



PARA HOMBRES



H PARA HOMBRES, TAYLORED
MADE FOR THE LATINO MAN IN
THE U.S., IS ALL ABOUT THE MOST
BEAUTIFUL AND SCULPTURAL
HISPANIC CELEBRITIES AS THEY
HAD **NEVER BEEN SEEN BEFORE**

LAUNCH DATE

2006

FREQUENCY

monthly

MEN TARGET

18-34

CIRCULATION

75,000

MPG
MAYA PUBLISHING GROUP



H PARA HOMBRES, THE LIFE STYLE MAGAZINE WHICH IS EASY ON THE EYES....PAGES, pages and more pages with sensual pictures and editorial content of the famous and trendy Hispanic celebrities, plus a wide portfolio of the most charming and sensual models.

And tons and tons of entertainment reading with the well know and most read sections, such as: relationships, fashion, lifestyle, cars, gadgets, sex tips, cars and more

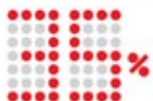
Each number of **H PARA HOMBRES** is more irresistible than the previous issue.



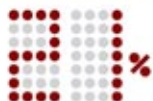
In 2012 we continue our leadership
▶ 900,000 copies per year
▶ 4,500,000 total reach



EDITORIAL BREAKDOWN



CELEBRITIES &
PORTFOLIO



SEX AND
RELATIONSHIPS



LIFESTYLE

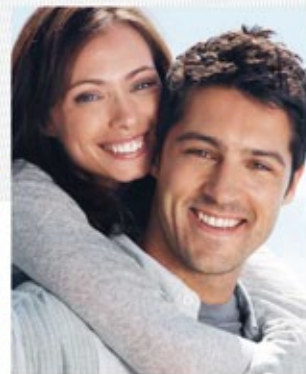


FASHION



NEWS

READER PROFILE



GENDER	%
MALE	99
FEMALE	1

AGE BREAKDOWN	%
18-20	2
21-24	15
25-34	52
35-44	24
45-54	5
55+	2

AVERAGE 32 YEARS OLD

EDUCATIONAL LEVEL BREAKDOWN	%
HIGH SCHOOL GRADUATE	35
COLLEGE & MORE	24
TECHNICAL OR VOCATIONAL	25
OTHER	16

HOUSEHOLD INCOME	%
\$20,000 +	29
\$30,000 +	17
\$40,000 +	11
\$50,000 +	10
\$75,000 +	3
100,000+	1

AVERAGE \$34,420

LANGUAGE PREFERENCE	%
SPANISH DOMINANT	67
BILINGUAL	31
ENGLISH DOMINANT	2

EMPLOYMENT STATUS	%
FULL TIME / SELF EMPLOYED	80
PART TIME	8
UNEMPLOYED	9
OTHER	3

MARITAL STATUS	%
MARRIED	50
NEVER MARRIED	40
DIVORCED/SEPARATED	10

PEOPLE PER HH	%
1-2	23
3-4	42
5+	35

CHILDREN PER HH	%
NONE	44
ONE	21
TWO	21
THREE	10
FOUR+	4

COUNTRY OF ORIGIN	%
MEXICO	79
USA	10
C. AMERICA	4
S.AMERICA	3
PUERTO RICO	1
CUBA	1
OTHER	2



CONSUMER PROFILE



NUMBER OF VEHICLES IN HH	%
0	11
1	34
2	48
3	6
4+	1

HOME OWNERSHIP	%
OWN HOUSE	27
OWN APARTMENT	2
RENT HOUSE	24
RENT APARTMENT	40
OTHER	7

OWN A CREDIT CARD	%
YES	50
NO	50

EXPENDITURE BY PRODUCT CATEGORY	%
CLOTHING	61
PERSONAL HYGIENE	58
GADGETS	94
FOOD & BEVERAGES	96
ALCOHOLIC BEVERAGES	92
TRAVEL & ENTERTAINMENT	89
HOME PRODUCTS	24
MORTGAGE & FINANCIAL SERVICES	82
CHILDREN PRODUCTS	8

SOURCE: Q&A Research, Inc., 2009 readership study

RATES

RATE CARD 2012 (G)

FP4C	\$7,100
1/2 Page	\$4,600

PREMIUM POSITIONS

TOC	25%
COVER II, PG 1	20%
COVER III	15%
COVER IV	30%

Any additional ad sizes subject to approval

ISSUE	SPACE RESERVATION	MATERIALS RESERVATION	ISSUE DATE
151	Oct-18-11	Oct-25-11	January-12
152	Nov-22-11	Nov-29-11	February-12
153	Dec-13-11	Dec-20-11	March-12
154	Jan-17-12	Jan-24-12	April-12
155	Feb-14-12	Feb-21-12	May-12
156	Mar-20-12	Mar-27-12	June-12
157	Apr-17-12	Apr-24-12	July-12
158	May-15-12	May-22-12	August-12
159	Jun-19-12	Jun-26-12	September-12
160	Jul-17-12	Jul-24-12	October-12
161	Aug-21-12	Aug-28-12	November-12
162	Sept-18-12	Sep-25-12	December-12

*DATES ARE SUBJECT TO CHANGE

PLEASE SEND MATERIALS TO:

Maya Publishing Group

419 Michigan Ave

Miami Beach, FL 33139

Tel. 305-532-0204

Attention : Vianny Peguero ext 1221

and Please CC your Account executive



PARA HOMBRES

MATERIAL SPECS

	TRIM SIZE	BLEED SIZE	NON BLEED SIZE
1 PAGE	8.2677" X 10.8268"	8.6614" x 11.2205"	7.8740" x 10.4331"
1/2 PAGE (VERTICAL)	4.1339" x 10.8268"	4.5276" x 11.2205"	3.7402" x 10.4331"
1/2 PAGE (HORIZONTAL)	5.4134" X 8.2677"	5.8071" X 8.6614"	5.0197" X 7.8740"

MATERIAL SPECIFICATIONS

Material must be submitted in a digital format, by email or zip disk/cd and must meet the following:

- Indicate the program and version used
- All images must be high resolution (300 dpi)
- All fonts must be postscript
- Modifications: Any changes to the information already sent should be done by writing
- All materials must be sent by the dates specified in the Closing Dates sheet

Binding: Saddle stitched magazine



1 PAGE



1/2 VERTICAL



1/2 HORIZONTAL