

**Noticia** *El Correo Ny*

**HISPANIC  
MEDIA GROUP**

**2020 MEDIA KIT**

*Schneps*  
**MEDIA**

PRINT ■ DIGITAL ■ EVENTS

38-15 Bell Blvd., Bayside, NY 11361 • 718-224-5863 • [advertising@noticiali.com](mailto:advertising@noticiali.com) • [noticiali.com](http://noticiali.com)

# WHO WE ARE



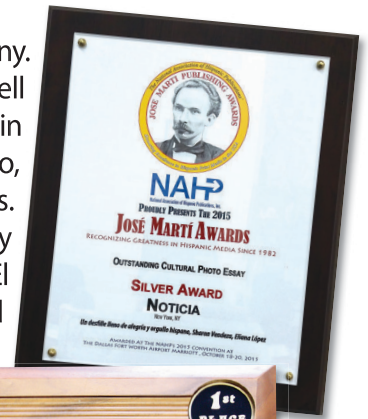
**SCHNEPS COMMUNICATIONS** is a multi-platform media company. Our Hispanic Media Group includes award-winning newspapers Noticia and El Correo as well as noticiali.com and an events division. Noticia was established as a weekly newspaper in 1991, committed to serve the Hispanic communities of Nassau and Suffolk County. El Correo, founded in 2003, is dedicated to the Queens, Brooklyn, Bronx and Manhattan communities. Both publications were born after the realization that the rapidly growing Hispanic community needed a trusted, local news source in Spanish language. For over 2 decades, Noticia and El Correo's highest ethical standards and comprehensive coverage of local issues have earned the trust of the community.

## MISSION

To empower the Hispanic population of Long Island and NYC by providing culturally relevant news and information from a trusted local source.

## REACH

Our coverage area stretches from NYC to Riverhead, that is over 2.7M Hispanics in our circulation area. With Noticia and El Correo you will have the opportunity to reach over 66,000 weekly households and over 171,000 monthly viewers online. As producers of culturally-relevant content and influencers, we can help you establish a meaningful connection with NYC and Long Island's Hispanic consumers.



- Frequency:** Weekly
- Publication day:** Thursdays
- Single copy rate:** Free
- Media Associations:** NYPs & NAHP
- Women Owned:** Yes

# BY THE NUMBERS



## DEMOGRAPHICS

El Correo

Noticia

**Total Population**

2,234,905

504,000

**Gender**

Male 49% Female 51%

Male 55% Female 45%

**Average Age**

40

45

**Median Household Income**

\$57K

\$72K

**Hispanic-Owned Businesses**

143,000+

50,200+

**Average Household size**

4.1

4.3

**South American**

35%

40%

**Central American**

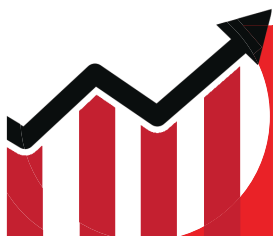
20%

50%

**Caribbean**

45%

10%



## WEB STATISTICS

Average Monthly Visitors

**Unique Visitors**

93,000+

**Page Views**

171,000+

**Average Length of Session**

5:50 Mins.

**Mobile**

62%



## E-MAIL

Newsletter Sent Daily

**Subscribers**

10,000+

**Open rate**

17%

# CIRCULATION



## NYC

Jackson Heights	11372
Corona	11368
Ridgewood	11385
Astoria	11102
Sunnyside	11104
Elmhurst	11373
Woodhaven	11420
Richmond Hill	11418
E. Elmhurst	11369
Queens Village	11428
Flushing	11355
College Point	11356
Ozone Park	11416
Rego Park/Forest Hills	11374
Sunset Park, Brooklyn	11220
Bronx	10445
Bronx	10463
Bronx	10459
Manhattan	10031

## NASSAU

Elmont	11003
Franklin Square	11010
Inwood	11096
Mineola	11501
Baldwin	11510
Freeport	11520
Glencove	11542
Hempstead	11550
W. Hempstead	11552
Uniondale	11553
East Meadow	11554
Long Beach	11561
Roosevelt	11575
Valley Stream	11580
Westbury	11590
New Cassel	11590
Levittown	11756
Hicksville	11855

## SUFFOLK

North Amityville	11701
West Babylon	11704
North Bay Shore	11706
North Bellport	11713
Bay Shore	11716
Brentwood	11717
Centereach	11720
Central Islip	11722
Copiague	11726
Coram	11727
Deer Park	11729
Huntington Station	11746
Medford	11763
East/Patchogue	11772
Wyandanch	11798
Riverhead	11901
Hampton Bays	11946
Mastic	11952
Shirley	11967

- Controlled free bulk distribution
- Newspaper racks in retail store locations are the primary means of distribution
- Over 850 distribution points strategically located throughout areas of high Hispanic penetration in NYC and Long Island
- Readership is estimated at 3.3 readers per copy
- Free e-mail subscription

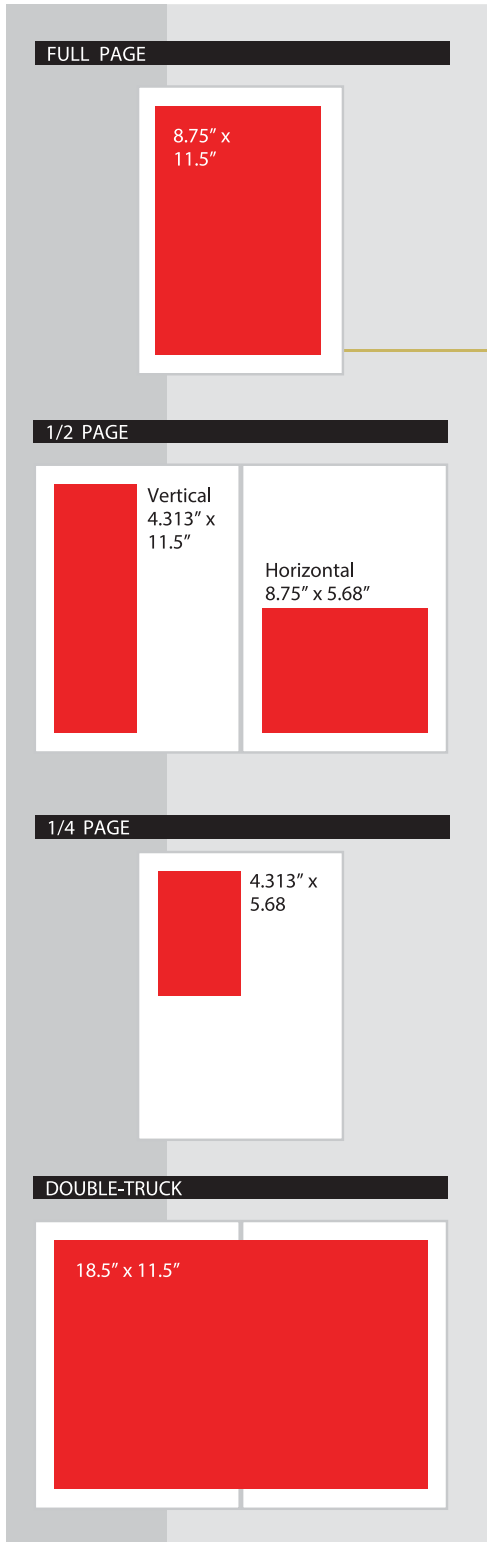
**Print Weekly Readers** **66,000+**

**Online Monthly Impressions** **171,000+**

**Combined Reach** **237,000+**

## 2020 RATES, AD SPECS & DEADLINES

**Noticia Long Island is published weekly in Nassau and Suffolk Counties.  
El Correo is published weekly in Queens, Brooklyn, Bronx and Manhattan.**



	Nassau OR Suffolk <b>Noticia</b>	Nassau AND Suffolk <b>Noticia</b>	City <i>El Correo NY</i>	Full Run <b>Noticia</b> & <i>El Correo NY</i>
<b>Full Page Open</b>	\$750	\$1035	\$1035	\$1700
<b>6 x</b>	\$690	\$970	\$970	\$1600
<b>12 x</b>	\$660	\$920	\$920	\$1500
<b>26 x</b>	\$550	\$875	\$875	\$1380
<b>Half Page Open</b>	\$345	\$575	\$575	\$920
<b>6 x</b>	\$325	\$550	\$550	\$860
<b>12 x</b>	\$310	\$520	\$520	\$800
<b>26 x</b>	\$290	\$490	\$490	\$780
<b>Quarter Page Open</b>	\$250	\$345	\$345	\$690
<b>6 x</b>	\$230	\$330	\$330	\$650
<b>12 x</b>	\$205	\$310	\$310	\$620
<b>26 x</b>	\$195	\$290	\$290	\$585

<b>Display Ad Specs</b>	<b>Width x Depth</b>
<b>Full Page</b>	<b>8.75" x 11.5"</b>
<b>1/2 Page Vert</b>	<b>4.313" x 11.5"</b>
<b>1/2 Page Horiz</b>	<b>8.75" x 5.68"</b>
<b>1/4 Page</b>	<b>4.313" x 5.68"</b>
<b>Double -Truck</b>	<b>18.5" x 11.5"</b>

### Deadlines

Insertion Orders: Monday at 4 PM.  
Copy and Artwork: Monday at 4 PM.  
Camera Ready Ads: Tuesday at 10 AM.

### Additional Information

- Translation and design is available
- Due to age capacity and press run configurations, position can not be guaranteed

### Inserts

\$60/K (Minimum 5,000)

Reach **171,000+** monthly viewers on noticali.com.

Engage weekly with our **10,000+** e-mail subscribers.

Home page takeovers and dedicated e-blast are available as well.

Contact us for special pricing!

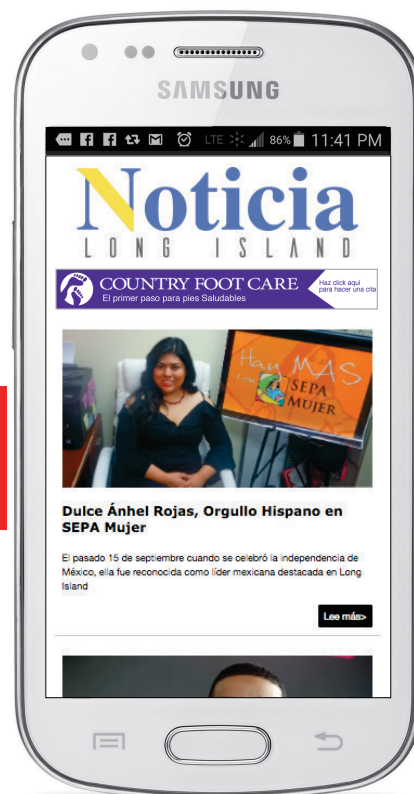
## Website Banner Ads

Leader Board - 728 x 90 px \$750/Month

Rectangle Ad - 300 x 250 px \$600/Month

## E-mail Sponsored Content

Banner - 728 x 90 px \$200/Week



## WEB STATISTICS

Average Monthly Visitors

Unique Visitors	93,000+
Page Views	171,000+
Average Length of Session	5:50 Mins.
Mobile	62%
Gender	Male 51% Female 49%