

HISPANIC Meetings & Travel

Meetings & Travel
HISPANIC

2011-2012 US MEDIA KIT

The Magazine for
Meetings & Travel Professionals
that want to gain insight into the
Hispanic Meetings 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
 Law Talk
 Planner Tips
 Exhibitors Corner
 Travel Tips
 Techno Savvy
 Financial Markets
 Incentives Watch
 Hispanic Market Watch
 Letter to the Editor
 Networking
 Calendar of Events
 Reader Services
Hispanicmeetingstravel.com

Regional Destinations

Spring 2011 - East Coast
 Summer 2011 - Gulf Coast
 Fall 2011 - Midwest
 Winter 2011 - West Coast
 Spring 2012 - East Coast
 Summer 2012 - Gulf Coast

International Destinations

Spring 2011 - Bahamas
 Summer 2011 - Mexico
 Fall 2011 - Spain
 Winter 2011 - Portugal
 Spring 2012 - Mexico
 Summer 2012 - Canada

READER PROFILE

Hispanic Organizations	4,850
Hispanic Business	750
International	500
Meetings & Travel Industry	900
Total	7,000

Hispanic Meetings & Travel is written to present information of interest for professionals in the meeting planning and hospitality industry. The publication reaches minority associations and is distributed at various Latino Conferences.

2011 / 2012 CLOSING DATES

Effective September 1, 2010 Publisher reserves the right to change distribution dates, without notice.

ISSUE	ISSUE DATE	RESERVATION	MATERIAL DEADLINE	DISTRIBUTION
13/1	SPRING 2011	2/11/11	2/18/11	3/01/11
13/2	SUMMER 2011	5/13/11	5/20/11	6/01/11
13/3	FALL 2011	8/12/11	8/19/11	9/01/11
13/4	WINTER 2011*	11/11/11	11/18/11	12/5/11
14/1	SPRING 2012	2/17/12	2/24/12	3/5/12
14/2	SUMMER 2012	5/18/12	5/25/12	6/04/12
14/3	FALL 2012	8/17/12	8/24/12	9/03/12
14/4	WINTER 2012*	11/9/12	11/16/12	12/03/12

* HISPANIC MEETING PROFESSIONALS Conference Issues

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

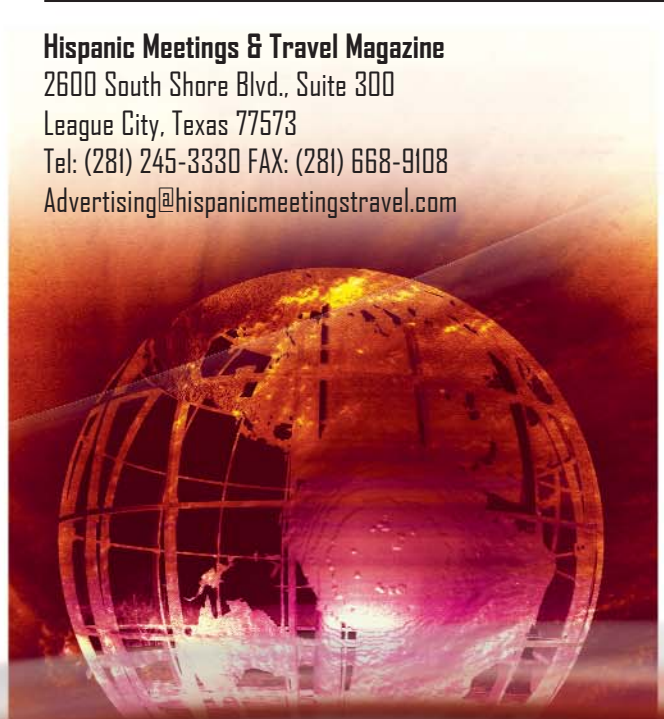
COVERS	1X	2X	3X	4X	5X	6X
SECOND	7,260	7,040	6,710	6,490	6,380	6,270
THIRD	7,260	7,040	6,710	6,490	6,380	6,270
FOURTH	7,480	7,260	7,040	6,820	6,600	6,380

GENERAL

- Circulation:** Guaranteed rate base of 7,000
- 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

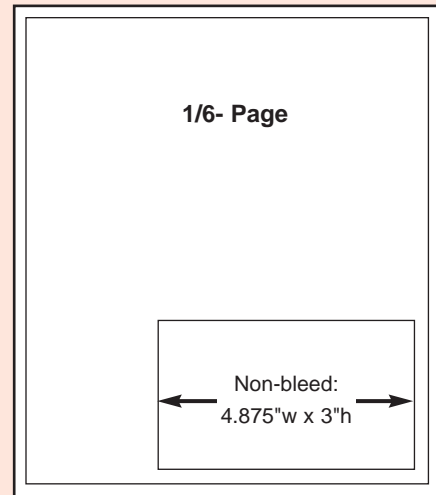
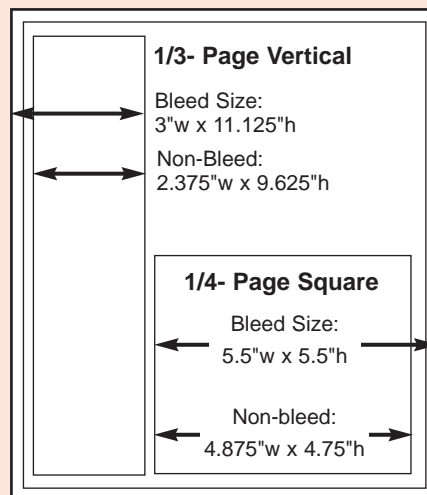
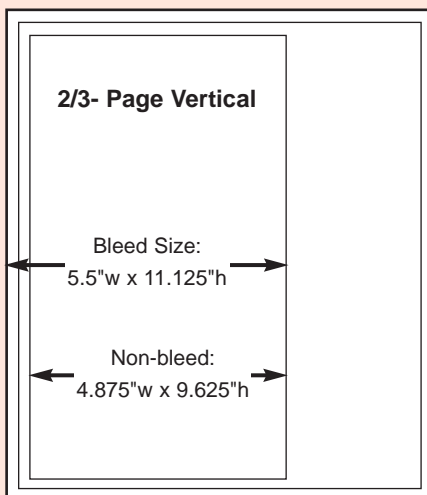
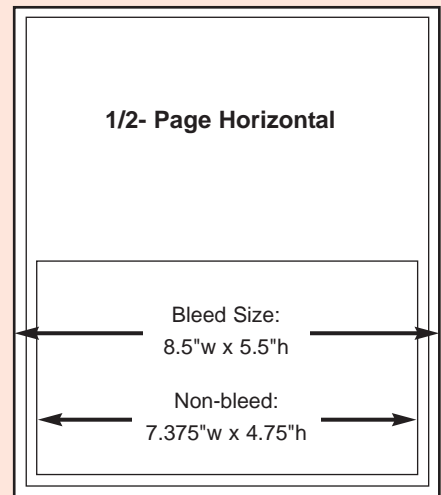
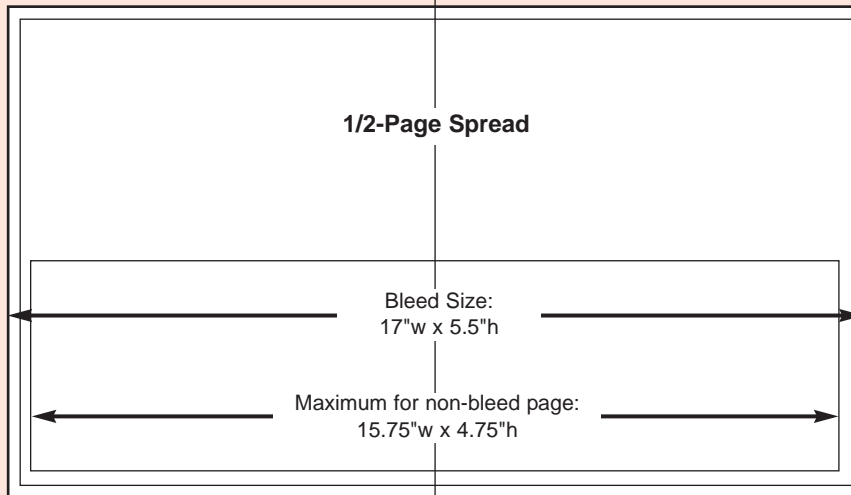
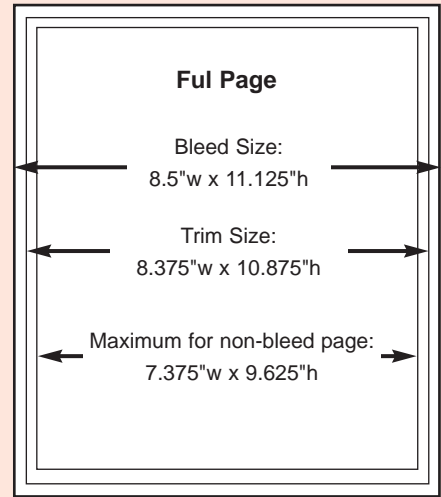
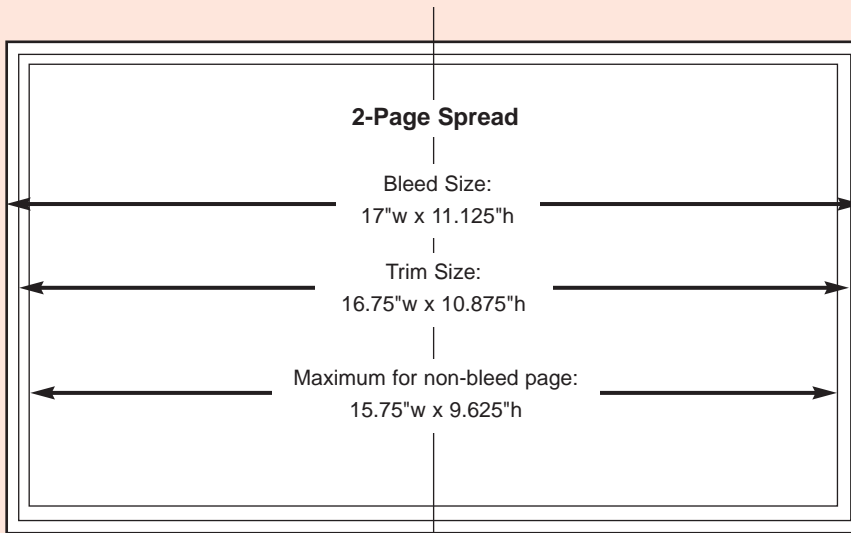
MATERIALS

Hispanic Meetings & Travel Magazine
 2600 South Shore Blvd., Suite 300
 League City, Texas 77573
 Tel: (281) 245-3330 FAX: (281) 668-9108
 Advertising@hispanicmeetingstravel.com



AD SIZES

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



MAGAZINE CONTENT

SPRING 2011

Florida Meeting Destinations
Albuquerque Meetings Co-Op
Summer Vacation Guide

FALL 2011

Hispanic Heritage
Midwest Meetings
Viva Mexico Meeting Destinations

SPRING 2012

Florida Meeting Destinations
New & Renovated Properties
Choosing the right Convention Center

FALL 2012

Viva Mexico Meetings Destinations
Hispanic Heritage
Southwest Meeting Destinations

SUMMER 2011

Texas Meeting Destinations
Networking with CVB's for Success
Gulf Coast Meeting Destinations

WINTER 2011

IAHMP Conference Issue
Meeting Destinations 2011
Family Vacation Guide

SUMMER 2012

Texas Meeting Destinations
Networking with CVB's for Success
Gulf Coast Meeting Destinations

WINTER 2012

IAHMP Conference Issue
Meeting Destinations 2012
Family Vacation Guide



HISPANIC
Meetings & Travel

HISPANIC

Hispanic Meetings & Travel Magazine
2600 South Shore Blvd, Suite 300
League City, TX 77573
Tel: (281) 245-3330 FAX: (281) 668-9108
advertising@hispanicmeetingstravel.com
www.hispanicmeetingstravel.com