

HISPANIC Meetings & Travel

Meetings & Travel
HISPANIC

2018-2019 US MEDIA KIT

The Magazine for Meetings & Travel Professionals that want to gain insight into the \$90 Billion Annual Hispanic Meetings/Travel Marketplace.

YEAR ESTABLISHED: 1999

FREQUENCY: QUARTERLY (4X A YEAR)



EDITORIAL CONTENT

Features: In depth articles that can help industry professionals to be more effective in business, education and more.

Special Sections: Expansive, in-depth supplements on hotels, destinations and resorts.

Site Profiles: Graphic presentations of domestic and international meeting and incentive travel destinations.

Departments: In-depth articles that include industry and organizational highlights, strategies, and outlooks.

Articles

Industry Briefs
 Hispanic Events
 Planner Tips
 Exhibitors Corner
 Travel Tips
 Techno Savvy
 Professional Profiles
 Incentives
 Hispanic Market Watch
 Cuisine
 Networking
 Calendar of Events
 U.S. Travel
 Association Profiles

Regional Destinations

Spring 2018 - East Coast
 Summer 2018 - Mid-West
 Fall 2018 - Northeast Coast
 Winter 2018 - West Coast
 Spring 2019 - East Coast
 Summer 2019 - Mid-West

Special Advertising Sections

Spring 2018 - Convention Hotels
 Summer 2018 - CVB Guide
 Fall 2018 - Convention Centers
 Winter 2018 - Meeting Guide '19
 Spring 2019 - Convention Hotels
 Summer 2019 - CVB Guide

READER PROFILE

Hispanic Organizations	5,200
Hispanic Business	1,600
International	200
Meetings & Travel Industry	1,000
Total	8,000

Hispanic Meetings & Travel is written to present information of interest for professionals in the meeting planning and hospitality industry. The publication reaches minority associations that plan meetings throughout the U.S.A.

2018 / 2019 CLOSING DATES

Effective September 1, 2017 Publisher reserves the right to change distribution dates, without notice.

ISSUE	ISSUE DATE	RESERVATION	MATERIAL DEADLINE	DISTRIBUTION
20/1	SPRING 2018	2/16/18	2/23/18	3/05/18
20/2	SUMMER 2018	5/18/18	5/25/18	6/01/18
20/3	FALL 2018	8/17/18	8/24/18	8/31/18
20/4	WINTER 2018	11/09/18	11/23/18	11/30/18
21/1	SPRING 2019	2/15/19	2/22/19	3/01/19
21/2	SUMMER 2019	5/24/19	5/31/19	6/07/19
21/3	FALL 2019	8/23/19	8/30/19	9/06/19
21/4	WINTER 2019	11/22/19	11/29/19	12/06/19

RATES AND CIRCULATION

4 COLOR	1X	2X	3X	4X	5X	6X
2pg SPREAD	11,000	10,450	10,230	9,680	9,460	9,300
Full PAGE	6,050	5,830	5,610	5,390	5,170	4,950
2/3 PAGE	4,180	3,850	3,520	3,190	2,970	2,750
½ PAGE	3,520	3,300	3,190	3,080	2,860	2,640
1/3 PAGE	3,300	3,190	3,080	2,970	2,750	2,530
¼ PAGE	2,750	2,530	2,310	2,090	1,870	1,650
1/6 PAGE	1,100	990	880	770	660	550

COVERS	1X	2X	3X	4X	5X	6X
SECOND	7,260	7,040	6,710	6,490	6,380	6,270
THIRD	7,260	7,040	6,710	6,490	6,380	6,270
FOURTH	7,480	7,260	7,040	6,820	6,600	6,380

GENERAL

- Circulation:** Guaranteed rate base of 8,000
- Reply Card:** \$3,200. Back-up page is required for Reply Cards.
- Color Rates:** Fifth color cost \$1,000. Second color will be matched as closely as possible using 4/C process combinations.
- Bleed Rates:** 0% additional cost. Non-cancelable.
- Cover Positions:** Non-Cancelable basis only.
- Reprints:** Available upon request.
- Agency Commission:** 15% commission on advertisement if paid within 30 days

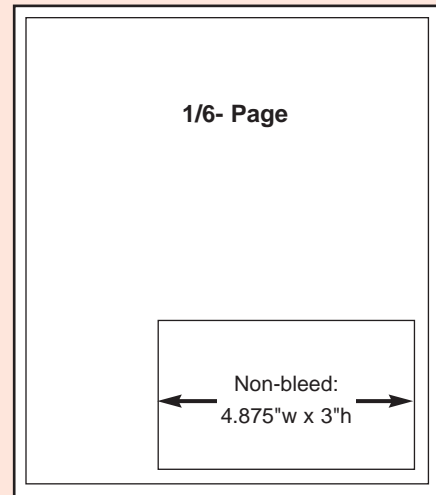
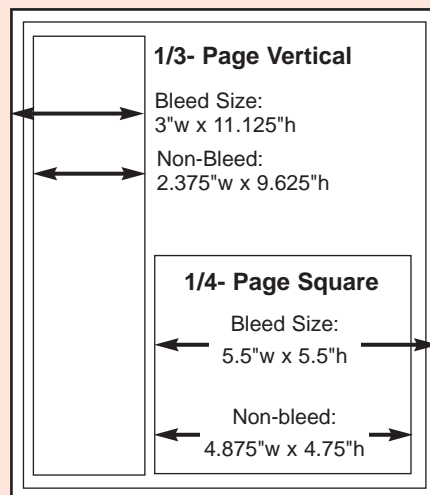
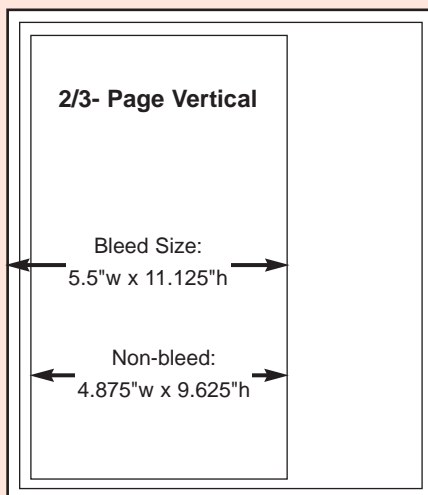
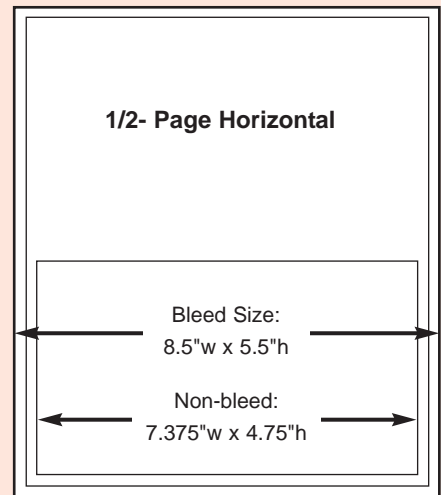
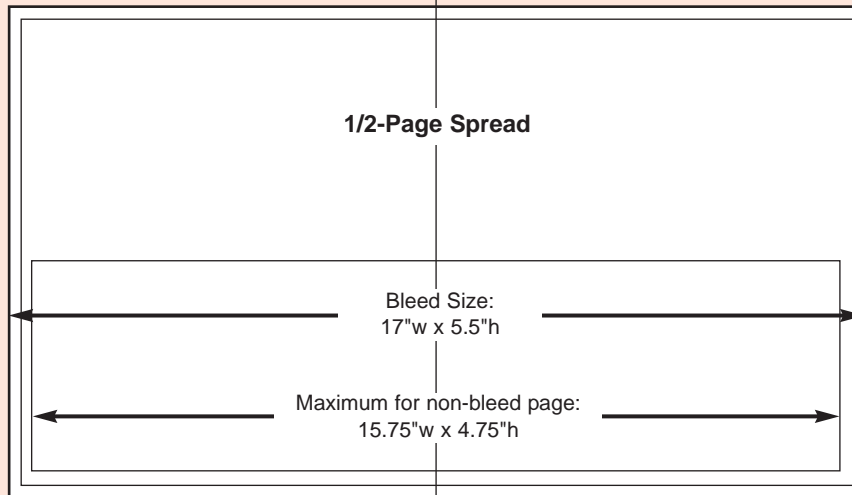
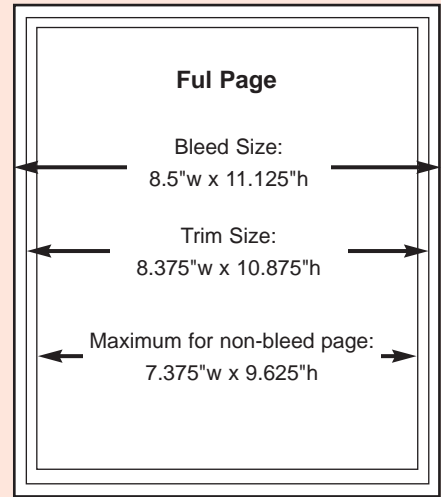
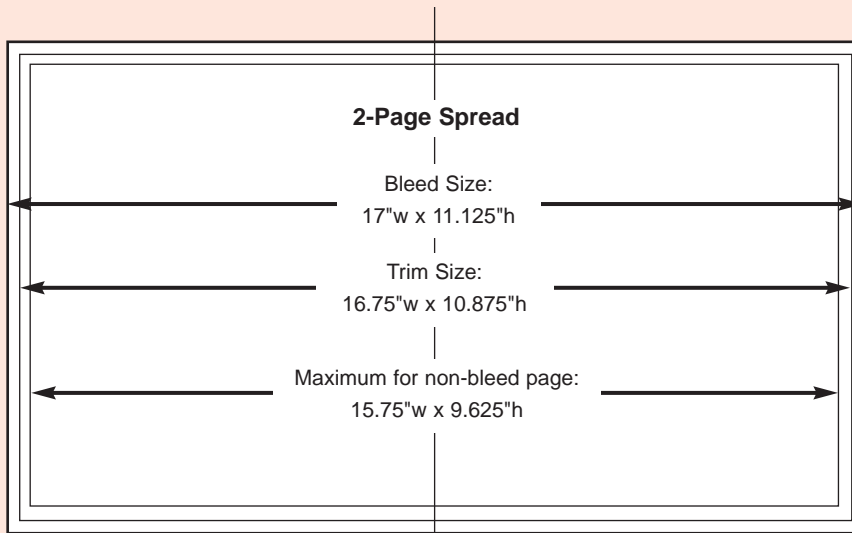
MATERIALS

Hispanic Meetings & Travel Magazine
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Advertising@hispanicmeetingstravel.com



AD SIZES

Live matter must be 1/4" from trim on all sides.



2018 EDITORIAL CALENDAR

SPRING

Southeast Meeting Destinations
New & Renovated Properties
Florida Meetings Destinations

West Coast Vacation Hotspots
Travel Costa Rica
Hispanic Association Leaders

SUMMER

Gulf Coast Meeting Destinations
Golf & Spa Resorts
Travel Spain

Texas Size Meetings
Meet in Canada
Northeast Vacations

FALL

Southwest Meeting Destinations
Hispanic Cultural Destinations
Meeting in Mexico

Northwest Meetings
Las Vegas Meetings
Gulf Coast Vacations

WINTER

Northeast Meeting Destinations
Native American Casino Meetings
Catch a meeting in the Bahamas

Travel Canada
Hispanic Meetings Trends
Southeast Vacations



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West Coast Vacation Hotpots
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