

THE HISPANIC OUTLOOK

ON EDUCATION MAGAZINE

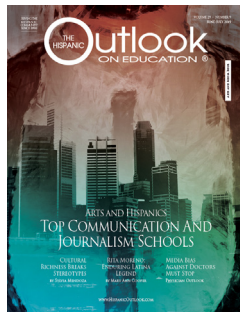
MEDIA KIT 2019/2020

WWW.HISPANICOUTLOOK.COM

(201) 587 8800



TOP 100



ARTS AND MEDIA



MEDICAL PROFESSIONS

COMMUNITY
**FINDING A NEW JOB
 JUST GOT EASIER.**
 Visit our brand new job board at
www.Hispanicoutlookjobs.com
 today!



SERVING THE HISPANIC COMMUNITY SINCE 1990

THE HISPANIC OUTLOOK ON EDUCATION MAGAZINE



CONTACT US TODAY!

WEBSITE

www.HispanicOutlook.com

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(201) 587 8800

E-MAIL

info@hispanicoutlook.com

ADDRESS

42-32 Debruin Dr
Fair Lawn, NJ 07410

TOTAL REACH

Total Print And Digital
Subscribers
21,000+

Total Print And Digital
Readership
100,000+

News Letter Subscribers
25,000+

MONTHLY AUDIENCE OVERVIEW

SESSIONS
31,000+

USERS
24,000+

PAGE VIEWS
49,000+

*Serving
the Hispanic
Community
Since 1990*

ABOUT US

WHO WE ARE

Nearly 30 years ago, the concept for a new magazine was born. *Hispanic Outlook* was created to be and remains today the only education publication solely devoted to informing and helping Hispanics successfully navigate higher education while students or as college and university professionals. Over the years, we've taken great pride in presenting content that is reliable, exclusive and impactful, told in unique ways that relate to Hispanic professionals on a visceral level. This can be accomplished through a publishing company that is deeply rooted in the rich Latino heritage from its founder to its consistent and careful outreach to the Hispanic community.

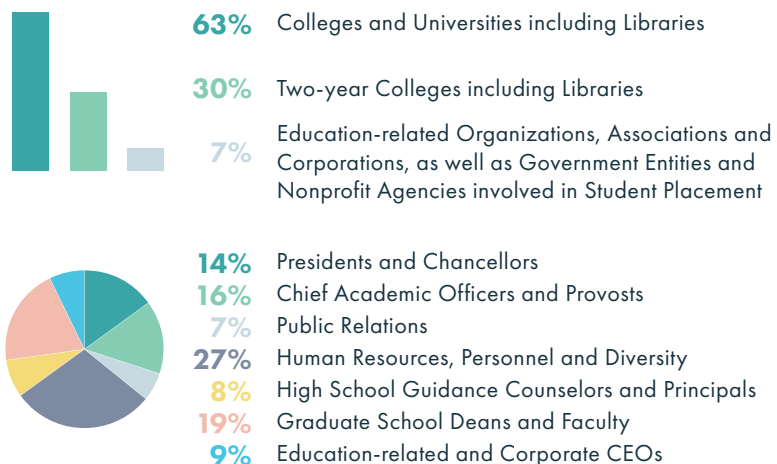
A PROVEN TRACK RECORD OF SUCCESS

WHO READS THE HISPANIC OUTLOOK MAGAZINE

Our typical readers are dedicated and serious education career professionals. They are highly trained and interested in Hispanic education policy issues. Our readers include university presidents, chancellors, provosts, deans, faculty members, diversity officers, human resource personnel and education-related/corporate CEOs. Not only are they voracious readers eager to keep up on the latest ideas and trends that may impact the world of education, but they also invest in tools to help them do their jobs and advance the mission of their schools and organizations. They believe in investing their precious time and money in the pursuit of education and career excellence.

Because our typical readers are well-educated and upwardly mobile, our online job board and recruitment advertising opportunities provide higher education employers and professional education organizations with a recruitment network that connects them with an elite and exclusive group of qualified job-seeking Hispanic professionals. If your school or organization is committed to diversity in hiring, *Hispanic Outlook* should be part of your sales plan. We are the only publication that connects your recruitment ads with a plethora of highly qualified Hispanic candidates.

SUBSCRIBERS' JOB TITLES/DESCRIPTIONS



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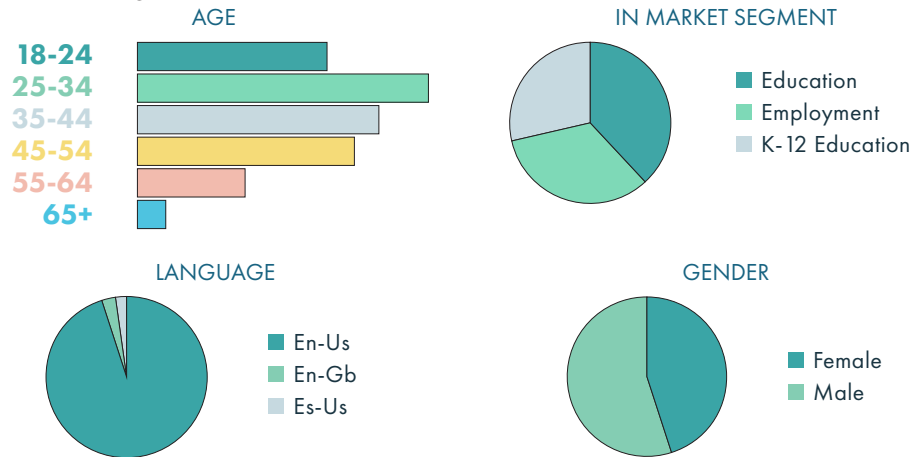
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THE PERFECTLY COORDINATED TRADITIONAL AND NEW MEDIA INFORMATION VEHICLE

DEMOGRAPHICS

Our core readers enthusiastically take an active role in advising students about their future. They interact with them and network with communities and neighborhood schools for pre-college programs. Higher education institutions hoping to recruit a more diverse student body and perhaps even increase their Hispanic numbers to qualify them or maintain their status as a Hispanic-Serving Institution have an ideal venue in *Hispanic Outlook* to present their recruitment message and stand out in the highly competitive world of higher education.



ADVERTISEMENT

DIGITAL AND PRINT ADS

Specialty Placement

Advertisers may reserve the inside front or inside back cover for a full-page ad at an additional charge of \$400.

Repeat Discount

Place a faculty/recruitment display ad at regular price in one issue and receive a 25% discount when your ad runs a second time (with no changes) within the next 2 issues after first insertion. Ads must be 1/4 page or larger.

Discounts Are Available For The Following

Conferences, workshops, seminars, fellowships, grants and scholarship programs. First insertion, 15%; second or more insertions placed at the same time, 25%. Multiple discounts do not apply.

Mechanical Requirements

Preferred Materials: Submit art as PDF, TIFF, EPS or JPEG files at 300 dpi.

Send via e-mail: info@HispanicOutlook.com. All files must be in color. All EPS images and fonts must be embedded. We are not responsible for the quality of reproduction of the materials submitted with missing fonts or low-resolution files. Please call for assistance or with any questions: (201) 587 8800.

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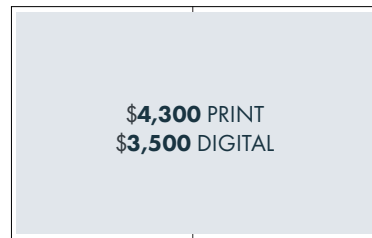
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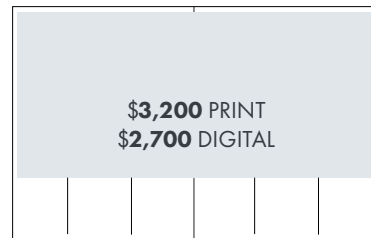
MAGAZINE ADVERTISING

DIGITAL PRINT PRICES AND SIZES

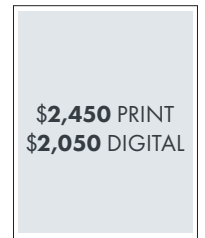
Reach our audience of well-educated, upwardly mobile education professionals at a rate guaranteed to fit any budget.



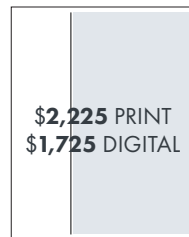
Full Page Spread
16" wide x 9.75" deep



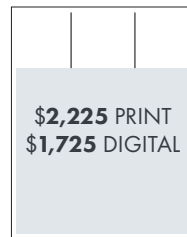
2/3 Spread
16" wide x 7.25" deep



Full Page
7.5" wide x 9.75" deep



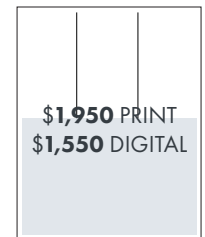
2/3 Page Vertical
4.875" wide x 9.75" deep



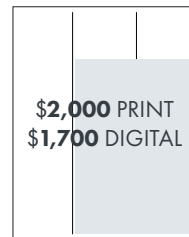
2/3 Page Horizontal
7.5" wide x 7.25" deep



1/2 Page Vertical
3.625" wide x 9.75" deep



1/2 Page Horizontal
7.5" wide x 4.75" deep



1/2 Page Island
4.875" wide x 7.25" deep



1/3 Page Vertical
2.375" wide x 9.75" deep



1/3 Page Horizontal
4.875" wide x 4.75" deep



1/4 Page
3.625" wide x 4.75" deep



1/6 Page Vertical
2.375" wide x 4.75" deep



1/6 Page Horizontal
4.875" wide x 2.375" deep

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JOB POSTING

OUR JOB BOARD

More than 95% of our users are from the United States, so you can be sure that your ads are being viewed by readers who are most likely to apply for that position.

Single Web Ads

Have a cost of \$335 and run for 8 Weeks on our website. Company profile with Logo included with purchase.

Unlimited Job Posting

Call for price! Each ad is active for 8 Weeks on our website.

ADVERTISING ENHANCEMENTS

Banner Advertising

\$300/15 Days (128 x 90 Pixels / 72 dpi resolution)

Priority Posting

+\$65

Diverse Readership Package

Designed for advertisers looking to expand their reach to our entire diverse readership on a number of levels, this special package includes:

- A display recruitment ad in *The Hispanic Outlook on Education Magazine*
- Exposure to our entire database through our newsletter
- Early or Extended Online posting on our job board for up to 60 days prior or post the edition date of print ad
- An ad at the top of search results on our job board
- A listing as a Featured Job on our homepage for 1 week

Price: Contact Us at (201) 587-8800 or info@hispanicoutlook.com

Featured Employer

Stand out from the crowd! Display your Company Logo on the homepage; Logo is linked to your Company Profile with a list of your Company's Jobs; 60 days of standing above your competitors.

Price: \$500 / 2 Months

Extend your Time-frame

8 weeks \$335 / 10 weeks \$445 / 12 weeks \$470

***Ads purchased as part of a package run for 8 weeks after submission date. All packages must be used within a valid time frame. Institutions that purchase packages of 25 or more receive a complimentary banner for 2 weeks in our official website.*

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JOB POSTING RATES

WEB ADS RATES

In a world where there are many choices about where to place advertising dollars, what makes *The Hispanic Outlook on Education Magazine* a great choice?

Product	Cost Per Ad	Price
Basic Job Posting 60 days	\$335	\$335
5 VIP Jobs	\$360	\$1,800
5 Web Ads	\$320	\$1,600
7 Web Ads	\$310	\$2,170
10 Web Ads	\$300	\$3,000
15 Web Ads	\$280	\$4,200
25 Web Ads	\$265	\$6,625
50 Web Ads	\$245	\$12,250
100 Web Ads	\$190	\$19,000
150 Web Ads	\$160	\$25,500
10 Weeks Job Posting	\$480	\$480
12 Weeks Job Posting	\$530	\$530
Unlimited posting for Six Months	-	Contact Us!
Job Posting Priority Posting	-	\$400
Free Resume Posting	Free	Free
Banner Ad in our website for 15 days	-	\$500
Now you can place your job ad in our classified page on the HO Print & Digital Edition.	-	\$ 300

** For more information of how to get donations for your organization through our print subscription, please contact us at (201) 587 8800 or info@hispanicoutlook.com

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EDITORIAL CALENDAR

PUBLICATION DATES/DEADLINES

Issue Date	Closing Date	Theme Issue
NOVEMBER 18	NOVEMBER 14	Hispanic Hiring Institutions
DECEMBER 16	DECEMBER 12	Law Schools
JANUARY 13	JANUARY 9	STEM Careers
FEBRUARY 10	FEBRUARY 6	Community Colleges
MARCH 19	MARCH 6	Sports and Summer Programs
30 ANNIVERSARY SPECIAL ISSUE		
APRIL 20	APRIL 16	Graduate Schools
MAY 11	MAY 7	Financing Education
JUNE 8	JUNE 4	Arts and Media
JULY 13	JULY 9	Medical Professions
AUGUST 10	AUGUST 6	President's Issue
SEPTEMBER 14	SEPTEMBER 10	Back to School/Hispanic Heritage
OCTOBER 12	OCTOBER 8	Top 100 Schools

WHY THE HISPANIC OUTLOOK ON EDUCATION?

Establishing a dependable diversity advertising destination for your clients is complex and challenging. There are many venues that claim to offer diversity, but read the fine print. Are the numbers they are flaunting from the age demographic that work for your client? Can they deliver the largest and still burgeoning diversity demographic or are they merely promising a broad-spectrum diversity solution that treats all various demographics with equal weight? The broad-spectrum approach dilutes the most impactful group they are trying to reach. Do you trust a single job board with little or no track record to deliver candidates for your clients' job openings or wouldn't you rather strengthen your strategic partnership with a true higher education publisher like *The Hispanic Outlook on Education*, which exclusively delivers the most powerful and sought-after demographic in today's workforce – the Hispanic professional – and has been doing so for nearly three decades. A single job board also can't offer a vibrant fully integrated social media network and community, a news driven website, and regular e-newsletter outreach to our publishing base. There is no reason to go anywhere else to fulfill your client's hiring needs!

***Issue theme dates are subject to change.

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THE COMPANY

A CLOSER LOOK TO HISPANIC OUTLOOK MAGAZINE

Nearly 30 years ago José López-Isa had a mission. He could see that Hispanics were becoming the fastest growing and youngest demographic in this country. He realized that they were destined to become a dominant part of the American workforce and the hottest labor commodity globally. There was only one thing that stood in the way of the world embracing these individuals to support an aging population: a quality education. This was the inspiration for *The Hispanic Outlook in High Education Magazine*.

A lot has changed since José López-Isa first conceived of his flagship print magazine. And now, still under José's direction, *Hispanic Outlook* has undergone exciting state of the art technological changes and has revamped itself to meet the challenges of a fast-paced multimedia world. Now more than ever we are Hispanic Strong!

The new *Hispanic Outlook* (now *The Hispanic Outlook on Education Magazine*) provides a vastly improved experience for our readers online and in our print magazine. It now has a responsive design across all devices, better navigation and search options, immersive and fun new features, and much more. Editorially, we now have an array of new tools at our disposal to create great content for the digital world.

And we didn't stop there. With an unimpeachable reputation for excellence, *Hispanic Outlook* is a magazine that readers and advertisers alike trust. The loyalty of our solid readership base of 95,000 is a receptive unique target audience for advertisers--advertisers who want to align themselves and their marketing message to a trusted publication. *Hispanic Outlook* exclusively and consistently reaches that unique niche of Hispanic professionals that no other education publication can deliver.

Hispanic Outlook has always included a commitment to timeliness and freshness of content. A dramatically shortened lead time to publication allows for the inclusion of late-breaking news stories that were previously impractical to include in the magazine. Our newly launched and regular features and columns give readers an exclusive and renewed understanding of the important issues influencing higher education. These columns and features include:

1. School rankings based on colleges and universities with the most Hispanic students and degree-earners in various disciplines.
2. Scholars Corner features the reflections and insights of Hispanic students, graduates and professionals.
3. Profiles of prominent Hispanic higher education professionals.
4. The examination of cutting-edge programs operating in colleges and universities.
5. Political and social commentary specialty columns aimed toward the Hispanic student or professional.
6. *BEYOND TUITION – Money matters as it relates to the college experience.
7. *TECHNOLOGY IN THE CLASSROOM – The latest hi-tech developments in the classroom.
8. *HIGHER FED AND WELLNESS – Health and nutrition education.

*are available for sponsorship

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