

The only multi-platform Hispanic media source for local news, local events in the 805 region

Amigos805

Bringing cultures together by sharing information

To advertise, call 805-218-1824 • Email frank@amigos805.com

A better way to reach your local Hispanic target audience



Amigos805.com continues to be a key source of information for and about Hispanics in the Central Coast region.

With a regularly-updated website (left) of local news and events, a targeted weekly e-newsletter (right) — both with clickable advertising links — and a growing social media following, we offer the perfect opportunity for you to reach this growing and vibrant audience in Ventura, Santa Barbara and San Luis Obispo counties.

— all for one low price



Affordable Monthly Rates

*Camera-ready only

*Ad placement on first come, first placed position

Banner positions: Top • \$275 Second • \$225 Third • \$150 Fourth • \$100 Fifth • \$50

Local Hispanic market

The Hispanic population in the 805 region offers advertisers a growing market for their products and services.

> In Ventura County alone, the Hispanic population rose from 33 percent in 2000 to 40 percent (nearly 330,000) in 2010. (Source: U.S. Census)

> The Ventura, Santa Barbara, San Luis Obispo counties region is considered part of the greater Los Angeles region, which was No. 1 out of the top 20 U.S. Hispanic markets in buying power, with \$159.7 billion.

(Source: Synovate 2010/U.S. Census)

> With a population of 8.1 million, the Los Angeles region remains the No. 1 market out of the top 20 Hispanic population markets in the nation.

(Source: Synovate 2010/U.S. Census)

National Hispanic market

Don't miss out on this important local and national market:

> The U.S. Hispanic population of 56.6 million accounted for 17.6 percent of the U.S. population and 11.3 percent of all purchasing power. That population is expected to grow to 102.6 million by July 1, 2050, or 24 percent of the entire U.S. population. (Source: U.S. Census)

> Hispanic buying power (disposable personal income) in the U.S topped \$1.5 trillion in 2015, up 50 percent from 2010. (Source: Nielsen Report)

> Between 2012 and 2015, Internet use among Hispanic adults rose from 78 to 84 percent. A total of 94 percent of Hispanics 18 to 29 years of age use the Internet on a mobile device, followed by 89 percent for 30- to 49-year-olds. (Source: Pew Center)

> Hispanics are 88 percent more likely to turn to online resources when shopping. (Source: The Richards Group)

Advertiser benefits

Our multiple-platform media product offers advertisers a variety of opportunities.

> For advertisers, visitors can learn more about the business' website through our online click-through option.

> Advertise in a community information website specifically targeting this growing demographic, especially the highly sought and upwardly mobile 18 to 34 market.

> We rely on a variety of strategies to connect our advertisers with our readers, through Facebook, Twitter and an e-newsletter email blast sent out each week to key Hispanic and other leaders and members in the region.