



2007 Hispanic Achievement Awards

HISPANIC
MAGAZINE

Currently in its 16th year, the Hispanic Achievement awards pay homage to Hispanics nationwide, applauding their incomparable efforts to succeed inside and outside of their professions in a multitude of categories including, but not limited to:

- Business Entrepreneurship
 - Education
 - Community Development
 - Technology
 - Leadership
 - Entertainment
 - Sports
- ...and many more!

2007 Hispanic Achievement Awards

Event Date: Thursday, August 23, 2007

Location: Los Angeles, California

Venue: TBD

Time: 7:00pm – 9:30 pm

Celebrate Hispanic Heritage... Join the Tradition!

The 2007 Hispanic Achievement Awards provide the perfect occasion to celebrate Hispanic heritage by commemorating these outstanding citizens for their leadership roles and significant contributions to the Hispanic Community. Become a part of the tradition by sponsoring one of these prestigious awards, and place your company amongst the nation's top Hispanic community supporters!





2007
Hispanic Achievement Awards

HISPANIC

M A G A Z I N E

Award Sponsorship Package Includes:

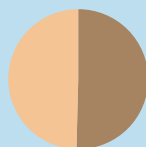
- 1 FP/4C advertising page within *Hispanic Magazine*
- Editorial mention in event recap
- Logo inclusion on evite, invitation and program of events
- Company recognition in pre- and post coverage (press releases and media alerts)
- Table of 10 at awards ceremony
- Gift Bag sampling opportunity
- Speaking/Presenting opportunity

Package Net Cost: \$28,670

Cocktail Sponsorship Package Includes:

- Signage Opportunities
- Brand exclusivity
- Product placement/Product
- Mention in editorial recap

Package Net Cost: \$15,000



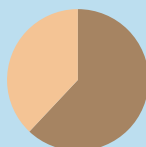
GENDER

- Male: 51%
- Female: 49%



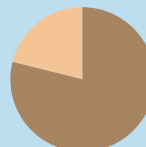
AGE

- 18 - 24: 19%
- 25 - 34: 17%
- 35 - 44: 23%
- 45 - 54: 24%
- 55 +: 17%



MARITAL STATUS

- Married 62%
- Not Married 38%



EMPLOYMENT STATUS

- Employed 79%
- Not Employed 21%

AVERAGE HHI: \$98,500

AVERAGE AGE: 39

SOURCE: SIMMONS NCS/NCHS SPRING 2006, ADULT FULL YEAR (MAY 2005 - JUNE 2006) 18+; MRI CUSTOM DIVISION, SUBSCRIBER STUDY JULY 2004

2007 CIRCULATION NUMBERS

EDITION	RATE BASE	READERS PER COPY	REACH
U.S. HISPANIC:	300,000*	4.6**	1,380,000
TOTAL:	300,000		1,380,000

* RATE BASE, ABC AUDITED
** MRI CUSTOM DIVISION, SUBSCRIBER STUDY, 2004, TOTAL RESPONDENTS



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