

**MEDIA KIT**

# Latino Times

*Celebrating 16 years of publishing as one of the oldest bilingual publications in Northern California serving the Central Valley and the Greater Bay Area.*

***We promote education, health and business to better inform and serve our community.***



[www.LatinoTimes.org](http://www.LatinoTimes.org)

**Reaching the Largest Market in Northern California**



[www.latinotimes.org](http://www.latinotimes.org)

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# Latino Times

*is where you want to be...  
Delivering to a changing world*



## **Demographics Profile**

Latino Times is the only locally owned publication serving the Central Valley for over 15 years.

Latino Times is a bilingual, bi-cultural publication for the community, Latinos in business, civic organizations and other professionals in Northern California.

The annual income level of our readership is \$30,000 to \$100,000. The age range reflects our target of readers between the ages of 18 to 75.

Social Media represents 65% of our e-readers which includes our website and Facebook.

Latino Times is a free subscription that now totals over 100,000 with over 900 drop-off locations in heavy populated Latino areas in the Central Valley along with our readers that get the paper electronically direct to their email In the Greater Bay Area and Central Valley



# PRINT SCHEDULE 2016

<b>ISSUE</b>	<b>PRINT DATE</b>	<b>ARTWORK/ARTICLES DUE</b>
January	01/07	12/29
February	02/05	01/28
March	03/09	02/26
April	04/07	03/28
May	05/04	04/25
June	06/09	05/27
July	07/07	06/27
August	08/05	07/25
September	09/08	08/26
October	10/06	09/26
November	11/09	10/28
December	12/08	11/28

Print Date Subject to Change Without Notice