



VIDA LATINA

• Metro Atlanta • Augusta • Charleston • Metro Charlotte
 • Columbia • Greenville-Spartanburg • Hilton Head-Beaufort
 • Myrtle Beach-Grand Strand • Raleigh-Durham • Savannah
 • Wilmington-Cape Fear Coast • Winston Salem-Greensboro

2007-2008 Media Kit



From the Founder and Publisher

The growth of the Hispanic/Latino population of the Carolinas and Georgia over the last several years has been astounding. The economic opportunities the exponential population growth has created have been equally impressive.

As a kid, I dreamed of being an American businessman who lived and worked in Latin America...double majoring in International Business and Spanish was a no-brainer. During my college years, however, I noticed a tremendous disconnect between the exponential growth of my hometown's Hispanic community and the absence of a print media outlet to serve it.

So, upon graduating, I forewent my plan of living and working in Latin America, borrowed \$5,000 from my mother, and created Charleston, South Carolina's first Spanish-language community newspaper, Vida Latina.

The paper was a hit with the local Hispanic community, but I soon found even greater opportunity while traveling throughout the Carolinas and Georgia.

While visiting other metro areas in the region, I learned that:

- 1) The regional Hispanic population was growing faster than ever.
- 2) Spanish-language community newspapers were popping up throughout the region.
- 3) There was no Spanish-language equivalent of a free entertainment and current events publication like Creative Loafing (Atlanta and Charlotte) or the City Paper (Charleston).

So, I rebranded Vida Latina as a differentiated, niche product: a free Spanish-language entertainment and current events publication that focuses on the Hispanic/Latino communities of the Carolinas and Georgia as a whole.

Vida Latina's growth of circulation since the rebranding has matched the exponential growth of the region's Hispanic population: As of Q4 2006, 100,000 copies of each edition of Vida Latina are distributed throughout the region's 12 key metropolitan markets. According to an audit by the National Association of Hispanic Publications, each copy is read by 2.5 people, giving Vida Latina a total circulation of 250,000.

What's more, traffic of the paper's sister "regional Hispanic web portal" is now rivaling distribution of the paper itself.

Today, when the Hispanic/Latino communities of the Carolinas and Georgia want to learn about what the region's highest-profile Spanish-speakers are doing, what Latino music artists playing in the region, or what Hispanic cultural events are coming up, they pick up a copy of Vida Latina at their local bodega, restaurante, or cantina. Or, they increasingly log onto [www.vidalatinanews.com](#)



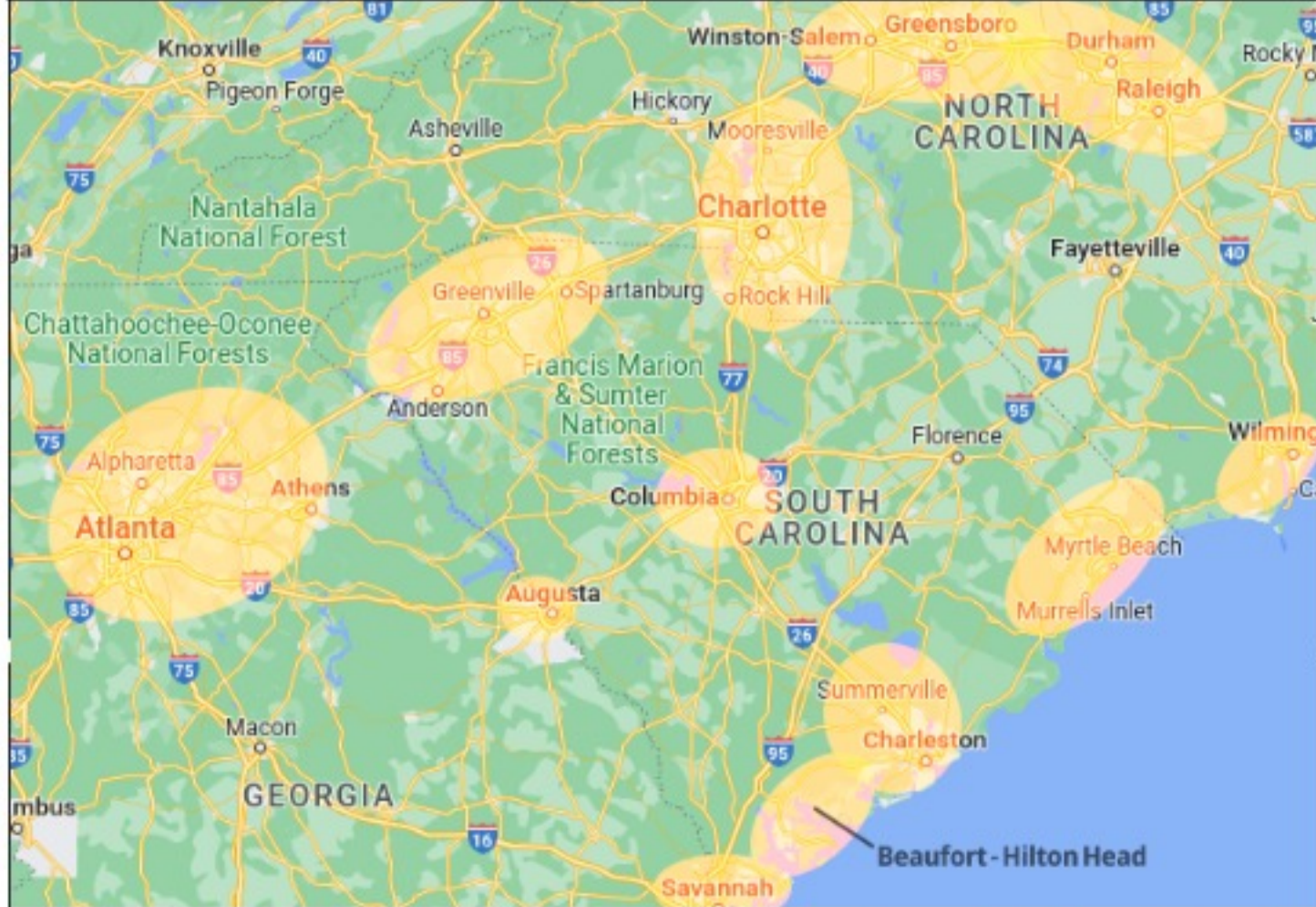
The growth of the Hispanic/Latino population of the Carolinas and Georgia over the last several years has been astounding, and its economic impact has been tremendous. The nearly 1.5 million Spanish-speakers who reside in Vida Latina's 12 key metro markets bring an annual increase in GDP measured in the billions.

The Hispanic/Latino communities of the Carolinas and Georgia continue to grow at a tremendous rate in terms of population and economic impact. I hope that Vida Latina's role as the communities' source for regional entertainment and current events news continues to grow as fast.

Con todo gusto,
Seth Mason
 Seth Mason,
 Founder and Publisher, Vida Latina

The Carolinas and Georgia are at the epicenter of the South's explosive Hispanic population growth...

...and Vida Latina blankets the states' largest metro areas with the region's ONLY Spanish-language entertainment and current events publication.



Latino Population & Vida Latina Distribution By Metro Area

Metro Atlanta: 600,000 (30,000)
 Augusta: 25,000 (2,000)
 Charleston: 50,000 (6,000)
 Metro Charlotte: 300,000 (15,000)
 Columbia: 50,000 (6,000)
 Greenville-Spartanburg: 100,000 (10,000)
 Hilton Head-Beaufort: 40,000 (4,000)
 Myrtle Beach-Grand Strand: 40,000 (5,000)
 Raleigh-Durham: 150,000 (10,000)
 Savannah: 25,000 (3,000)
 Winston Salem-Greensboro: 60,000 (6,000)
 Wilmington-Cape Fear Coast: 30,000 (3,000)

TOTAL: 1,470,000 (100,000)

Sources: U.S. Census Bureau, Pew Research Center, National Association of Hispanic Publications Audit

- * Nearly 1.5 Million Hispanics/Latinos Served
- * 100,000 Copies Distributed To 12 Key Markets In The Carolinas & Georgia
- * Average 2.5 Readers Per Copy (250,000 Total)
- * 350% Decadal Hispanic Population Growth
- * Nearly 100,000 Unique Visitors To Vida Latina Website Per Month
- * Nearly 50,000 Unique Visitors To Vida Latina Website Per Month From The 12 Key Markets