardo Santiago  
Publisher



## DEMOGRAPHICS

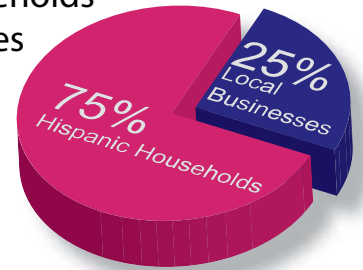
'Eñe' magazine is distributed throughout the City of Weston within area codes 33326, 33327, 33331 and 33332. Weston is one of Broward County's most affluent communities. The mailings are directed to Hispanic households within the City, as well as, local businesses.

### CIRCULATION

10,000 Monthly

#### Approximate Allocation

75% Hispanic Households  
25% Local Businesses



### HISPANIC POPULATION

29,617 Persons

|            |            |
|------------|------------|
| Men        | 48.9%      |
| Women      | 51.1%      |
| Ages       |            |
| 18-64      | 68.2%      |
| 65+        | 7.4%       |
| Median Age | 35.9 Years |

### BACHELOR DEGREE +

58.2% (versus 27.4% US average)

### HOUSEHOLD INCOME

\$105,000 to \$1,000,000+

### PROFESSIONALS

Corporate Executives; Doctors; Lawyers; Financial Consultants; Active and Retired Professional Athletes; Business Owners and others

### READER BEHAVIOR

Children attend public & private schools; International travelers; Country Club members; Spa members/users; Fitness Club members; Sports oriented activities (running, cycling, golfing, tennis, soccer, others); Motorcycle enthusiasts; Luxury & Sports car enthusiasts; Uses Pool, Landscape, Interior Design & Home Cleaning services; Contracts for Home Improvement

## 2011 MONTHLY ADVERTISING RATES & CLOSING DATES

### ADVERTISING RATES

| COMMITMENT   | SINGLE ISSUE | 3 MONTHS<br>(per mo.) | 6 MONTHS<br>(per mo.) | 9 MONTHS<br>(per mo.) | 12 MONTHS<br>(per mo.) |
|--------------|--------------|-----------------------|-----------------------|-----------------------|------------------------|
| FULL PAGE    | \$1300.00    | \$1170.00             | \$1100.00             | \$1000.00             | \$950.00               |
| HALF PAGE    | \$750.00     | \$675.00              | \$625.00              | \$600.00              | \$550.00               |
| QUARTER PAGE | \$400.00     | \$360.00              | \$340.00              | \$320.00              | \$300.00               |

### PREMIUM PAGES

|                    |           |
|--------------------|-----------|
| INSIDE FRONT COVER | \$2600.00 |
| PAGE 2             | \$1600.00 |
| INSIDE BACK COVER  | \$1800.00 |
| BACK COVER         | \$3200.00 |

NOTE: All advertisements, except Premium Pages, are distributed throughout the magazine at the Publisher's discretion.

## 2011 MONTHLY ADVERTISING RATES & CLOSING DATES (continued)

### CLOSING DATES

| ISSUE     | SPACE DEADLINE | PRESS READY ADS DUE |
|-----------|----------------|---------------------|
| January   | November 24    | December 1          |
| February  | December 23    | January 3           |
| March     | January 25     | February 1          |
| April     | February 22    | March 1             |
| May       | March 25       | April 1             |
| June      | April 25       | May 2               |
| July      | May 25         | June 1              |
| August    | June 24        | July 1              |
| September | July 25        | August 1            |
| October   | August 25      | September 1         |
| November  | September 26   | October 3           |
| December  | October 25     | November 1          |

NOTE: All payments are due on the Space Deadline date.

# ART PRODUCTION

## ACCEPTABLE FORMATS

All advertisements shall be created using Adobe InDesign, Adobe Photoshop or Adobe Illustrator. Files shall be developed in a CMYK colorspace, 300 dpi/ppi. Completed files may be submitted to 'Eñe' in the native file format of the program used (.INDD, .PSD or .AI) or as a PDF (preferred). All fonts, images, links, etc. shall be embedded or packed with all files. Flattening of files is preferred when possible. When submitting native files, provide PDF or hardcopy print version for proofing.

Artwork must be received by 'Eñe' in print-ready order, in the acceptable formats above, without additional work required. If additional work or design is required, it will be contracted out at \$50 per hour at the client's expense.

## CREATION GUIDELINES

### Full Page Advertisements

|                     |                           |
|---------------------|---------------------------|
| Final, trimmed size | Width: 8.5" x Height: 12" |
| Bleed               | 0.125" on all sides       |

Maintain 0.5" margin on all sides for important information to avoid cut-off or obstruction by inside gutter.

### Half and Quarter Page Advertisements

These ads are placed within a page layout by 'eñe' and do not require any bleed provisions or margin considerations.

|                       |                             |
|-----------------------|-----------------------------|
| Half Page, Horizontal | Width: 7.5" x Height: 5.5"  |
| Half Page, Vertical   | Width: 3.75" x Height: 11"  |
| Quarter Page          | Width: 3.75" x Height: 5.5" |

## ART PRODUCTION (continued)

### SUBMITTAL PROCESS

Completed artwork may be submitted to 'Eñe' using one of the following methods:

- E-mail** Files sizes restricted to 10MB maximum, send to [ads@ene-weston.com](mailto:ads@ene-weston.com).
- Mail/Parcel** Send files burned to CD or DVD to our address listed below. Include phone or e-mail contact information for 'eñe'to acknowledge receipt.
- FTP Site** Files may be uploaded to our FTP site. Contact us via phone or e-mail ([info@ene-weston.com](mailto:info@ene-weston.com)) for specific upload instructions.

Any ad creation or submittal questions can be answered by contacted us via phone or e-mail ([info@ene-weston.com](mailto:info@ene-weston.com)). We are happy to assist you in any way to assure you are satisfied with your advertisement. Ñ