

THE FIRST MAGAZINE IN SPANISH
FOR THE TRUCKING INDUSTRY



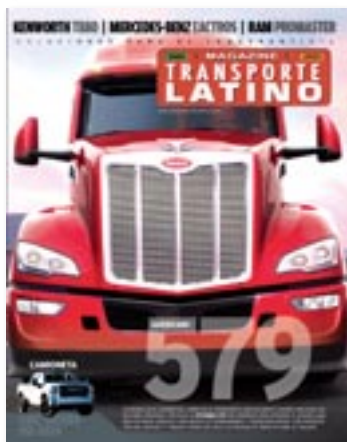
MEDIA INFORMATION GUIDE

WHO IS



HIGH QUALITY PRINTING, EXCELLENT EDITORIAL AND GREAT DISTRIBUTION

Transporte Latino Magazine celebrates it's 20th year in the industry. Transporte Latino is the only Media outlet dedicated exclusively to the Hispanic trucking professionals. We understand the thought process, culture, needs, and priorities of Hispanics in the industry. Our monthly publication distributes 92,500 copies nation wide and is BPA Worldwide audited. It is distributed at independent truck stops, truck dealers; and service facilities throughout the most traveled trucking routes in the country. It is also distributed at all major Truck Shows in the United States. Transporte Latino delivers product information, maintenance tips, business advice, and much more to our audience. Transporte Latino Magazine has a 90% retention rate thanks to reference material and the highest production quality in the industry as well as a readership per issue rate of 4.6. The app and website provides an ever increasing traffic of readers with a constant flow of the latest information of interest to the Latino trucker (www.transportelatino.com) banners and web links are offered free of charge to our advertisers. Surveys are also conducted through our website.



HISPANICS IN THE MARKET

- A Million plus Hispanic commercial driver licenses (class 3-8)
- 870,000 Hispanic truck drivers (class 8 Heavy Trucks)
- 635,000 Hispanic owner operators of trucks (class 7-8 Heavy Trucks)
- 82,800 Hispanic owned trucking companies



These numbers represent 38% of the total trucking force in the United States. These facts and data demonstrate that Hispanics are a fundamental part of the present and future, of the trucking industry. Hispanics find opportunity in this industry because they can realize the "American Dream" and become independent businessmen. Trucking and owning and operating your own transportation company brings higher income potential and higher self-esteem among their peers. Most Hispanics start as a company driver with the goal of owning their own truck. Once they are independent Owner Operators they hire within the Hispanic community to also drive for them. As the fastest growing minority group in the country, the Hispanics in the trucking industry have the highest income of any other minority group. These entrepreneurs are home buyers (63%), married (68%), and drive Pickup trucks (59%). Proven hard workers that want to improve their family life. They are also the youngest group of Commercial Drivers in the country, with 36.6% under 35 compared to 9% of truckers overall. In addition, this profession is passed down to relatives and friends making trucking one of the most attractive and lucrative career choices among Hispanics.

THE TRUCKING INDUSTRY

A LOOK AT THE NUMBERS

Trucking is a 1.3 trillion dollar industry. It represents 48% of the total logistics system in the United States. Without a doubt trucking, and the men and women behind the steering wheel, haul over 80% of the total freight of goods that consumers need in America. The trucking industry is changing to absorb the future increase of freight during the next decade, expected to grow at around 10% annually. Large transportation companies are changing their practices of hiring drivers and replacing them with sub-contractor teams and independent truckers, and Latinos fit that profile. Transporte Latino Magazine's primary focus is to be the main channel of communication between the trucking establishment and the ever growing segment of Latino truckers.



THE U.S. HISPANIC POPULATION

A LOOK AT THE NUMBERS



SIZE: The 2020 Census counted 62 Million Hispanics. By comparison, the size of the U.S. Hispanic population exceeds the population of Canada by 14 Million. At 18% of the total U.S. population Hispanics are now the nation's 2nd largest consumer market. Between 2000 and 2010 Hispanic numbers grew by 43% (15.2 Million people) and accounted for over 50% of the nation's total population growth.

MINORITY-MAJORITY: The entire Western region is 47% minority (33.9 Million) and the South reached 40%, (45.8 Million). Of the particular States California lead the way with 46% of its population being Hispanic, followed by Texas (37.6% about 12 Million), Florida and Arizona (30%, 1.9 Million). In each of these States along with Nevada and New Mexico the share of children who are minority already passed 50%. Some experts estimate Hispanics will account for 30% of the total U.S. Population by 2030.

INCOME: Over 40% of Hispanic households earn more than \$50,000 per year. The \$100,000+ household income segment grew from 7% to 17%. Hispanic small business owners are growing faster than the general market (43% growth over a 5 year period versus 14.5% for non-Hispanics). Hispanic owned business in California, for example, account for over half of the 900,000+ minority owned businesses and produce gross receipts of \$57 Billion.

62 MILLION US LATINOS ARE THE WORLD'S 7TH-BIGGEST ECONOMY

THE OVERWHELMINGLY WHITE BABY BOOMERS WILL BE SUPPORTED IN THEIR RETIREMENT BY AN INCREASINGLY LATINO WORKFORCE.

The economic output of the roughly 62 million Latinos in the United States would form the seventh-largest economy in the world, a new report shows, with a GDP of \$2.1 trillion in 2022 – just behind France, but ahead of India. If they were a US state, they'd have the country's second-largest economy, behind only California. The report, produced by the Latino Donor Collaborative, is part of an effort to promote what it says is "a factual view of the importance of Latinos to our economy." Far from being "a burden to U.S. society," it says, Latinos are a young, growing, and productive part of the economy.

As the US population ages, the workforce is becoming more and more Latino. The median age of Latinos is 28, compared to 40 for the non-Latino population. From 2010 to 2015, 360,000 young Latinos joined the labor force, compared to 155,000 young non-Latinos.

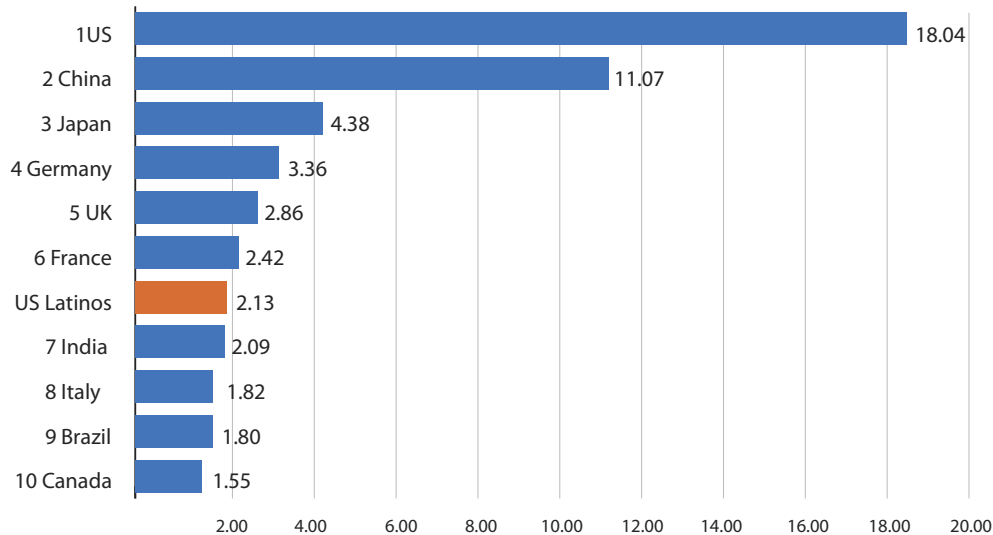


THE DIFFERENCE IS EVEN MORE STRIKING FOR ADULTS BEYOND COLLEGE AGE. In that same five-year period, **2.5 million Latinos aged 25-64 joined the labor force**, while the number of non-Latinos of the same age in the workforce actually shrank. **"Latinos are the future of the U.S. workforce,"** the report says. All those people in their prime working years are helping the Latino economy grow considerably faster than the rest of the country. **Between 2010 and 2015 it grew 2.9% per year, while the non-Latino economy grew at 2.1%, the report said.**

Going forward, this means that the overwhelmingly white baby boomers will be supported in their retirement by a labor force that is increasingly Latino. The report's authors, Werner Schink and David E. Hayes-Bautista, did similar research in California predicting such a population changeover. **California is 39% Latino today**, and the authors say a similarly important change is happening in the national economy.

"While in the past we said here are the demographic numbers, we can say now how important that changeover is," Hayes-Bautista told BuzzFeed News. "We've reframed from [demographics] to GDP."

**GDP of 10 Largest Economies & U.S Latino
In Trillion US Dollars, 2015**





CAMIONES AMERICANOS

Product pictorial of Heavy Duty (class 8) trucks in the American market. Technical analysis, road test, and comparison of the trucks used in hauling goods.



VOCACIONALES

Product presentation of trucks used in the vocational segment (class 5 & 6) in the American market. Technical analysis, road test, and comparison of the trucks used in construction and service fields.





CAMIONES DEL MUNDO

Trucks from around the world are showcased to entertain our readers as well as to compare different technologies used.



TRAILERS

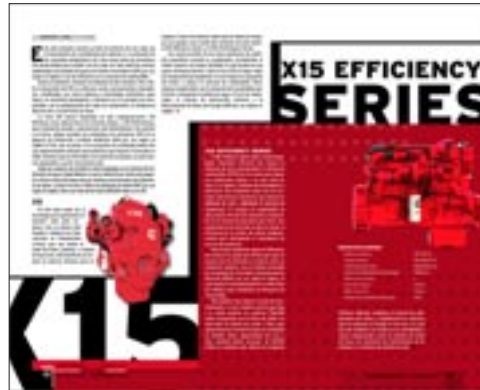
Product showcase of the latest trailers developed for the transportation of goods. Dry vans, flat beds, bulk containers are displayed so Hispanic truckers can make wiser decisions.





MOTORES

Analysis and technical review of the engines that power all Heavy Duty trucks in America



LLANTAS

Product showcase of tires for the commercial vehicle sector. Reviews on new tires and rims maintenance and care, as well as tips to minimize tire cost.





NOTICIAS

Latest news about regulations on safety, state laws, and the trucking industry. New products review as they pertain to the trucking sector.



CAMIONETAS

Review of pickup trucks and vans used for local delivery and / or personal use. Over 65% of truckers own a pickup.





WEB/E-BLAST

The website gives readers the opportunity to download and flip through a digital copy of the print edition while also uploading new videos and information each day, week and month. transportelatino.com

E-Blast: Monthly newsletter sent to 1 million truckers.



APP

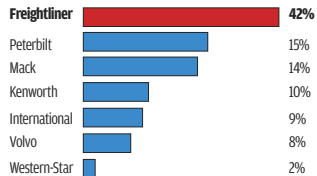
Transporte Latino is available for smartphone users (Hispanics over index as smartphone adopters), the app provides on the go analysis and constant updates.



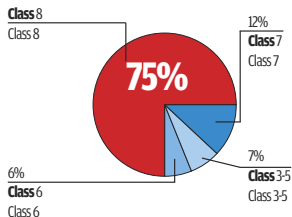
TRUCKER'S SURVEY

(Est. 2,711 subscribers) – As of 06/30/2021

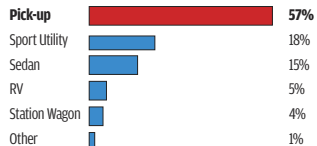
Camión preferido Preferred truck



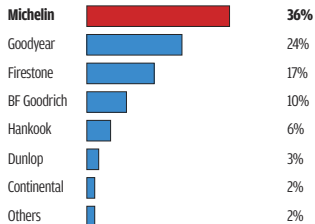
¿Qué clase de camión maneja? What class vehicles do you drive?



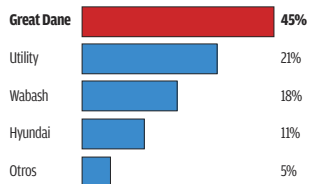
¿Cuál es su vehículo personal? What personal vehicle do you own?



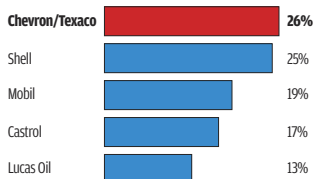
Neumático preferido Preferred tire



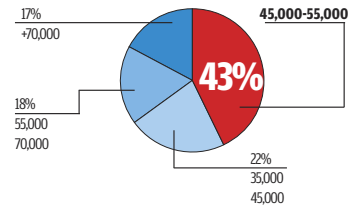
Trailer Preferido Preferred Trailer



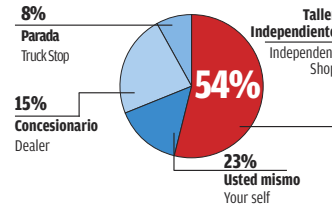
Aceite preferido Preferred oil



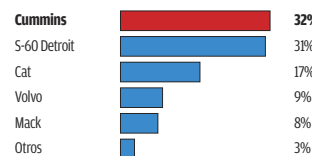
¿Cuál es su ingreso anual? What's your annual income?



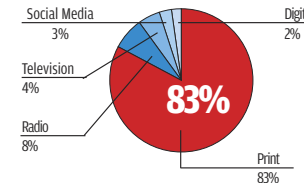
¿Quién repara su camión? Who repair your truck?



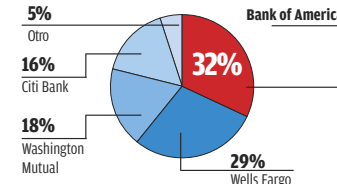
Motor Preferido Preferred engine



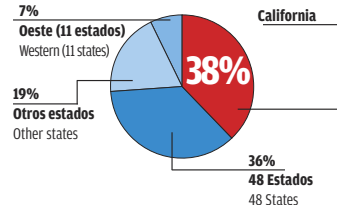
¿Cuál es su medio de informacion favorito? Which is your favorite media source?



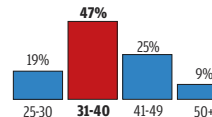
¿Qué institución bancaria utiliza? Where do you bank?



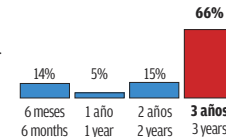
¿Dónde trabaja? Where do you work?



¿Cuál es su edad? What is your age?



Licencia hace... With licence since...



HISPANIC TRUCKER PROFILE

LARGEST CONCENTRATION OF HISPANIC TRUCKER BY STATE

California	63%
Texas	62%
Arizona	51%
Florida	49%
New Mexico	33%
New York	32%
New Jersey	29%
Nevada	24%
Oregon	18%

PURCHASING PROFILE

Owns Home	63%
Owns a Pickup	59%
Sedan	20%
SUV	26%
Motorcycle	16%
Other	15%
Boat	7%
RV	7%
Station Wagon	5%

! **AVERAGE ANNUAL INCOME**
 Drivers \$51,700
 Owners Operators \$63,118

WEEKLY MILES DRIVEN AND WORK HOURS

500 to 2,500 miles	65%
Less than 500 miles	18%
More than 2,500 miles	17%
More than 40 hours	81%
Less than 40 hours	15%

SERVICE PREFERENCES

	Oil Change & Wash	Repairs	Tire
Independent			
Truck Stops	37%	58%	53%
Dealer	28%	12%	38%
Chain			
Truck Stops	22%	9%	9%
Self	13%	21%	-

DEMOGRAPHICS

Age	Owner Company	Operator Driver
21-25	6%	7%
25-35	27%	29%
35-45	38%	38%
45-55	29%	26%

TRUCK BUYING PREFERENCES

Cab Comfort	57%	Safety Features	37%
Cost Per Mile	29%	Warranty	21%
Engine/ Visibility		Duality	33%
Powertrain	57%	Ride	19%
From Cab	29%	Financing	31%
Ourabilrty	41%	Dealer Exterior	
Price	28%	Support	11%
Fuel Economy	41%	Appearance	30%
Rehabilirty	26%		

! A survey showed that more than 64% of Latino truckers are Owner Operators
 83% of Hispanic truckers choose Spanish as their primary language

RATES & TERMS

RATES

Transporte Latino Rates based on 105,000 copies

Ad Size	1 X	3 X	6X	9X	12X	SIZES	
						Non-bleed	Bleed
2 page Spread	\$31,576	\$28,418	\$25,260	\$22,103	\$18,945	16.75 x 10.5	17.25 x 11.25
Full Page	\$19,735	\$17,761	\$15,788	\$13,814	\$11,841	7.80 x 10.40	8.75 x 11.25
2/3 Page	\$13,814	\$12,432	\$11,051	\$9,669	\$8,288	5.00 x 10.50	N/A
1/2 Page	\$9,867	\$8,880	\$7,893	\$6,906	\$5,920	7.80 x 4.90	N/A
1/3 Page	\$6,578	\$5,920	\$5,262	\$4,604	\$3,946	2.55 x 10.5	N/A
1/4 Page	\$4,933	\$4,439	\$3,946	\$3,453	\$2,959	3.80 x 4.90	N/A
PREMIUM POSITIONS	25%	20%	15%	10%	5%	N/A	8.75 X 11.25

** Please note Cover 2 and Cover 3 are spread positions, Cover 4 is the back cover. If you opt for a cover position or opposite TOC then you opt out of any competitive spacing requirements your brand/client may have.

*All rates are gross, and are subject to change. 15% Agency Discount available.

CLOSING DATES

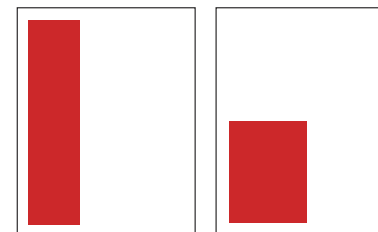
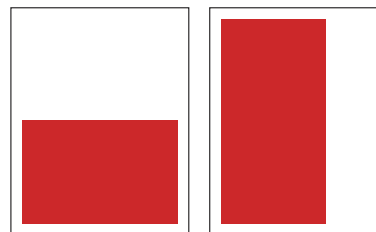
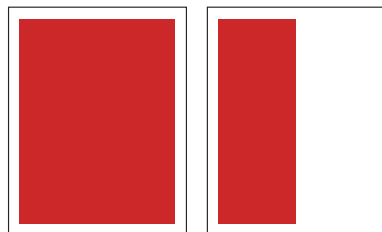
AD CLOSING: 10th day of previous month

DISTRIBUTION DATE: 1st week of current month

TERMS

1. Contract signed before insertion. Service Charge of 5% added to invoice over 30 days for each month or portion thereof.
2. Inserts, Special position rates are available upon request.
3. Liability for content (text and work) of all advertisements is assumed by the advertiser and/or their advertising agency.
4. Position of advertisement is subject to the Publisher's discretion except when specific preferred positions are available and covered by contract.
5. Maximize Exposure with our Translation Services. Our Advertising Dept. can translate and/or create your advertisement.

SPECIFICATIONS



MECHANICAL SPECIFICATIONS:

Transporte Latino Magazine will only accept advertisements in the following formats:

- Quark or InDesign documents with hi-resolution elements and fonts
- TIFF, PSD, EPS, PDF (must be supplied at exact size, position with hi-resolution images. Send layered files with fonts if the ad is going to be translated)

SALES

Transporte Latino
 880 West First St. Suite #310
 Los Angeles, CA 90012
 Ph: 213.621.2188
 Fx: 213.620.6255
sales@transportelatino.com

Send digital art to:
art@transportelatino.com

WEB & APP BANNER SIZE SPECIFICATIONS

APP



400x400px



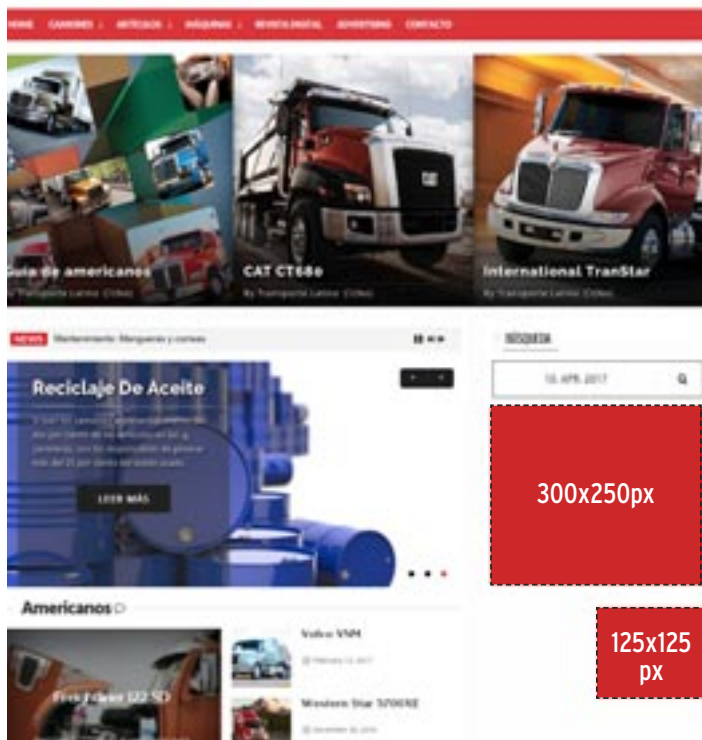
640x150px

NEWSLETTER



600x90px

WEB



300x600px

120x240px

300x250px

125x125px

Send digital art to:
art@transportelatino.com

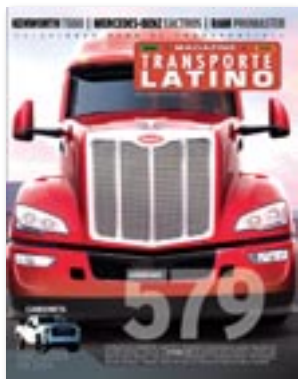
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www.arbolpublishing.com