



# **MEDIA KIT 2020**

Magazine Facts – Print Distribution Zip Codes – Advertising Packages –  
Print, Radio, Web and Digital Opportunities – Advertising Rates 2020 –  
Publication Dates

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# MAGAZINE FACTS



Over **33,000 Spanish speaking readers** of the print edition

Monthly distribution: 550 points on delivery routes in **Columbia, Dutchess, Greene, Orange, Putnam, Sullivan** and **Ulster** Counties

**Original content** with a local focus; a mission to inspire and inform the Spanish speakers of the Hudson Valley and Catskill region since 2004

Award winning; the **only Spanish print** publication in the seven county area

Electronic newsletter reaches over **9,700 local inboxes**

Strong social media: Facebook & Instagram @lavozeHUDSONVALLEY, Twitter @LaVozHudsonV

60,000+ visitors to website per year

Involved in the Community **La Guelaguetza** Mexican Festival; **Kingston Multicultural** Festival; Spanish Spelling Bee; UC **Mano a Mano Coalition**, and many more!

Advertise your business today!

[adslavoze@gmail.com](mailto:adslavoze@gmail.com)

# DISTRIBUTION ZIP CODES



## COLUMBIA

- Chatham: 12037, 12060
- Claverack: 12513
- Germantown: 12526
- Hillsdale: 12529
- Hudson: 12534
- Kinderhook: 12106
- Livingston: 12541
- New Lebanon: 12125
- North Chatham: 12132
- Philmont: 12565
- Valatie: 12184

## DUTCHESS

- Amenia: 12501
- Dover Plains: 12522
- Beacon: 12508
- Fishkill: 12524
- Hopewell Junction: 12533
- Hyde Park: 12538
- Millbrook: 12545
- Millerton: 12546
- Pawling: 12564
- Pine Plains: 12567
- Pleasant Valley: 12569
- Poughkeepsie: 12542, 12590, 12601, 12602, 12603, 12604
- Red Hook: 12504, 12507, 12571
- Rhinebeck: 12572
- Rhinecliff: 12574
- Staatsburg: 12580
- Stanfordville: 12581
- Tivoli: 12583
- Wappingers Falls: 12590
- Wingdale: 12594

## GREENE

- Athens: 12015
- Cairo: 12413
- Catskill: 12414
- Coxsackie: 12051
- Greenville: 12083
- Hunter: 12442
- Palenville: 12463
- Tannersville: 12485
- Windham: 12496

## PUTNAM

- Brewster: 10509
- Cold Spring: 10516
- Carmel: 10512
- Garrison: 10524
- Kent Lakes: 10512
- Mahopac: 10541
- Patterson: 12563
- Putnam Valley: 10579

## ORANGE

- Goshen: 10924
- Middletown: 10940, 10941
- Newburgh: 12550, 12551, 12552, 12555
- New Windsor: 10992 12553 12575 12577 12584

## SULLIVAN

- Monticello: 12701
- Fallsburgh: 12733
- Liberty: 12754

## ULSTER

- Clintondale: 12515
- Ellenville: 12428
- Highland: 12528
- Hurley: 12443
- Kingston: 12401, 12402
- Marlboro: 12542
- Milton: 12547
- Modena: 12548
- New Paltz: 12561
- Pheonicia: 12464
- Pine Hill: 12465
- Port Ewen: 12466
- Rosendale: 12472
- Saugerties: 12477
- Stone Ridge: 12484
- West Hurley: 12491
- West Shokan: 12494
- Woodstock: 12498

*Drop off locations in Columbia, Dutchess, Orange, Sullivan and Ulster Counties include grocery stores, restaurants, churches, laundromats, community centers, health clinics, libraries, etc.*

*Drop off locations in Greene and Putnam Counties are Public Libraries exclusively.*

## A. Print Advertising + Digital Package includes:

- **Full color** selected size print advertisement in [La Voz magazine](#) (distributed monthly to 550 stops in 7 counties, with an estimated readership of 33,000). See advertising rates page for prices and sizes.
- 1 weekly mention on La Voz's [Facebook](#), [Twitter](#) and [Instagram](#) pages
- 1 mention in monthly [e-newsletter](#) (sent to over 9,700 local emails)
- **20% Discount on Web and Radio** with any 11 month print advertising contract

## B. Web + Digital Only includes:

- **Option 1:** Home Page Ad, **only 2 available per month**; 1 weekly mention on La Voz's [Facebook](#), [Twitter](#) and [Instagram](#) pages; 1 mention in monthly [e-newsletter](#) (sent to over 9,700 local emails), **\$600 per month**
- **Option 2:** Side Bar Ad on Article page, **only 4 available per month**, 1 weekly mention on La Voz's [Facebook](#), [Twitter](#) and [Instagram](#) pages, 1 mention in monthly [e-newsletter](#) (sent to over 9,700 local emails), **\$350 per month**

## C. Radio Only includes:

- 25" announcement at the beginning and end of *La Voz en breve* Radio show, 56 times per month. **\$250 flat monthly rate**. See next page for more information.

# ADVERTISING PACKAGES

A. Print Advertising +  
Digital Package

B. Web + Digital Only

C. Radio Only



*La Voz*  
lavo**.**bard.edu

# RADIO OPPORTUNITY

Your announcement played at the beginning and end of *La Voz en breve*, a weekly Spanish language radio show, hosted by professional journalist, and La Voz magazine Managing Editor, **Mariel Fiori**.

*La Voz en breve* airs **throughout the Hudson Valley**, and beyond, on: WLHV 88.1FM, WBSL 91.7FM, WHDD 1020AM and WHDD 91.9FM (Robin Hood, *the smallest NPR station in the nation*) on Thursdays at 10pm; on WVKR 91.3FM on Mondays at 10pm and on Fridays at 7am; and on R-volución radio, online radio on tunein.com, on Fridays at 8am and on Saturdays at 2pm.

Your **announcement** will play at the **beginning and end of the show** 14 times per week. Your announcement **will play 56 times per month**.

The radio announcements are **25 seconds long**, recorded by Mariel Fiori, priced at a **\$250 flat monthly rate** --unless a 20% discount is applied through the purchase of advertising package A.



# ADVERTISING RATES 2019



All advertising is in full color	Size	1 month price	6 month (Price per month)	11 month (Price per month)
FULL PAGE, back cover	8.5" x 8.5"	\$2,415.00	\$2,280.00	\$2,156.00
FULL PAGE, inside cover	8.5" x 8.5"	\$2,280.00	\$2,155.00	\$2,035.00
FULL PAGE, any page	8.5" x 8.5"	\$2,155.00	\$2,035.00	\$1,895.00
HALF PAGE	8.5" x 4.25"	\$1155.00	\$1,090.00	\$990.00
QUARTER PAGE	4.25" x 4.25"	\$695.00	\$625.00	\$560.00
1/8 PAGE (business card)	4.25" x 2.125"	\$430.00	\$360.00	\$285.00

# PUBLICATION DATES



## **FEBRUARY**

- Reserve space by: January 10th
- Payment due on: January 17th
- Publication date: February 1st

## **MARCH:** Latina Women

- Reserve space by: February 10th
- Payment due on: February 17th
- Publication date: March 2nd

## **APRIL:** Short stories for Juan Rulfo & Spanish Spelling Bee

- Reserve space by: March 10th
- Payment due on: March 17th
- Publication date: April 1st

## **MAY:** Multicultural Festival & Guatemalan Art

- Reserve space by: April 10th
- Payment due on: April 17th
- Publication date: May 1st

## **JUNE:** Summer in the Valley

- Reserve space by: May 11th
- Payment due on: May 18th
- Publication date: June 1st

## **JULY:** La Guelaguetza

- Reserve space by: June 10th
- Payment due on: June 17th
- Publication date: July 1st

## **AUGUST**

- Reserve space by: July 10th
- Payment due on: July 17th
- Publication date: July 31st

## **SEPTEMBER:** Hispanic Heritage

- Reserve space by: August 10th
- Payment due on: August 17th
- Publication date: September 1st

## **OCTOBER:** Hispanic Heritage

- Reserve space by: September 10th
- Payment due on: September 17th
- Publication date: October 1st

## **NOVEMBER**

- Reserve space by: October 9th
- Payment due on: October 16th
- Publication date: November 2nd

## **DECEMBER**

- Reserve space by: November 10th
- Payment due on: November 17th
- Publication date: December 1st

Advertise your  
business today!  
[adslavoz@gmail.com](mailto:adslavoz@gmail.com)

# La Voz *magazine*

Cultura y noticias hispanas del Valle de Hudson



Fotocreditos: Felipe Santos.



Ask us about Sponsoring opportunities of cultural events with La Voz!  
[adslavoz@gmail.com](mailto:adslavoz@gmail.com)