



# LowCountry El Informador®

Spanish Language Newspaper

[www.elinformador.us](http://www.elinformador.us)  
Virtual Online Edition of El Informador



# 2018

**The Largest Spanish Language Newspaper in the Lowcountry...!**

## Media KIT



P.O. Box 2458. Mt. Pleasant, SC. 29465 843-817-2896 • 843-693-1116 • Fax: 843-352-4506

## Our Readership Statistics (CVC Audit survey)

- 45% have a household income of \$50,000 or more.
- 72% are between the ages of 21-54.
- 43% keep El Informador for a week or more before discarding it.
- 69.4% frequently purchase products or services from ads seen in El Informador.
- 76% do not speak English in the home.
- SC Hispanic Homeownership: 41% (Pew Hispanic Center, 2009)

## Readers prefer El Informador

- Well written, we use basic Spanish – no slang, to make sure people from different socioeconomic backgrounds, as well as from different Latin American countries, understand us.
- Family owned and operated, we provide a family oriented newspaper that parents can bring to their homes.
- We won't accept sexual ads, palm readers, scams, or anything that would be offensive to our readers.
- We are involved in the community, acting as advocates for Latinos, which our readers appreciate.



### El Informador Virtual 24/7

- The digital version of the print newspaper
- Free subscription sent bi-weekly via email
- Placed ads reach more readers for the same value

## Demographics

South Carolina's immigrant population grew at 8.7%, faster than any other state in the U.S. between 2006 and 2007.

- The majority of South Carolina's Latino immigrants are of Mexican origin (61%), followed by (in order of size) those of Puerto Rican, Cuban, Colombian, Central American, other South American, and other Caribbean origin.
- Total Latino population in Charleston Metro Area (Berkeley and Dorchester counties included) is estimated to be 35,590, and in Beaufort, Jasper and Colleton counties combined the Latino population is estimated to be 24,460 based on 2010 US Census data, but actual numbers are estimated to be 3 times that amount.
- The largest concentrations of Latinos in the Charleston Metro area, Beaufort and Jasper counties is in North Charleston (4%), Johns Island (6%), Bluffton (18.8%), and Hilton Head (15.8%) (US Census 2010)
- By year 2050, government says nearly one in three U.S. residents will be of Hispanic descent.



\*3.25 READERS PER COPY

\*(CVC Circulation study)

## Special Editions / 2016

### St. Valentine's Day

Día de San Valentín  
Febrero

### Children's Day

Día de los Niños  
March

### Holy Week Special

Semana Santa  
April

### Cinco de Mayo

May

### Mother's Day

Día de la Madre  
May

### Memorial Day

Día de los Caídos  
June

### Father's Day

Día del Padre  
June

### Independence Day

Día de la Independencia  
July

### Back to School

Regreso a Clases  
August

### Hispanic Heritage Month

Mes de la Herencia Hispana  
September

### Halloween Day

Día de los Muertos  
October

### Thanksgiving

Día de Acción de Gracias  
November

### Christmas/New Year's

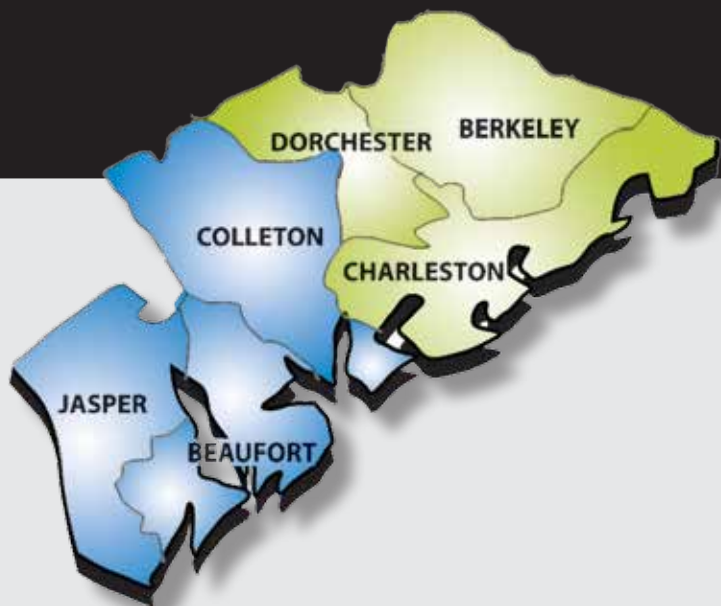
Navidad/Año Nuevo  
December

### Tax Season & King's Day

Temporada de Impuestos & Día de Reyes  
January

# El Informador Facts

**Frequency:** Every other week  
**Publication Day:** On Wednesday  
**Circulation:** 10,000 copies per edition  
**Audited by:** CVC  
**Readership:** 32,000\*  
**Coverage:** Charleston Metro, Beaufort, Jasper and Colleton counties  
**Readership:** 3.25 readers/copy (CVC circulation study)  
**Year Established:** 2008



Circulation verified by:



Member of Inter American Press Association (IAPA)



El Informador is the ONLY Spanish Newspaper audited in the Low Country area.

## Ad Sizes:

Full page  <b>10" x 13.3"</b>	3/4 page V  <b>7.4" x 13.3"</b>	3/4 page H  <b>10" x 10"</b>	Island  <b>7.4" x 10"</b>
1/2 page H  <b>10" x 6.625"</b>	1/2 page V  <b>4.9" x 13.3"</b>	1/4 page H  <b>10" x 3.1"</b>	1/4 page V  <b>4.9" x 6.625"</b>
3/16 page  <b>4.9" x 4.8"</b>	1/8 page  <b>4.9" x 3.238"</b>	1/16 page  <b>4.9" x 1.6"</b>	

## Distribution:

- Over 190 points of distribution strategically located throughout areas of high Latino population in 6 counties:

- CHARLESTON
- DORCHESTER
- BERKELEY
- BEAUFORT
- JASPER
- COLLETON
- Controlled bulk distribution

EL INFORMADOR is distributed free of charge through vendor racks, strategically located in the heart of Hispanic neighborhoods and business districts.

## Accepted media:

CD, DVD or you may e-mail your ad to:  
[sales@elinformadornewspaper.com](mailto:sales@elinformadornewspaper.com)

When sending files through any of these media please include: your company name, issue in which your ad will appear, and the name of your sales representative.

## Accepted file formats:

- Photoshop (jpg, tiff or eps.)
  - Illustrator
  - Adobe Acrobat PDF
  - Illustrator editable EPS
  - Indesign
  - Images Resolution should be set to 300 dpi.
- All graphics and fonts files must be included!