Media Kit 2022/2023 Hispanic Outlook on Education Magazine

"EMPOWERING HISPANIC PROFESSIONALS to succeed in the job market since 1990."





FINDING A NEW CANDIDATE JUST GOT EASIER.

TOTAL REACH Total Print And Digital Subscribers 35,000+

Total Print And Digital Readership 124,000+ Newsletter Subscribers 37.000+

MONTHLY AUDIENCE OVERVIEW

Sessions 42,000+ Users 34,000+

Page Views **78,000+**

CONTACT US TODAY!

WEBSITE www.HispanicOutlook.com

PHONE (201) 587 8800

E-MAIL info@hispanicoutlook.com

> ADDRESS 42-32 Debruin Dr Fair Lawn, NJ 07410

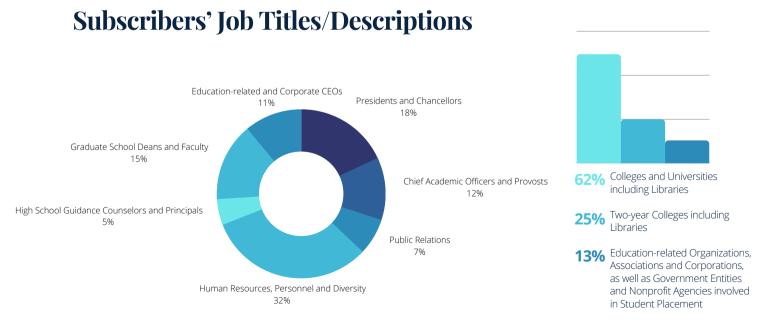
About Us Who We Are

"In 1990, the idea for a magazine dedicated to empowering Hispanic professionals in higher education was born. *Hispanic Outlook* has been and remains the only publication solely focused on informing and assisting Hispanics as students and professionals. Over the years, we have strived to provide reliable, exclusive, and impactful content told through a unique lens that resonates with the Hispanic community. Our publishing company is firmly rooted in the rich Latino heritage, evident in our founder's background and consistent outreach efforts to the Hispanic community."

Demonstrated Record of Achievement Who Reads The Hispanic Outlook Magazine

Our readers are dedicated and knowledgeable education professionals with a strong interest in Hispanic education policy. They hold influential positions such as university presidents, deans, faculty members, diversity officers, human resources personnel, and education-focused CEOs. Our readers value staying up-to-date with the latest developments and trends in education and invest in tools to improve their performance and advance the goals of their institutions.

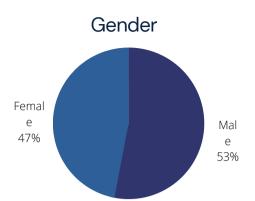
Our online job board and recruitment advertising opportunities provide a targeted network for higher education employers and professional organizations to connect with a highly qualified and diverse pool of Hispanic job seekers. If diversity in hiring is a priority for your organization, *Hispanic Outlook* is the ideal choice for your recruitment plan as we are the only publication that offers direct access to a large pool of talented and well-educated Hispanic candidates.

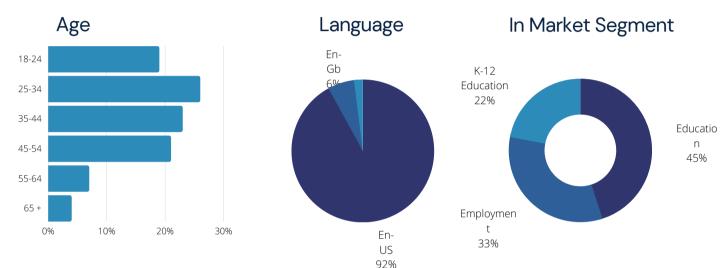


The Perfectly Coordinated Traditional And New Media Information Vehicle

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.





Advertising 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.

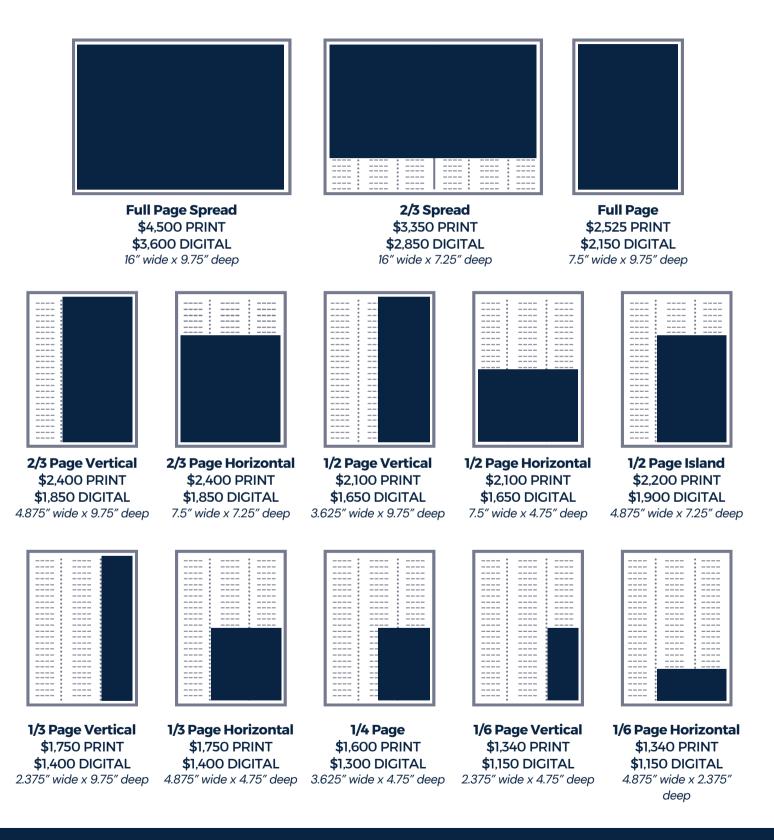
Mechanical Requirements

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.

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.



Job Board **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 \$395 and run for 8 Weeks on our website. Company profile with Logo included with purchase.

Unlimited Job Posting

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

Advertising Enhancements

Banner Advertising \$599/15 Days (128 x 90 Pixels / 72 dpi resolution)

Priority Posting \$400

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.

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
Basic Job Posting 60 days	\$395
10 - 49 Web Ads	\$385
50 - 99 Web Ads	\$380
100 - 150 Web Ads	\$360
Priority Posting	\$450
Unlimited posting for Six Months	**
Free Resume Posting	Free
Banner Ad in our website for 15 days	\$600
Classified page on the HO Print & Digital Edition.	\$650

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



Editorial Calendar Publication Dates/Deadlines

Issue Date	Closing Date	Theme Issue
OCTOBER 10	SEPTEMBER 26	H.O. Top 100 Schools / Emerging HSIs
NOVEMBER 14	OCTOBER 31	Pre-College Programs / Financing Education
DECEMBER 12	NOVEMBER 28	2022 in Review: Magazine Summary
JANUARY 9	DECEMBER 15	Graduate Studies
FEBRUARY 13	JANUARY 30	International Programs
MARCH 13	FEBRUARY 27	Women's Month
APRIL 10	MARCH 27	Community Colleges
MAY 8	APRIL 24	STEM Careers / Environmental Challenges
JUNE 12	MAY 29	Arts and Media
JULY 10	JUNE 26	Medical Professions
AUGUST 14	JULY31	President's Issue
SEPTEMBER 11	AUGUST 28	Back to School/ Hispanic Heritage
OCTOBER 9	SEPTEMBER 25	H.O. Top 100 Schools / Emerging HSIs
NOVEMBER 13	OCTOBER 30	Pre-College Programs / Financing Education
DECEMBER 11	NOVEMBER 27	2023 in Review: Magazine Summary

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 over 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.

The Company

A Closer Look At Hispanic Outlook Magazine José López-Isa's mission began over 30 years ago when he recognized the potential of the growing and youthful Hispanic population in the US. With the understanding that they would soon become a major part of the American workforce and highly sought after globally, José realized that the only barrier to their full integration into the workforce was a lack of quality education. This realization inspired the creation of *The Hispanic Outlook On Education Magazine*.

Since José López-Isa first envisioned his flagship magazine, much has evolved. Under José's leadership, *Hispanic Outlook* has undergone innovative technological transformations to keep pace with the dynamic multimedia world. Today, we are stronger than ever in our commitment to the Hispanic community.

The newly transformed *Hispanic Outlook*, now known as *The Hispanic Outlook on Education Magazine*, offers a greatly enhanced reading experience both online and in print. With its responsive design across all devices, improved navigation and search capabilities, engaging new features, and a range of new editorial tools, we are now better equipped to create impactful content for the digital age.

And that's not all. Boasting a sterling reputation for excellence, *Hispanic Outlook* has earned the trust of both readers and advertisers. With a strong and loyal readership of 124,000, the magazine offers a unique and receptive target audience for advertisers seeking to associate their marketing message with a trusted publication. Reaching a distinct segment of highly educated Hispanic professionals, no other education publication can match the reach and impact of *Hispanic Outlook*.

The *Hispanic Outlook* has always been dedicated to providing timely and up-to-date content. The faster publication timeline allows for the inclusion of breaking news stories that were previously not possible to feature in the magazine. With new and regular columns and features, readers gain a comprehensive and fresh understanding of the crucial issues affecting higher education.

"CONNECTING HISPANIC PROFESSIONALS to career opportunities."

Advance your career with our job openings, visit www.HispanicOutlookJobs.com Today!



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