

2016 | BI-WEEKLY MAGAZINE

www.revistacontactototal.com

# media kit



Hispanic consumers spent  
**\$ 40.3**  
Billion in 2015

# CONTACTO total

LA REVISTA QUE HABLA

**FREE**



**Over 30 years of experience**  
Press | Radio | TV



**More for less**  
Attractive rates for advertising



**Multiple distribution channels**  
We reach where the others don't

ADVERTISE WITH US  
 (602) 751 2106 (602) 722 0656

## WHO WE ARE

Contact Total is a well known brand in the Valley of the Sun. For over 10 years the radio program Contact Total has been on air informing, entertaining, serving and helping the Hispanic community in Arizona.

Now it is born, **CONTACTO TOTAL, LA REVISTA QUE HABLA (the talking magazine)**. This magazine is a new media outlet, reliable and professional. It is also an effective form of advertising for your business, products or services. **Contacto Total** is an unmatched publication in the market as it has a nice design and presentation, and novel sections with unique features. Those features make this publication an interactive magazine. We are focused in local information.



## SECTIONS

- Editorial
- De su Ronco Pecho
- En la Mira
- Tecnoticias
- Inmigración: ¡Lo que usted debe saber!
- Talento local
- Muy personal
- ¡Que no le pase a usted!
- Calendario de eventos
- Punto de Vista
- ¡Así se habla!
- Primer Plano
- Buena vida
- De nuestros Consulados
- Gente en Contacto Total
- "Para chuparse los dedos"
- Echándole ganas
- En la jugada
- Famosos de aquí y de allá
- A Chambea
- Pare Oreja y apunte
- Perdidos y Encontrados

## THE MAGAZINE THAT GIVES MORE FOR LESS!

- Free digital version advertising
- Attractive Rates
- A magazine to read, to see and to hear!
- Interactive magazine
- Powerful distribution network
- Contests, prizes and giveaways
- Mobil Advertising
- We design your AD

## RATES

Please speak with an account manager for current rates and to see what specials are available for your business.

## OUR READERS

**Contacto Total Magazine** is addressed to the latino community in Arizona, Hispanic families, men and women and business owners. Arizona Hispanic households benefit from a publication where they find variety of information and services they really want and need.

It's not a secret that Latino community has a strong buying power. According to Arizona Hispanic Chamber, the state's Hispanic consumers spent about \$40.3 billion on goods and services in 2015. Your business can grow at the same time. **Contacto Total Magazine** is a perfect way to reach the Hispanic Market.

## AD Sizes

FULL PAGE HORIZONTAL	FULL PAGE VERTICAL	1/2 PAGE VERTICAL	1/2 PAGE HORIZONTAL	1/4 PAGE VERTICAL	1/4 PAGE HORIZ.	1/8 PAGE HORIZONTAL	1/8 PAGE VERTICAL	SPECIAL FULL PAGE SPREAD UP OR DOWN																																																						
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## DISTRIBUTION

**Contacto Total, the talking magazine** is a free publication that circulates twice a month at more than 300 locations. We distribute 30.000 copies per month across Valley of the Sun.

### DISTRIBUTION CHANNELS

We have multiple distribution options in order to facilitate the acquisition of our magazine. Our goal is to place copies in the right hands.

- \* **Traditional:** prime display positioning at most recognized retailers and supermarkets in Phoenix metropolitan area.
- \* **Powerful distribution Network:** In addition to traditional distribution we have created our own distribution network. This allows us to circulate in more points, including major events.
- \* **Subscription:** Readers can receive our magazine directly in their homes.
- \* **Digital version:** Our readers also have the option to read and listen to **Contacto Total Magazine** online.



## BEST PRACTICES FOR ADS

- \* **IMAGES:** Use high resolution images (300 DPI recommended). \* RGB and LAB color are unacceptable.
- \* Images should not have ICC profiles embeddes. \* Avoid scaling images. \* **FONTS:** Always embed all fonts or turn them curves. \* **COLORS:** Only use CMYK colors; convert spot colors to process.
- \* **LAYOUT:** Bleed is required, provide 0,2" around trim area. \* Do not allow marks to encroach upon the trim or bleed areas. \* The textblock must be 0,2" since from trim area. \* **TRANSPARENCY:** Flatten all transparency objects at a high resolution. \* Avoid placing transparent objects on top or text of other critical vector objects. \* **OVERPRINT:** Overprint objects may no reproduce correctly when printed and will sometimes disappear completely. \* We recommend creating objects exactly as you want them to appear without relying on a overprint setting.
- \* DPI 300 and four color AD must be in process CMYK colors. \* Do not include crop marks in your file. Crop marks must be 0,2" offset from bleed.

\* ANY ADDITIONAL ARRANGEMENT HAS IMPLEMENTATION COSTS.



For advertising contact us  
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