

belloTM
M A G A Z I N E

Circulation



bello Magazine has a targeted and strategic distribution plan that focuses on locations identified by Strategy Research Corporation as the top 50 Latino influenced markets, in terms of population and buying power. Major distribution points include: national airports, major national book stores including Barnes & Noble bookstores, museums, art galleries, universities & colleges, special events, and newsstands nationwide. **bello Magazine** is also found at Latino market venues and retail locations. **bello** carries a \$4.95 newsstand price. Subscriptions are available to readers throughout the United States and abroad. Subscriptions are acquired through direct mail, blow-in subscription cards, promotions, and **bello's** web site (www.bellomagazine.com.) One-year subscriptions are currently offered at \$17.95.

Although **bello** is not exclusively a magazine for Latinos, because of the unique nature of the publication, special emphasis will be given to the English language Latino market. It is the fastest growing market in the United States and it is the most elusive to advertisers. Latino buying power in the U.S. has reached \$625 billion.

2006 Schedule

Issue	Ad Reservations	Materials Due	On Sale
Summer	05/15/06	05/25/06	06/15/06
Fall	08/15/06	08/25/06	09/15/06

2007 Schedule

Issue	Ad Reservations	Materials Due	On Sale
Winter	12/15/06	01/05/07	01/19/07
Spring	03/23/07	04/06/07	04/20/07
Summer	06/01/07	06/15/07	06/29/07
Fall	08/10/07	08/24/07	09/07/07

Circulation Report - Top 10 States

1. California
2. Texas
3. Illinois
4. New York
5. Florida
6. Arizona
7. New Mexico
8. Colorado
9. DC
10. Pennsylvania

bello Magazine



bello (be' yo) adj. Beauty. Strength.

bello Magazine offers insight and understanding of the emerging American paradigm, which is deeply influenced by Latino perspectives. **bello** delivers a publication currently absent from the market.

Our mission is to share, enlighten, empower and ultimately open the eyes of a national market to the power and beauty of the Latino cultures in the United States and the world. We are driven to take the lifestyle of Latinos in the US to another level. This will be accomplished through a visually stimulating, provocative and insightful publication. Latinos in North America will be empowered through a cultural renaissance known as **bello** Magazine.

Visually stimulating, cultural and on the edge.

bello Magazine

3500 S. Bristol Street, Suite 202

Santa Ana, CA 92704

p: 800.518.4699

f: 714.979.7258

The Latino Market



The Latino/a Market Advertising Dilemma: How Do You Reach the Latinos and Latinas You Want?

The current belief says that by putting a Latino or a Latina in an ad, you meet a fundamental challenge in the Latino marketplace. Most advertisers also assume that advertising strictly via Spanish language media will give them the best access to Latinos. Though these tactics may have worked before, today it's a different story; especially with the ever-growing, upwardly mobile, college educated Latino market in the US.

bello Magazine was created to meet the unique demands of this individual—a successful, upwardly mobile, well-informed individual whose modern lifestyle merges easily with their heritage. They are individuals who look for the best in art, business, culture, politics, literature and interviews; individuals who are building careers on a level at par with their non-Latino peers; individuals who offer a unique balance of intelligence, social savvy and cultural identity.

Latino Market Overview

Language

- 26% of all U.S. Latinos speak English only.
- 63% of the Latino population is English dominant.
- By the year 2020, 75% of Latinos will be English dominant.

Population

- The U.S. Latino population will soon be greater than the entire population of Canada.
- By the year 2020, 1 out of every 4 Americans will be of Mexican/Latino descent.
- The U.S. has the fifth largest Latino population of any country in the world.
- There are currently 40 million Latinos in the United States.

Business

- Latino buying power in the U.S. has reached \$625 billion. This purchasing power is growing at 3 times the rate of inflation.

Rate Card



Four Color	1X	3X	4X	8X
FULL PAGE	\$26,000	\$25,194	\$24,675	\$23,896
2/3 PAGE	20,779	20,155	19,740	19,116
1/2 PAGE	16,883	16,376	16,038	15,532
1/2 PAGE	13,246	12,848	12,584	12,186

Four Color	1X	3X	4X	8X
FULL PAGE	\$23,376	22,674	22,207	21,505
2/3 PAGE	21,272	20,633	20,208	19,570
1/2 PAGE	19,635	19,045	18,653	18,064
1/2 PAGE	17,999	17,459	17,099	16,559

Black & White	1X	3X	4X	8X
FULL PAGE	\$20,779	20,155	19,740	19,116
2/3 PAGE	16,623	13,124	15,791	15,293
1/2 PAGE	13,506	13,100	12,830	12,425
1/2 PAGE	10,389	10,077	9,869	9,557

Covers	1X	3X	4X	8X
COVER 2	\$35,100	34,047	33,345	32,292
COVER 3	32,500	31,525	30,875	29,900
COVER 4	36,400	35,308	34,580	33,488

General

Issued: Quarterly
 Circulation: Audit-pending of 351,000
 Color Rates: PMS color cast: \$2,500. Color will be matched as closely as possible.
 Bleed Rates: 10% additional charge on earned rate.
 Cover Positions: Non-cancelable basis only.
 Special Reserved Positions: 10% additional cost. Non-cancelable.
 Advertorials: Rates available upon request and must be identified with "advertising."

Materials

Send materials to:
 bello Magazine
 3500 S. Bristol Street,
 Suite 202
 Santa Ana, CA 92704
 p: 800.518.4699
 f: 714.979.7258

Mechanical Requirements

Printing: Web offset.
 Binding: Perfect bind w/spine.
 Trim Size: 9" x 10-7/8"

Specifications

Advertisements will be accepted in the following formats:

- PDF files (must be supplied at exact size and position)
- Quark document with hi-resolution elements and fonts
- Adobe Illustrator with hi-resolution elements and fonts
- TIFF/IT (must be supplied at exact size and position)

Reader Profile



Who Lives the bello Lifestyle?

bello Magazine is the only publication featuring the power and beauty of Latino cultures in America. Yet, bello was not created only for Latino markets. bello speaks to the upwardly mobile, acculturated, educated, and financially secure, as well as those aspiring to be so. **bello** speaks to individuals who demand a provocative, stylish, artistic and intelligent magazine that reveals the prolific, ever-changing, ever-present mind of the Americas.

Specifically, The **bello** reader is...

- Men & women
- 21 - 54
- Earns, or will earn, more than \$60,000 per year
- English-dominant/bilingual
- Upwardly mobile
- College educated
- Career oriented
- Spends money
- Active

The **bello** reader is the segment of the population most attractive and potentially lucrative to advertisers.