

# CRONICAS

Una opción diferente

## MISSION STATEMENT

CRONICAS' OBJECTIVE IS TO FILL A VOID AND A NEED AS A PRINT MEDIUM OF COMMUNICATION IN SPANISH THAT OTHER PUBLICATIONS HAVE NOT BEEN ABLE FILL IN NORTHERN CALIFORNIA WITHIN MAJOR COUNTIES OF HIGH ECONOMIC CONTRIBUTION TO THE STATE.

## INTRODUCTION

**CRONICAS NEWSPAPER**  
**A GRUPO PRO Y PUBLICATION**  
**A DIFFERENT OPTION AS A PRINT MEDIUM OF COMMUNICATION IN SPANISH**  
**A POWERFUL PRESENCE IN NORTHERN CALIFORNIA**

- PUBLISHED IN SPANISH WITH QUALITY CONTENT AND DESIGN.
- OFFERS VARIED INFORMATION AND CONCEPTS, TOP QUALITY NEWS SERVICES AND PROFESSIONAL IMAGES.
- CREATED AND DEVELOPED BY PROFESSIONAL COLLEGE EDUCATED HISPANICS.
- BACKED BY OVER EIGHTEEN YEARS OF EXTENSIVE KNOWLEDGE AND EXPERIENCE IN THE MANAGEMENT OF COMMUNICATION MEDIA IN THE UNITED STATES AND IN LATIN AMERICA.
- PROVIDES A FORUM FOR THE SPANISH-SPEAKING COMMUNITY TO INFORM ITSELF AND TO COMMUNICATE ITS NEEDS.
- REPRESENTS A STRONG LINK BETWEEN BUSINESSES AND THE HISPANIC MARKET.
- OFFERS A CONNECTION TO THE PROGRESSIVE AND FAST GROWING SPANISH-SPEAKING POPULATION, WHICH GENERATES MILLIONS OF DOLLARS AS CONSUMERS, REPRESENTING A POTENTIAL VALUE TO A VARIETY OF COMPANIES.

Newspaper size :	● 11" x 13"
Type of paper :	● Electrobrite
Number of pages :	● 12 Pages
Appearance :	● Color front page, back page and center pages
Publishing frequency :	● Twice per month – On the 1st and the 15th of every month
Area of distribution :	● 5 Counties: Napa, Solano, Sonoma, Marin, Sacramento
Current circulation :	● 30,000 readers

**P.O. Box 455, RUTHERFORD, CALIFORNIA 94573**

**PHONE: (707) 363-3021 FAX: (707) 253-1020**

**CRONICAS@CRONICASNEWSPAPER.COM**

**WWW.CRONICASNEWSPAPER.COM**

**DISTRIBUTION  
AREA IN  
CALIFORNIA  
BY COUNTY**



## U.S. Hispanic Market

The Hispanic population of the United States is the fourth largest of any country in the world. Hispanics are the largest minority group, and the second largest ethnic group in the country.

The 2000 U.S. Census estimated some 35.3 million people of Hispanic descent in the country. In 2002, Hispanics were already estimated to account for 13% of the total population with 38.6 million people. By the year 2050, one of every four (24%) is expected to be of Hispanic descent, with a projected 98.2 million people.

(Sources: U.S. Census Bureau; SRC, 2002 U.S. Hispanic Market Report)

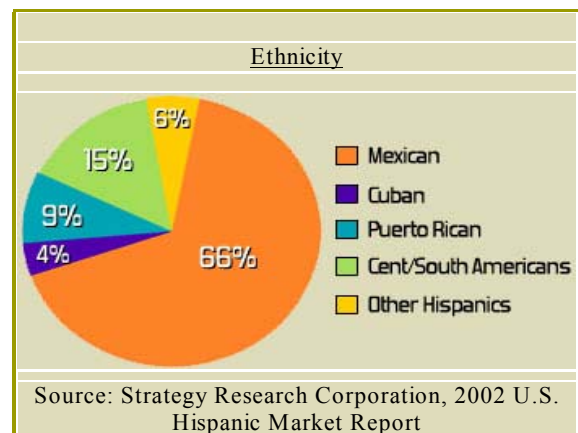
## General Demographics

### **Buying Power/Income**

Hispanics' Buying Power as of January 2002 exceeds an unprecedented \$428 billion, and the Average Household Income for over 10.7 million Hispanic households in the United States is over \$45,000

### **Ethnicity**

The majority of Hispanics in the U.S. (25 of the 38 million) are of Mexican descent. Followed by Central & South American (5.6 million), Puerto Ricans (3.4 million) and Cuban (1.5 million).





**ADVERTISING RATES**

Prices per insertion / Black-white ad



**FULL PAGE AD**  
Ad size: **10.15" x 12.20"**

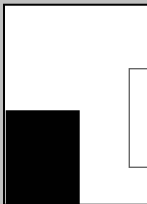
Contract length			
1-month	2-month	3-month	6-month

Price per insertion / Black-white ad			
\$ 800	\$ 750	\$ 700	\$ 650



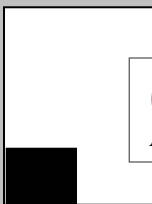
**1/2 PAGE AD**  
Ad size: **10.15" x 6.10"**

Price per insertion / Black-white ad			
\$ 430	\$ 400	\$ 380	\$ 350



**1/4 PAGE AD**  
Ad size: **5.04" x 6.10"**

Price per insertion / Black-white ad			
\$ 250	\$ 240	\$ 230	\$ 215



**1/8 PAGE AD**  
Ad size: **5.04" x 3.03"**

Price per insertion / Black-white ad			
\$ 137	\$ 128	\$ 121	\$ 113



**BUSINESS CARD SIZE AD**  
Ad size: **2.44" x 1.49"**

Price per insertion / Black-white ad			
\$ 65	\$ 60	\$ 55	\$ 50

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