



El Tiempo Latino is committed to quality journalism that makes a difference in how area Hispanics think about and understand their community. A publication of The Washington Post since 2004, El Tiempo Latino has won numerous awards from The National Association of Hispanic Publications.

El Tiempo Latino

Washington, D.C.'s leading Spanish-language newspaper



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For more information, contact your Account Manager or call 202-334-9146.

To reach an El Tiempo Latino representative, call 202-334-9100 or e-mail ads@eltiempolatino.com.

A publication of
The Washington Post



Community. Trust. Reach.

With more than 118,000 weekly readers, El Tiempo Latino is the most widely read Spanish-language publication in the Washington Metro area's important—and fast growing—Hispanic market. Published each Friday, El Tiempo Latino is available for free from boxes at more than 1,700 locations including Metro stations, bus stops, retail outlets, embassies, highly-traveled streets and Hispanic neighborhoods.



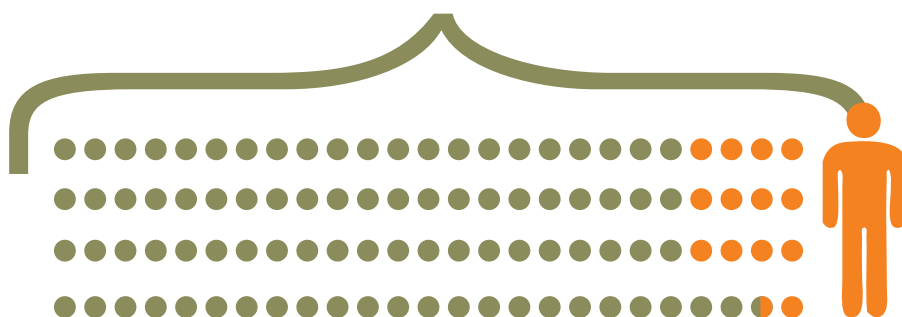
Washington Metro Area Hispanic Readership

6,748,917

2014 Washington DMA population

13.6%
Hispanic percentage
of Washington DMA

919,068
2014 Washington DMA
Hispanic population

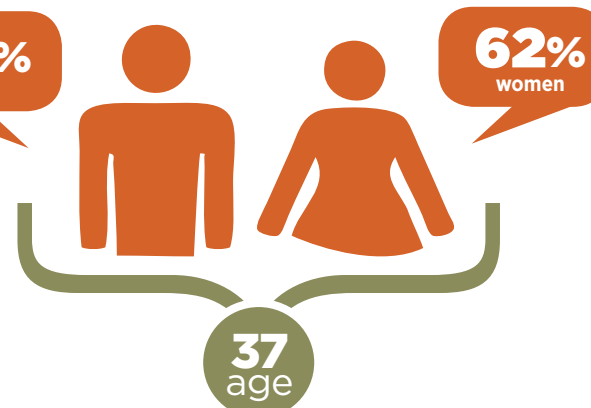


We rank #14 in U.S. Hispanic markets

Median Reader Composition of an Average Issue of El Tiempo Latino

38%
men

62%
women



37
age

\$54,980 average household income

Your Products and Services Have Never Looked Better.

El Tiempo Latino offers an exciting range of advertising opportunities to choose from. Translation services are available.

- **Full-Run Advertising:** Full-run ads count toward the fulfillment of Washington Post Dollar Volume Discount (DVD) contracts.
- **Preprints:** Extend your reach by inserting your Washington Post preprints inside El Tiempo Latino. Preprinted inserts count toward the fulfillment of Washington Post preprint contracts. Zoning options are available.
- **Online:** All your display and classified ads can be seen online at eltiempolatino.com (click "El Mercado Shopping"). Other online ad positions are available for purchase.
- **Special Sections, Issues and Features:** El Tiempo Latino frequently runs special sections, seasonal issues and exclusive features that can pair perfectly with your products and services.
- **Classifieds:** With an average of 12 to 16 pages of classified ads per week, El Tiempo Latino is home to the largest, most robust Spanish-language classified section on the East Coast. Feature display and lined classified ads are available for jobs, services, cars, property rentals and much more.

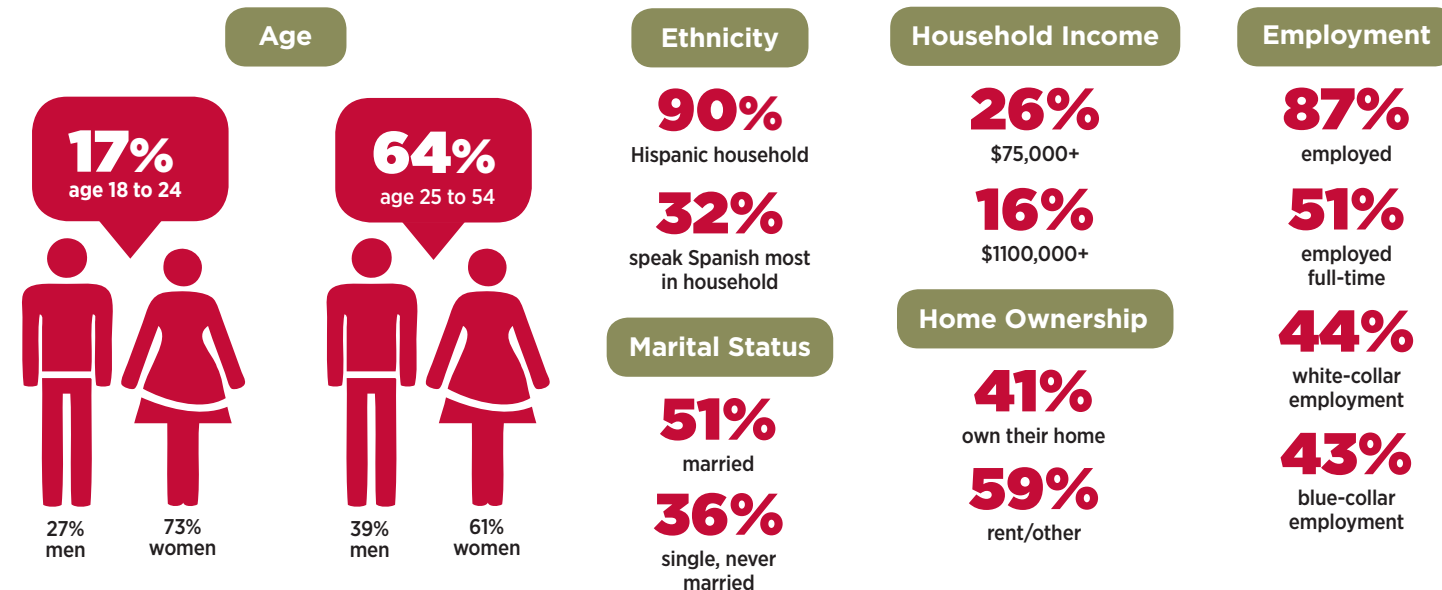
- AUTOMOTIVE
- CLASSIFIEDS
- COMMUNITY NEWS
- COUPONS
- ENTERTAINMENT
- FEATURES
- INTERNATIONAL NEWS
- JOBS
- OP-EDS
- RENTALS
- SPORTS

EL TIEMPO LATINO

118,500
average issue readership

49,967
average number of copies
circulating each week

Reader Facts (among average-issue readers)



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Sources: Nielsen Scarborough 2014, Release 2 (readership); June 2014 AAM Publisher's Statement (circulation)
Source: Nielsen 2014