

# Media Kit

Advertising & Sponsorship



**El Minnesota de Hoy**.com



# ElMinnesotadeHoy.com

Noticias locales, Entrevistas, Información, Videos y Recursos



YouTube

# ElMinnesotadeHoy.com

El Minnesota de Hoy is Minnesota's **New Hispanic Media**.

Introducing a **news agency** to stand out more covering the most important local daily news and resources. We provide general information with the focus and angle of interest of the Hispanic community, its dynamics, its leadership and topics that are important in one's daily life here in Minnesota.

## **News of the day, up to date.**

El Minnesota de Hoy will present news on common issues related to Politics, Education, Resources, Government, Immigration, Sports, Leadership, Activism, Entertainment, Health, Business, Finances, and more, all local.

Minnesota now has a daily informational service aimed towards the Spanish speaking population of the state.

El Minnesota de Hoy is the next level for local Hispanic Media.



# Tus noticias al día, cada día!

Your news and information up to date, in real time, everyday.



## Local Hispanic Media

The growing diversity of MSP market brings a stronger need for a local information service to the Spanish speaking population. Today, Hispanic newspapers mainly cover outdated information focused on international issues.

There is a need to establish real-time news with local journalism aimed specifically at this population.

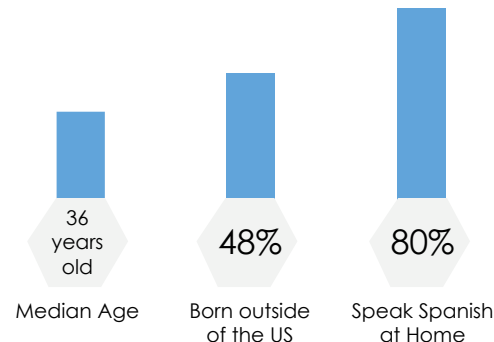
# Meet the Hispanic Internet User



Today, Hispanics represent the fastest growing sector of Minnesota's population with a projected growth of 200% from 1990 to 2020, as population with increasing participation into the political, social and financial dynamics of the State.

State agencies and medical institutions need to communicate with this population. They need to inform them about new programs, resources and regulations.

[El Minnesota de Hoy](#) provides daily headlines that change our local landscape. We provide valuable, local content from advertisers and partners with the goal to increase market share by diversifying their message to all populations, including Hispanics.



Source: IAB Hispanic Research Working Group



# Hispanics and Internet

Hispanic consumers are **twice as likely** to share content or click on shared content than the general population. Hispanics share via social media five times more often than non-Hispanics. U.S. Hispanics are also more likely to **follow a brand** on social media.

According to the Pew Research Center's Internet Project: 80% of U.S. Hispanic adults use social media, compared to 72% for the country overall.

Hispanic consumers are not only the fastest-growing demographic in the U.S., they're also **trendsetters** in digital, **leading the growth** in device ownership and online usage.

64%

of Hispanics use internet to search for information

42%

of Hispanics use internet to communicate with others

36%

of Hispanics use internet to find entertainment

Digital es Universal: How U.S. Hispanics Are Driving Growth In Digital  
Added: 03/10/2014 from NIELSEN Published: 03/04/2014



## El Minnesota de Hoy Leadership in Hispanic News

During recent years, Gustavo Mancilla has made a name for himself in local multicultural media as a pioneer in the establishment and development of Hispanic commercial television and new media in Minnesota. His professionalism has branded him as a reliable and dynamic innovator when it comes to Hispanic Media. Mancilla has proven his skills in business development, while having particular interest in producing media in multiple formats to reach and serve the growing Hispanic populations across the great state of Minnesota.

Following impactful projects over the last fifteen years, Mancilla continues onward in leading the foundation of [El Minnesota de Hoy](#) and has successfully developed a powerful news outlet, the first reliable daily digital media effort for Hispanic audiences in the state. [El Minnesota de Hoy](#) reaches Latinos and Spanish speakers in the market, regardless of nationality, education and income levels.

*"We believe in the value of being a link of information and resources for our Spanish language speaking communities. Together, we create the means to discover and showcase local identity by breaking into the digital gap and other barriers in communications that affect our communities. Our mission is to grow a digital system where all our stakeholders become engaged, describing together how we see Minnesota for us, today."*

**"Together, we can express and experience [El Minnesota de Hoy](#)."**

# Is advertising in Spanish relevant or effective?

**80%** of U.S. Hispanics don't feel they need to stop speaking Spanish to be part of the American culture.

**86%** of respondents believe the Spanish language helps them remain connected to their culture.

**79%** of Spanish-dominant, 82% of bilingual, and 60% of English-dominant Hispanics surveyed on this research think brands should reach out to consumers in both English and Spanish.

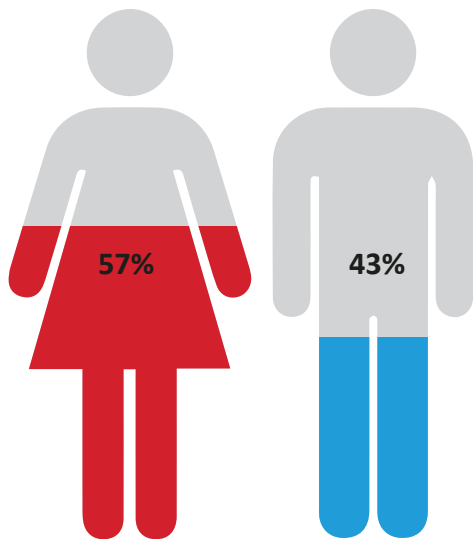
**58%** of Spanish-dominant Hispanics and 48% of bilingual Hispanics believe brands that reach out to them in Spanish demonstrate they value the Hispanic community.

**Source: "Facebook IQ" study conducted by Latinum Network, October 2016.**





# The Fastest Growing Hispanic Language **M**edia in Minnesota.



**75% Readers between  
the ages of 25-44**

**1<sup>st</sup>** Hispanic Daily Digital News Portal in  
Minnesota.

**#1** Local Hispanic Media Outlet on Social  
Media

**55,000+**  
Monthly Average Unique visitors.

**115,000+**  
Site sessions per month.

# The Fastest Growing Hispanic Media Outlet in MN!



# Advertising Options

## Digital banners:

728x90, 300x250, 300x600, 300x120, 120x600 pixels.

We accept 3rd party tags.

## Video:

Post roll on local stories and website sidebar.

## Audio:

News-break sponsorship.

## Social Media:

Run a campaign within our outlets.

Media translations are always included with your campaign.



Web Banner 300x250



Video Ad



Web Banner 300x600



Web Banner 729x90

# Growing strong since October 1st 2014!

## CONTENT

Local news and articles by local leaders of opinion.  
Community communications, events and information on local entertainment.  
Relevant news from government, non-profit and corporation sources.

## TARGET DEMOGRAPHIC

Hispanics and non-Hispanics: Spanish speaking population of Minnesota.  
Males and Females from 18 to 49 years old regardless of nationality, income level or education level.  
Hispanics in the Twins Cities Metro area and rural Minnesota.

## DISTRIBUTION

Daily distribution throughout the website [www.elminnesotadehoy.com](http://www.elminnesotadehoy.com)  
Local social media interactions throughout the creation of fan and profile pages of [El Minnesota de Hoy](#) on Facebook, Twitter, Instagram, Google Plus, You Tube and LinkedIn.

**Video:** Developing local lifestyle and news MNHoy video segments.

**Press releases:** and e-mail distribution of 4000 members, including most Latino community leaders and leaders of opinion from the Hispanic community. Partnerships and Sponsorship of main local events and local media partnership interactions.

**Local Radio:** Daily Newsbreak on multiple [radio stations](#) and community radio shows.

**On-Site:** Participation at multiple local gatherings and celebrations from the Hispanic community such as community festivities, block parties, religious and community organizations and more.

**Organic:** Awareness with the online distribution of articles that matter, news and updates related to the community and its leadership.



# Broadcasting Newsbreaks

## Radio Affiliated Network



**KFAI** "Radio Without Bounderies"  
90.3 FM, 106.7 FM Minneapolis

**KEBM** "Jazz FM"  
88.5 FM Minneapolis

**KRSM** "Southside Media Project"  
98.9 FM South Minneapolis

**"Ecuasonido"**  
[www.ecuasonido.com](http://www.ecuasonido.com)

**WEQY** "The Voice of East Side"  
104. 7 FM East Side Saint Paul

**KEFE** "Radio Rios"  
97.9FM Lakeville, Mn

**KYMN** "The One"  
95.1 FM Northfield, MN

**KMSU** "The Maverick"  
89.7FM Mankato and 91.3 FM Austin, MN

# Support **El**Minnesota**de**Hoy

**Promote** your product on the fastest growing and most influential local Hispanic media.

**Enhance** your ad impressions by projecting your brand on the one and only daily news service for Latinos in Minnesota.

**Advertise** your product, create a wider, longer lasting, and impressive campaign.

**Impact** new and old customers, let them know all about your product or service.

**Communicate** with your customers, promote your event and bring customers to your door.

**Connect** and let the Hispanic population know in detail about your product and services.



Request our MNHoy rate card.  
An advertising plan that fits your business needs today



# Become a Main Sponsor

**Partner** with [El Minnesota de hoy](#). Help bring valuable daily information to the Hispanic community of Minnesota.

**Engage** with local Latino readers by [publishing](#) content in Spanish content on our site. Your news, your articles, your product.

**Become a priority advertiser** with leaderboard banners throughout home and the highest traffic areas on the site.

**Link** your web page with leaderboard and square banners, create a brand new landing page in Spanish.

**Receive** post roll video placement, on site promotion and article translation at no extra cost.

**Describe** your product or service while promoting your brand, become a familiar face to Hispanics in Minnesota.



**Request our MNHoy rate card.**  
**An advertising plan that fits your business needs today**

Contact us at [info@mlatinomedia.com](mailto:info@mlatinomedia.com)  
Visit us at [www.elminnesotadehoj.com](http://www.elminnesotadehoj.com)  
Minneapolis, MN | © MLatino Media LLC



YouTube

