



INFANTS / INFANTES provides quality information, advice and a community for expectant and new parents.

NEW MOTHERS / FUTURA MAMÁ covers everything including newborns, development, baby care, nutrition, playtime, health and immunizations.

KIDS AND ADOLESCENTS / NIÑOS Y ADOLESCENTES provides helpful tips for parents raising adolescents. Kids get pointers for approaching their parents with adolescent's issues.

NUTRITION / NUTRICIÓN provides reliable information for a healthier life including nutrition, weight loss and daily diet.

SCHOOL / ESCUELA features Latin educational leaders who are focused and dedicated to the advancement of Latin students. Topics that are related to the educational system are included in every issue.



IMMIGRATION / INMIGRACIÓN the most current laws and regulations.

CITY OF HOUSTON / CIUDAD DE HOUSTON the most current information from Houston Mayor Office.

ENTREPRENEURS / EMPRESARIOS tips on excelling and developing small business- Familias Latinas is a Partner of Houston Hispanic Chamber of Commerce



RECIPES FOR KIDS provides recipes for children to cook with their parents.

INTERVIEW/REPORTAJE highlights a leader in the Hispanic Community of Houston.

PARENTS AND CHILDREN'S PICTURES/ FOTOS DE PADRES CON HIJOS parents send pictures to Familias Latinas with their children to published

PSYCHOLOGY / PSICOLOGÍA AN EXPERT WRITES ARTICLES TO HELP FAMILY WITH THEIR DAILY ISSUES.

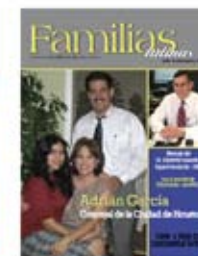


Familias Latinas Magazine is a free bimonthly magazine written in Spanish that targets the ever-growing Hispanic community in Houston and around areas.

Familias Latinas Magazine started when a group of people recognized the great need to provide the Hispanic community with an alternative way to educate themselves in various subjects and encourage people to reach their goals.

Familias Latinas Magazine sections are: Family, Safety, Babies, Community, Men, Woman, Educations, Small Business, Social Security, Immigration and others. The contributing writers are professionals from different fields that write in a simple and direct language.

Familias Latinas Magazine is presented in an attractive and colorful design where each section is presented in a specific color for easier identification of its sections. Familias Latinas magazine uses the latest printing techniques to attract the community to the magazine's content. Our audience is encouraged to keep the magazine as a resource.



specifications

All electronic ads must be PC compatible and accompanied by a contract proof (dot-based) such as Kodak Approval. All color proofs must meet SWOP standards and we suggest a color bar for accuracy. Familias Latinas is not responsible for ads without proofs or ads not meeting our electronic submission requirements.

File Formats - Page Maker or EPS, TIFF. EPS and TIFF images should be 300 dpi CMYK

Supply all placed images- Color proof is required- Diskette, Zip or CD -PDF files

(must be supplied at exact size and position)

By email: revista@familiaslatinas.com

Via mail: 12022 Rocky Knoll, Houston, Texas 77077

Mechanical Requirements

Printing: Web offset

Binding: Perfect

Trim Size: W: 8.375" x H: 10.875" Standard

Unit Sizes Non-Bleed

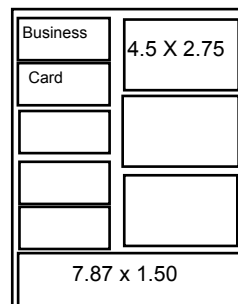
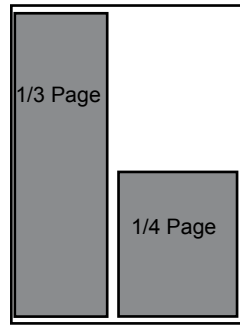
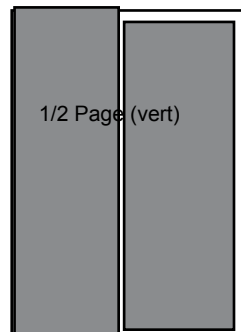
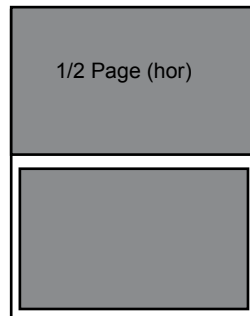
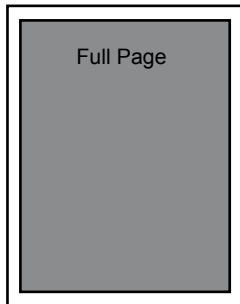
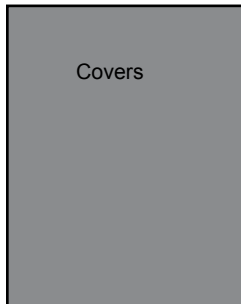
| Unit Sizes | Non-Bleed | Bleed |
|-----------------|-------------------|-------------------|
| Covers | | |
| Full Page | 7.875" x 10.375" | 8.875" x 11.375" |
| Two page spread | 15.750" x 10.375" | 18.750" x 11.375" |
| 1/2 Page (hor) | 7.875" x 5.187" | 9.375" x 5.687" |
| 1/2 Page (vert) | 3.937" x 10.375" | 4.687" x 11.375" |
| 1/3 Page (hor) | 7.875" x 3.458" | 9.375" x 3.791" |
| 1/3 Page (vert) | 2.625" x 10.375" | 2.958" x 11.375" |
| 1/4 Page | 3.975" x 2.593" | 4.687" x 5.687" |

OTHER SIZES

4.5 X 2.75

7.87 x 1.50

Business Card



distribution

1- 65% of Familias Latinas magazines are distributed in schools at Houston Independent (High, Middle and Elementary Schools) Aldine District (Elementary Schools) Spring Branch ISD (Parent's Centre)

2- 25% are distributed in Community Centers and Hospitals

DePelchin Children's Center
 Neighborhood Centers,
 Spring Branch Centers
 Harris County Hospitals
 Ben Toub Hospital
 Private Clinics
 Immigration Counseling Center
 Chiropractic Brando

Ripley House
 Doula's Centers
 Gano Carecen
 Southwest Clinic (Christus Medical)
 Collaborative for children
 Texas Children's Health Plan
 AAMA
 Clinica el Sol

3- 8% are distributed at:

Immigration Office
 34 Houston Libraries
 Consulates
 Project Grad of Houston
 Houston Community College
 Cámara Empresarios Latinos
 Provicom
 BancoSal

Social Security Office
 1 Kingwood Library
 Autobuses Adame
 University of Houston System
 Children's Museum
 Bilingual Ed. Institute
 Trans Express
 Banco Popular

Three Building on Hillcroft with more than 100 businesses

4- 1.5% is distributed at different Hispanic events.

5- 0.5% Subscriptions

Home mailing subscriptions

City Of Houston (Mayor's Office of Immigrant and Refugee Affairs)

benefits

Top market presence.

The only Hispanic magazine that has an exclusive distribution in Houston.

Gets the job done.

Familias Latinas delivers your message to the right audience.

Must-have information.

Familias Latinas provides a valuable content that helps families improve the quality of life.

Unbeatable value.

Familias Latinas is the only educational magazine of its kind in the Houston area. It is a venue in which Latin families are informed and inspired and educated on various topics.

An inside track to the Hispanic families community.

Familias Latinas has a strong alliance with HISD, Aldine and Pasadena District, Houston Community College, Community Centers, Hospitals, Houston Museums, etc., which allow us to understand the needs of the Houston Hispanic Community.

distribution list

Ditrics, School and Centers who buy Familias Latinas HISD

Michelle ELeMentary School
Sutton Elementary School
Berry Elementary School
Golfcrest Elementary School
Park Place Elementary School
Black Midle school
Farias Early Childhood
Joe Moreno Elementary
Spring Branch ISD
Centro the Padres

Other Centers

YMCA
Avance

List of who buy subscriptions

Library of Gouveurneur of New York
Media Center Georgetown, South Caroline
Singleterry Elementary School (Donna, Texas 778537)
Harris County Libraries
Many Individual Subscriptions

Houston Independent School District

7402 ALBACORE (77074-6598)
6300 AVENUE B., BELLAIRE (77401-3716)
6262 GULFTON (77081-2306)
5100 GULFTON (77081-2906)
5858 CHIMNEY ROCK (77081-2715)
1262 MAE DRIVE (77015-5515)
10044 WALLISVILLE ROAD (77013-4616)
1800 MCCARTY (77029-3797)
7521 AVENUE H (77012-1199)
321 FOREST HILL (77011-4898)
7415 HARRISBURG (77011-4741)
960 SOUTH WAYSIDE DRIVE (77023)
5403 CANAL (77011-2431)
6501 SHERMAN (77011-3521)
7101 CANAL (77011-2797)
(713) 924-1670
4528 LEELAND (77023-3047)
1800 DISMUKE (77023-4797)
10511 LA CROSS (77029-2111)
(713) 671-3680 7211 MARKET (77020-5422)
400 BOYLES (77020-5299)
(713) 613-2546
216 TIDWELL ROAD. (77022-2046)
821 WITCHER (77076-4818)
155 COOPER (77076-2541)

Sutton
Gordon
Benavidez
Cunnigham
Rodriguez
Harris, RP
Oates
Port Houston
De Zavala
Briscoe
Gallegos
Carrillo
Burnett
Tijerina
Franklin
Lantrip
Cage
JP Henderson
Whittier
Martinez
Scroggins
Stevens
Burbank
North Line
De Chaumes

9550 ALDINE-WESTFIELD (77093-6211)
2310 BERRY ROAD (77093-7418)
7500 BAUMAN ROAD. (77022)
525 BENNINGTON (77022-4911)
7301 NORDLING (77076-1636)
12001 WINFREY LANE (77076-1239)
3021 LITTLE YORK (77093-3599)
10130 ALDINE-WESTFIELD (77093-5449)
800 ROXELLA (77076-4431)
10900 GULFDALE (77075-4608) HISD Mail Route 3
7649 ROCKHILL (77061-2101)
8100 ELROD (77017-5216) .
5302 ALLENDALE ROAD. (77017-6214)
(713) 845-7467 5201 VINETT (77017-4958)
8235 PARK PLACE (77017-3104)
01 801 BROADWAY (77012-2195)
2700 BERKLEY (77012-3550)
7475 WESTOVER (77087-6113)
7414 FAIRWAY (77087-3623)
7500 OFFICE CITY DRIVE (77012)
7610 DAHLIA (77012-2947)
6301 SOUTH LOOP EAST (77087-1933)
2500 BROADWAY (77012-1704)
6767 TELEPHONE ROAD (77061-2056)
9595 WINKLER (77017-5838)
8501 HOWARD (77017)
12583 SOUTH GESSNER (77071-2899)
6230 DUMFRIES (77096-4603)
5727 LUDINGTON (77035-4399)
14440 POLO (77085-3399)
4900 SIMSBROOK (77045-5321)
4021 WOODMONT DRIVE (77045-3515)
4000 SIMSBROOK (77045-5699)
14249 BRIDGEPORT (77047-5061)
1815 SHANNON VALLEY DRIVE (77077-4998)
11200 WOODLODGE (77077-4237)
9533 SKYLINE DRIVE (77063-5215)
8921 PAGEDWOOD (77063-5543)
6529 BEVERLY HILL LANE (77057-6406)
3315 BARRINGTON STREET (77056-6602).
8714 MCAVOY (77074-7308)
BRAES RIVER DRIVE (77074-4299)
8200 CARVEL (77036-6397).
9001 TRIOLA (77036-6199)
9400 Irvington, Houston, TX 77076-5299
7504 Bissonnet, Houston, TX 77074-5599

Garcia
Berry
Janowski
Herrera
Durkee
Barrick
Scarborough
Coop
Lyons
Mitchell.
Lewis
Bonner
Patterson
Rucker
Park Place
Harris Jr
Sanchez
Cornelius
Golfcrest
Crespo
Davila
Brookline
Deady Middle School
Ortiz Middle
Stevenson
Chavez HS
Gross
Elrod
Anderson
Windsor Village
Grissom
Hobby
Montgomery
Almeda.
Ashford
Askew
Emerson
Piney Point
Lee High
Pilgrim
McNamara
Bonham
Neff
White
Sam Houston
Sharpstown

HISD Central

Hattie Mae White Administration Building,

Spring Branch Independent School District

9000 Westview Dr., Houston, TX 77055

Parents Centre

Community Centers

Spring Branch:

8575 Pitner Houston, Texas 77080

Neighborhood Centers

4410 Navigation Blvd. Houston 77011

6959 Cook Rd. Houston 77072

ECHOES

9610 South Gessner, Houston, TX 77071

Avance

4301 Dacoma, Houston, TX 77092

DePelchin Children's Center

4950 Memorial Dr. Houston, 77007

123 Shepherd Dr. Houston

1610 James Bowie Dr. Bay Town

10435 Greenbough, Ft Bend

6425 Chimney Rock

1600 Lake Front Circle, The Woodlands

1300 A Bay Area Blv, Clear Lake Center

710 South 7th Street, Richmond

731 W. Davis St., Conroe

4815 Dickson St. Houston

8375 Pitner, Houston 77080

Doulas Center

7037 Capitol St. Houston, TX 77011

8575 Pitner Houston, TX 77080

Gano Carecen

6006 Bellaire Blv. Houston, TX 77081

YMCA

Family Center

Bissonnet & Buffalo Speedway

Escape

(Centro de Recursos para la Familia)

3210 eastside, Houston TX 77098

AAMA

United Way

50 Waugh Dr., Houston TX 77007

Private Clinics

7600 Beechnut, Houston, Texas 77074

1313 Hermann Dr., Houston TX 77004

Hospitals

Southwest Clinic (Christus Medical Group)

6441 High Star, Houston 77074

Ben Taub Hospital

1504 Taub Loop, Houston, TX 77030

Harris County Hospitals

9105 North Wayside, Houston, TX 77028

927 East Shaw Rd., Pasadena, TX 77502

818 Ringold, Houston TX 77088

1602 Garth Road Baytown, TX 77520

615 N. Main, Houston, TX 77009

Lulac

5207 Airlines, Houston TX, 77022

Immigration

126 Northpoint Dr., Houston, TX 77060

Social Security

7324 Southwest Frwy, Houston, TX 77074

Project Grad Houston

6700 W. Loop, Bellaire, TX 77401

Banks

Banco Popular

Long Point, Houston, TX 770055

9413 Jensen, Houston, TX 77093

8340 SW Freeway, Houston, TX 77074

6800 Harrisburg, Houston, TX 77011

S/B Wirt Houston, Houston, TX 77055

6744 Hillcroft, Houston, TX 77081

Banco Sal

6100 Hillcroft, Houston, TX

Autobuses Adame

Wayside & Telephone

Provicom

8957 Interchange, Houston, TX 77054

Bilingual Education Inst.

8989 Westheimer, Houston, TX 77063

Chiropractic Brando

Clinica del Sol

Trans Express

Three Buildings on Hillcroft with more than 100 business

6100 Hillcroft, Houston TX

Houston Community College

Central

Southeast

Tarjeta Red Office

Camara Empresarios Latinos

Consulates

Mexico, Argentina, Colombia, Salvador, Nicaragua y Costa

Children's Museums

1500 Binz, Houston, TX 77004

Library

1 Kingwood

34 Houston Librarries

•8501 West Montgomery
Houston, Texas 77088

•10115 Kleckley

•Houston, Texas 77075

1050 Quitman

•Houston, Texas 77009

500 McKinney

•Houston, Texas 77002

6200 Pinemont

•Houston, Texas 7709

8002 Hirsch

Houston, Texas 77016

•4014 Market

Houston, Texas 77020

•110 North Milby

Houston, Texas 77003

•6440 West Bellfort

Houston, Texas 77035

•4100 Montrose

Houston, Texas 77006

•1302 Heights Blvd

Houston, Texas 77008

•7979 South Kirkwood

Houston, Texas 77072

•2436 Gessner Rd

Houston, Texas 77080

•3517 Reed Rd.

Houston, Texas 77051

•5830 Westheimer

Houston, Texas 77057

•14330 Memorial Drive

Houston, Texas 77079

•8815 Feland Street

Houston, Texas 77028

•2510 Willowick

Houston, Texas 77027

•1515 Holcombe

Houston, Texas 77030

•6767 Bellfort

Houston, Texas 77087

•5411 Pardee St.

Houston, Texas 77026

•7200 Keller

Houston, Texas 77012

•5005 West Bellfort

Houston, Texas 77035

•9525 Irvington

Houston, Texas 77076

•1349 West 43rd Street

Houston, Texas 77018

•1500 Binz

Houston, Texas 77004

•8145 Park Place

Houston, Texas 77017

•1520 Gellhorn

Houston, Texas 77029

•8835 Long Point

Houston, Texas 77055

•3223 Wilcrest

Houston, Texas 77042

•10677 Homestead Rd

Houston, Texas 77016

•3624 Scott St.

Houston, Texas 77004

•611 S/Sgt. Macario Garcia

Houston, Texas 77011

•7007 W. Fuqua

Houston, Texas 77489

•702 Kress

•Houston, Texas 77020

3100 West Fuqua

Houston, Texas 77045

•7660 Clarewood

Houston, Texas 77036

•5260 Griggs Road, Palm Center

Houston, Texas 77021

**advertising rates
2008**

25,000 copies

| 4 COLOR | 1X | 3X | 6X |
|--------------------|-----------|-----------|-----------|
| FULL PAGE | 1,667 | 1,550 | 1,435 |
| 1/2 PAGE | 834 | 719 | 604 |
| 1/3 PAGE | 655 | 540 | 425 |
| 1/4 PAGE | 460 | 350 | 275 |
| COVERS | | | |
| Back | 5,175 | 4,830 | 4,600 |
| Inside Back | 4,002 | 3,655 | 3,390 |
| Inside Front | 3,312 | 2,990 | 2,760 |
| OTHER SIZES | | | |
| | 1X | 3X | |
| 4.5 X 2.75 | 245 | 207 | |
| 7.87 x 1.50 | 207 | 178 | |
| Business Card | 120 | | |

who is reading

Market Scope

| | |
|------------------------------------|---------|
| Total market reach per month | 375,500 |
| Average electronic reach per month | 15,000 |
| Average reader per copy | 4.5 |

Gender

Male 35%
Female 65%

Education

| | |
|---------------------------|-----|
| Graduate from High School | 50% |
| Graduate from College | 30% |
| Graduate from University | 5% |
| Others | 15% |

Familias
Latinas

| | |
|--------------------------|--|
| publisher | rosa maxit rosa.maxit@familiaslatinas.com |
| advertising sales | paula leichen paula.leichen@familiaslatinas.com |
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| public relation | MEM Group |
| photos | paola belloni |
| web design | omar hirsig |

www.familiaslatinas.com

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Paula Leichen - 281-840-7035**