



MEDIA KIT 2021

Magazine Facts – Print Distribution Zip Codes – Advertising Packages – Print, Radio,
Web and Digital Opportunities – Advertising Rates 2021 – Publication Dates

adslavoz@gmail.com

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, Rockland 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 eight county area

Electronic newsletter reaches over **11,200 local** inboxes

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

60,000+ visitors to website per year

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

Advertise your business today!

adslavoz@gmail.com



DISTRIBUTION ZIP CODES

COLUMBIA

- Canaan 12060
- Chatham 12037
- 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 12594
- Beacon 12508
- Blodgett 12524
- Clinton 12572
- East Fishkill 12533
- Fishkill 12524
- Hopewell Junction 12533
- Howland 12508
- Hyde Park 12538
- LaGrange 12603
- 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

ULSTER

- Clintondale 12515
- Cragsmoor 12734
- Ellenville 12428,12701
- Gardiner 12550
- Highland 12528
- Hurley 12443
- Kingston 12401, 12402
- Marlboro 12542
- Milton 12547
- Modena/Plattekill 12548
- New Paltz 12561
- Pheonicia 12464
- Pine Hill 12465
- Port Ewen 12466
- Rosendale 12472
- Saugerties 12477
- Stone Ridge 12484
- Town of Ulster 12401
- Wallkill 12428
- West Hurley 12491
- West Shokan 12494
- Woodstock 12498

ORANGE

- Chester 10918
- Cornwall 12518
- Greenwood Lake 10925
- Goshen 10924
- Highland Falls 10928
- Highland Mills 10930
- Middletown 10940, 10941
- Monroe 10950
- Montgomery 12549
- Newburgh 12550, 12551, 12552, 12555
- New Windsor 10992
12553 12575
12577 12584
- Pine Bush 12566
- Port Jervis 12771
- Tuxedo Park 10987
- Walden 12586
- Warwick 10990
- Washingtonville 10992
- Woodbury 10917

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, Putnam and Rockland** Counties are Public Libraries exclusively.

DISTRIBUTION ZIP CODES

ROCKLAND

- Blauvelt 10913
- Garnerville 10923
- Nanuet 10954
- New City 10956
- Nyack 10960
- Orangeburg 10962
- Palisades 10964
- Pearl River 10965
- Piermont 10968
- Sloatsburg 10974
- Spring Valley 10977
- Stony Point 10980
- Suffern 10901
- Tappan 10983
- Tomkins Cove 10986
- Valley Cottage 10989
- West Nyack 10994

SULLIVAN

- Callicoon 12723
- Eldred 12732
- Grahamsville 12740
- Jeffersonville 12748
- Monticello 12701
- Fallsburgh 12733, 12779
- Jeffersonville 12748
- Liberty 12734
- Livingston Manor 12758
- Narrowsburg 12764
- Roscoe 12776
- Wurtsboro 12790

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

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ADVERTISING PACKAGES

A. Print Advertising + Digital Package includes:

- Full color selected size print advertisement in [La Voz magazine](#) (distributed monthly to 550 stops in 8 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 11,200 local emails)
- **20% Discount on Web and/or 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 11,200 local emails), \$700 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 11,200 local emails), \$400 per month**

C. Radio Only includes:

- 25" announcement at the beginning and end of *La Voz en breve* Radio show, 96 times per month. \$400 flat monthly rate. See next page for more information.

A. Print Advertising +
Digital Package

B. Web + Digital Only

C. Radio Only



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: **AM 1020 WHDD 91.9 FM**, **WBSL 91.7 FM**, and **WLHV 88.1FM**, (Robin Hood, the smallest NPR station in the nation) on Thursdays at 10pm and Sundays at 6am; **WJFF 90.5 FM Radio Catskill** on Mondays at 7pm; **WKCR 91.3FM** on Mondays and Wednesdays from 10-11 AM; and **Revolución Radio** online on TuneIn, Monday to Fridays at 4pm.

Your announcement will play at the beginning and end of the show **24 times per week**. Your announcement will play **96 times per month**.

The radio announcements are 25 seconds long, recorded by Mariel Fiori, priced at a **\$400 flat monthly rate** -- unless a 20% discount is applied through the purchase of advertising package A.



ADVERTISING RATES 2021

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"	\$2,535.00	\$2,395.00	\$2,260.00
FULL PAGE, inside cover	8.5" x 8.5"	\$2,395.00	\$2,260.00	\$2,135.00
FULL PAGE, any page	8.5" x 8.5"	\$2,260.00	\$2,135.00	\$1,989.00
HALF PAGE	8.5" x 4.25"	\$1,210.00	\$1,145.00	\$1,040.00
QUARTER PAGE	4.25" x 4.25"	\$730.00	\$655.00	\$590.00
1/8 PAGE (business card)	4.25" x 2.125"	\$440.00	\$370.00	\$290.00

PUBLICATION DATES 2021

FEBRUARY

- Reserve space by: January 11th
- Payment due on: January 18th
- Publication date: February 1st

MARCH: Latina Women

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

APRIL: Earth Day

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

MAY: Multicultural Festival

- Reserve space by: April 12th
- Payment due on: April 19th
- Publication date: May 3rd

JUNE: Summer in the Valley

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

JULY: La Guelaguetza

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

AUGUST: Education

- Reserve space by: July 12th
- Payment due on: July 19th
- Publication date: August 2nd

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: Family

- Reserve space by: October 11th
- Payment due on: October 18th
- Publication date: November 1st

DECEMBER

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

Advertise your business
today!

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SOME OF OUR RECENT ADVERTISERS



Is your logo missing?
Email us: adslavoz@gmail.com

La Voz *magazine*

Cultura y noticias hispanas del Valle de Hudson



Ask us about Sponsoring Opportunities of Cultural Events with La Voz! adslavoz@gmail.com

Fotocreditos: Felipe Santos.