



**Media Kit**



# Entre Nosotras Latinas. . .

## A New Voice for Latina Women



**Entre Nosotras Latinas** is a first-of-its-kind, live radio and internet pod-cast program.

Women's issues Spanish-language program produced by Latina Women for Latina Women.

**Weekly Saturday mornings  
9:00am – 10:00am**

### **Program Hosts**

Teresa Jones

Diana Fernandez

Jessica Villa

Program Topics will include community issues, health & family, work, entertainment, domestic violence, education, business, shopping, finance, immigration, beauty & fashion, religion, family relationship including multi-generational issues between mothers, daughters & grandmothers, and even telenovelas and other entertainment business gossip.



# Entre Nosotras Latinas

## Unique Access to Key Segment

Latinos are the fastest growing and most important minority segment with more than 45 million nationally and over 600,000 in the state of Washington. Among others these are some characteristics of Latinas within this market (1) (2):



(1) Telemundo (Source: AdAge.)

(2) Multicultural Economy 2009, Selig Center for Economic Growth

- Latina(o) overall buying power has increased 554.3% and will increase from \$212 billion in 1990 to \$1.3 trillion in 2013. In Washington State, it will increase from \$2 billion to \$12 billion, or 600%.
- Latinas tend to be the “chief household officer”, making all the decisions, from finances to food.” She has a new-found self-identity. She's very ambitious, and wants to have more than her mother.”
- Latina mothers are the driving force behind the new America, " "...Her fertility rate is one-third higher than the rest, she's younger, and her high birth rate is driving the next generation."
- Latinas from households with incomes over \$50,000 are technically savvy, take pictures with a digital camera and down load music to an iPod.
- Latinas are optimistic and self-confident, describing themselves as "someone who can do it all".
- Latinas tend to describe themselves as fashion-forward...keep up with beauty trends...prefer to use the latest products...tend to keep a wide assortment of beauty products in their homes.
- Latinas are brand loyal and in the kitchen tends to mix American and Hispanic recipes.
- Latinas honor and respect their mothers, giving them a special place in their lives.
- Latinoa(o) business owner are more than double in comparison with non-Latinos
- Latinas expend more in groceries, phone services, furniture, gas, clothing and footwear.



# Internet, Radio, Maximum Reach and Promotion



**Entre Nosotras Latinas** is broadcast on **KeBuena 1210AM\*\*** and through Internet Podcast on **[www.entrenosotraslatinas.com](http://www.entrenosotraslatinas.com)**, where the reach is unlimited.

\*\*Ke Buena 2010 AM, is the largest AM radio station in the Puget Sound with 27,570 Watts, covering the following communities:

- ◆ Seattle
- ◆ Bellevue
- ◆ Redmond
- ◆ Lynnwood
- ◆ Redmond
- ◆ Everett
- ◆ Mount Vernon
- ◆ Renton
- ◆ SeaTac
- ◆ Kent
- ◆ Auburn
- ◆ Federal Way
- ◆ Tacoma, Lakewood

**Entre Nosotras Latinas** is also supported with a comprehensive marketing, advertising and public relations campaign in print, radio, television, internet and special grass roots events participation.



# Advertising and Sponsorship Opportunities

**3-Month Sponsorship** (12-programs)

## Benefits

If needed, creation and production of a 30-second radio spot (Free)

### Live Radio:

- Welcome Open and Close per program
- Two 30-second radio spots per program
- One live mention per program

### Website:

- Live weekly Podcast
- 3 Month Banner on website Welcome Page
- Program archives with Welcome Open and Close and mentions
- Sponsorship acknowledgment radio and print media promotion when available

**Sponsorship Investment: \$5,589 (20% discount included)**



# Advertising and Sponsorship Opportunities

**1-Month Sponsorship** (4-programs)

## Benefits

If needed, creation and production of a 30-second radio spot (Free)

### Live Radio:

- Welcome Open and Close per program
- Two 30-second radio spots per program
- One live mention per program

### Website:

- Live weekly Podcast
- 1 Month Banner on website Welcome Page
- Program archives with Welcome Open and Close and mentions

**Sponsorship Investment: \$2,070 (10% discount included)**



# Advertising and Sponsorship Opportunities

## Single Program Sponsorship

### Benefits

#### Live Radio:

- Welcome Open and Close per program
- Two 30-second radio spots per program
- One live mention per program

#### Website:

- Live weekly Podcast
- 1 week Banner on website Welcome Page
- Program archives with Welcome Open and Close and mentions

Sponsorship Investment: \$690 (10% discount included)



# Entre Nosotras Latinas

## Contact Information

***Do not miss this great opportunity to reach this key decision maker and influencer of the Hispanic/Latino household!***

For more information please contact:

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**[www.entrenosotraslatinas.com](http://www.entrenosotraslatinas.com)**