

NATIONAL **MEDIAKIT**

**Arizona  
Daily Star**



# Hispanic Market Overview

ARIZONA DAILY STAR **RETAIL ADVERTISING DEPARTMENT** ◀



▶ 4850 S. PARK AVE. TUCSON, AZ 85714 • (520) 573-4366

# Hispanic Market Growth

## Arizona Daily Star—

### Helping you build brand familiarity with the vital and growing Hispanic market.

At one million people, the Tucson Metropolitan Area has become a greater factor in the national economy in the past year. Representing the 52nd largest metropolitan area in the country, coupled with hitting the magic million mark, affords Tucson much national attention. Much of the growth to reach that mark has been due to the burgeoning Hispanic population.

### Hispanic Market Growth

Southern Arizona benefits from a strong sense of culture and represents the 29th largest Hispanic market in the country. As a top 30 market based on Hispanic population, the Tucson area has an even greater national presence than when considering the general population. Hispanics are a vital and growing part of our economy. In fact, the Hispanic market is expected to comprise 36% of Pima County's population in 2015 – that's 15% growth in the next five years compared with 9% growth for Pima County's total population.

Rank	CBSA	2010 Hispanic Population	2015 Hispanic Population	5 Year Growth	5 Year % Growth
1	Los Angeles-Long Beach, CA	5,930,639	6,404,431	473,792	8%
2	New York, NY-NJ-PA	4,170,858	4,446,585	275,727	7%
3	Miami-Fort Lauderdale, FL	2,226,330	2,512,361	286,031	13%
4	Houston-Sugar Land-Baytown, TX	2,037,341	2,418,169	380,828	19%
5	Riverside, CA	1,981,374	2,433,042	451,668	23%
6	Chicago, IL-IN-WI	1,959,600	2,198,542	238,942	12%
7	Dallas-Fort Worth-Arlington, TX	1,823,849	2,225,634	401,785	22%
8	Phoenix-Mesa-Glendale, AZ	1,400,447	1,731,401	330,954	24%
9	San Antonio-New Braunfels, TX	1,115,757	1,245,873	130,116	12%
10	San Diego-Carlsbad, CA	974,390	1,103,610	129,220	13%
11	San Francisco-Oakland, CA	905,840	1,005,451	99,611	11%
12	Washington, DC-VA-MD-WV	690,491	832,755	142,264	21%
13	McAllen-Edinburg-Mission, TX	682,048	769,603	87,555	13%
14	El Paso, TX	627,800	675,843	48,043	8%
15	Denver-Aurora-Broomfield, CO	589,705	692,621	102,916	17%
16	Las Vegas-Paradise, NV	555,810	690,881	135,071	24%
17	Atlanta-Sandy Springs, GA	551,469	721,921	170,452	31%
18	Austin-Round Rock-San Marcos, TX	520,305	628,410	108,105	21%
19	Orlando-Kissimmee-Sanford, FL	508,217	652,966	144,749	28%
20	San Jose-Sunnyvale, CA	507,140	552,910	45,770	9%
21	Fresno, CA	461,669	524,970	63,301	14%
22	Tampa-St. Petersburg, FL	421,823	522,997	101,174	24%
23	Sacramento--Arden, CA	418,630	501,181	82,551	20%
24	Philadelphia, PA-NJ-DE-MD	411,652	473,860	62,208	15%
25	Bakersfield-Delano, CA	400,207	487,792	87,585	22%
26	Albuquerque, NM	389,511	433,851	44,340	11%
27	Boston-Cambridge-Quincy, MA-NH	378,758	425,624	46,866	12%
28	Brownsville-Harlingen, TX	350,633	384,175	33,542	10%
<b>29</b>	<b>Tucson, AZ</b>	<b>346,545</b>	<b>399,974</b>	<b>53,429</b>	<b>15%</b>

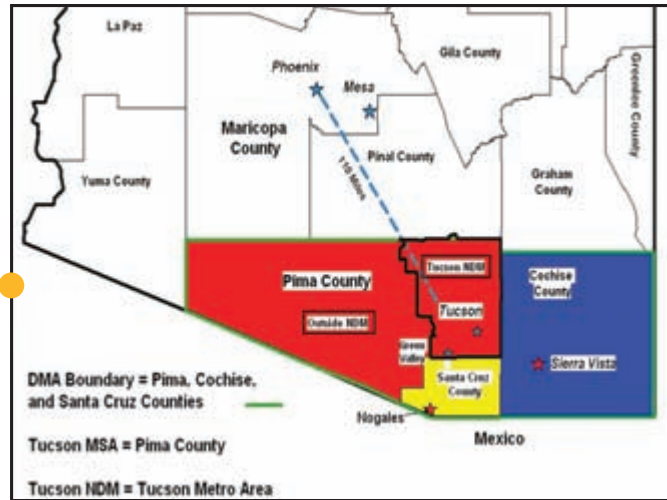
Sources: Claritas 2010

# Proximity to Mexico

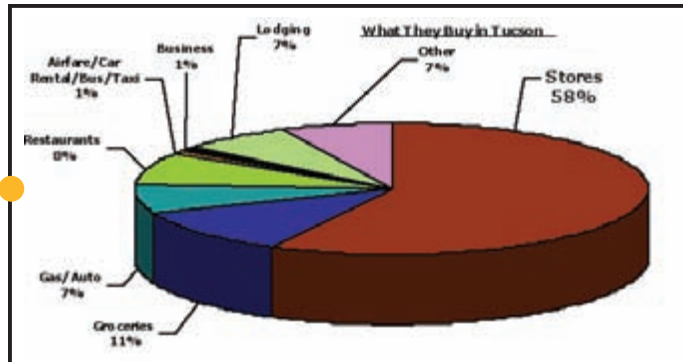


With the Mexican state of Sonora only 63 miles away, Tucson benefits from a global economy. 2.7 million Sonoran visitors travel to Tucson each year, spending more than \$360 million. And, three out of four of these visitors are in Tucson to shop.

## Tucson MSA and DMA



## What Mexican Visitors Buy When Shopping in Tucson



### Did You Know...

- Residents from Mexico spend \$990,000 on goods and services in Tucson every day – is your business getting its share?
- 95% of Mexican consumers who come to Tucson cross the border in Nogales.
- Each day, 1,300 vehicles make their way from Nogales to Tucson, bringing 3,500 potential customers to your business.
- 87% of Mexican visitors to Tucson stay at least one night.
- Mexican consumers make an average of 1.3 visits to Tucson each year.

Sources: The Economic Impact of Mexican Visitors to Arizona 2007-2008

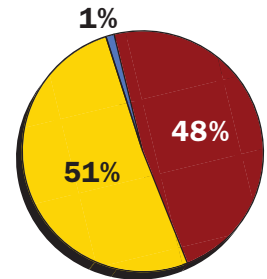
## Hispanics in Southern Arizona

In general, Hispanics are a relationship-driven community. They value long-term relationships and want to know about the person with whom they are doing business. As consumers, they have very high levels of brand loyalty, and they consider the entire family, not just themselves, when making a big purchase.

While 63% of Southern Arizona Hispanics were born in the United States, 31% are foreign-born immigrants who have lived in the U.S. for at least 10 years, and 6% are foreign-born immigrants who have lived in the U.S. less than 10 years. In addition, the profile of Hispanics differs based on language dominance.

### Dominant Language Spoken at Home Southern Arizona Hispanic Population

- Dominant Spanish = 48%
- Dominant English = 51%
- Dominant Equal = 1%



Compared to the non-Hispanic adult population, Hispanics tend to be single, young, high school educated, adults with children, and have a median household income of nearly \$36,500 annually.

Demographics	Southern Arizona Adults	Southern Arizona Hispanics	Hispanics Dominant Spanish	Hispanics Dominant English
Men	48%	44%	43%	45%
Women	52%	56%	57%	55%
Married	55%	50%	49%	50%
Single	25%	31%	28%	34%
Age 18-34	30%	46%	46%	46%
Age 35-54	34%	34%	33%	35%
Age 55+	36%	20%	21%	19%
Median Age [years]	47.3	37.6	37.3	37.4
H.S. Grad or Less	39%	57%	74%	43%
Some College	35%	28%	16%	39%
College Grad+	26%	15%	11%	18%
HHI < \$25,000	18%	27%	33%	20%
HHI \$25,000-\$49,999	38%	45%	53%	39%
HHI \$50,000-\$74,999	15%	11%	9%	13%
HHI \$75,000+	29%	17%	5%	28%
Median HH Income	\$46,232	\$36,535	\$31,047	\$45,847
Working Women	24%	29%	27%	31%
Retired	19%	6%	4%	8%
Professional/Manager	22%	17%	10%	24%
Homeowners	71%	59%	53%	64%
Renters	22%	29%	36%	22%
Adults with Children	39%	58%	60%	55%

Source: Scarborough 2010 (T)

Base= DMA (Pima, Cochise and Santa Cruz Counties)

# Hispanic Purchasing Power

## Hispanics purchasing power will outpace that of the total U.S. population through 2020.

- Between 2002 and 2020, personal consumption spending by Hispanics is projected to increase at an annual rate of 9.1%, far exceeding the national growth rate of 6%.
- Hispanic buying power was estimated at \$736 billion in 2005 and projected to be nearly \$1.1 trillion in 2010.
- Hispanics in Arizona account for \$31.1 billion, or 16 percent of the state's total buying power.

### How Southern Arizona Hispanics Spend Their Money

Hispanics vs Non-Hispanics	Market Index	Hispanics vs Non-Hispanics	Market Index
<b>Shopping Habits Past 12 Months</b>		<b>Household Owns</b>	
Any Audio/Video Store	98	SmartPhone	119
Any Toy Store	123	Digital Video Recorder [DVR]	81
Any Home Accessory Store	102	Satellite Radio System	75
Any Jewelry Store	78	MP3 Player	103
Any Pet Supply Store	99	Video Game System	115
Any Furniture Store	101	Wireless/Cellular Service	95
Any Florist	86	<b>Sports and Entertainment</b>	
<b>Shopping Habits Past 3 months</b>		Visited Sea World [San Diego]	133
Any Clothing Store	104	Attended R&B/Hip Hop Concert	133
Any Sporting Good Store	105	Visited Disneyland	134
Any Shoe Store	107	Casino Gambling	118
<b>Plan to Buy in Next 12 Months</b>		Visited Nogales	217
Home	154	Ate at a Chinese Restaurant Past Month	131
New Vehicle	140	Ate at Seafood Restaurant Past Month	105
Used Vehicle	137	Ate at Fast-Food Restaurant Past Month	102
Wireless/Cellular Service	62	Ate at Mexican Restaurant Past Month	95
Smartphone	135	Play Basketball	89
eReader(Kindle, Sony Reader)	186	Enjoy Bowling	102
Furniture	154	Enjoy Jogging	132
All-Terrain Vehicle [ATV]	172	Went to Spa	62
Digital Camera	146	<b>Computers and Technology</b>	
Video Game System	140	HH Owns Computer	89
RV	144	HH Has Internet Access	88
Major Appliance	151	HH Subscribes to Cable TV	102
Mattress	132	HH Subscribes to Satellite TV	102
Computer	110		
Pool or Spa	153		

Source: Scarborough 2010 (T)

Base= DMA (Pima, Cochise and Santa Cruz Counties)

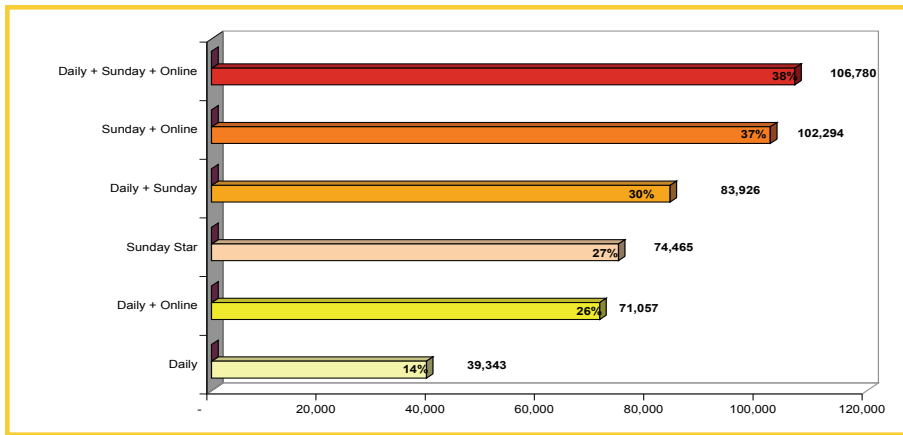
Market Index= Demonstrates what is above average (101 or greater), average (100), and below average (99 or less) of a given demographic.



# Star Advertising Solutions

## Arizona Daily Star – Advertising solutions for the nation’s 29th largest Hispanic market

The Arizona Daily Star can help you get your share of the growing Hispanic market with print, online and Spanish-language publications that reaches 50% of Hispanic adults each week in Southern Arizona.



## Reach Of Hispanics

Nineteen percent of our website users are Hispanic. Our Hispanic website users are more educated and more affluent than the general Hispanic population — a lucrative consumer group with more disposable income.

Demographics	Star Website Users	Hispanics	Star Website Users who are Hispanic
Men	49%	44%	40%
Women	51%	56%	60%
Married	33%	50%	62%
Single	20%	31%	22%
Median Age	45.6	37.6	40.5
Some College	37%	28%	36%
College Grad+	40%	15%	28%
HH Income 50K+	60%	28%	47%
Median HH Income	\$61,641	\$36,535	\$44,491
Working Women	33%	29%	43%
Families	46%	58%	68%
Homeowners	78%	59%	69%

Source: Scarborough 2010 (T)

Base= DMA (Pima, Cochise and Santa Cruz Counties)



# ▶ La Estrella De Tucson



[laestrella.azstarnet.com](http://laestrella.azstarnet.com)

La Estrella is the largest, local Spanish-language publication in Southern Arizona.

La Estrella's readership has grown – due, in part, to the dedication of its editorial team to reporting the positive impact of the Hispanic community, including family, traditions, pride and culture. Through its six chapters, La Estrella provides important local information that touches the hearts and minds of Hispanics.

**Gente** – Featuring fresh news from “El Mundo del Espectáculo” – Art and Entertainment news – movies, music, telenovelas and everything that is going on within Hispanic and Non-Hispanic celebrities.

**Calendario** – Weekly guide for local events on how best to enjoy the weekend with the family, sharing information on cultural and bilingual happenings in Tucson Metro area.

**Ciudad** – A window to Tucson's Hispanic vibrant community. The Hispanic rich culture is seen and described through its positive contributions to Society by presenting local stories on people, events and current issues.

**Sociales** – Social rendezvous in the Old Pueblo – Photos of Hispanic community entertaining during concerts, parades, festivals and many weekly events.

**Opinión** – The voices of high-profile Hispanics expressing their points of views and opinions on an array of contemporary issues and topics and their effect on the Hispanic Community in Tucson and nationwide.

**Clasificados** – The largest Spanish classified section for the Tucson market to obtain the best deals in the market – autos, employment and much more every week.

**Deportes** – A review of the week's actions of sports in Latin America, the US and all over the world and Tucson.

**TV Horarios** – A listing of weekly primetime programs, Friday through Thursday.

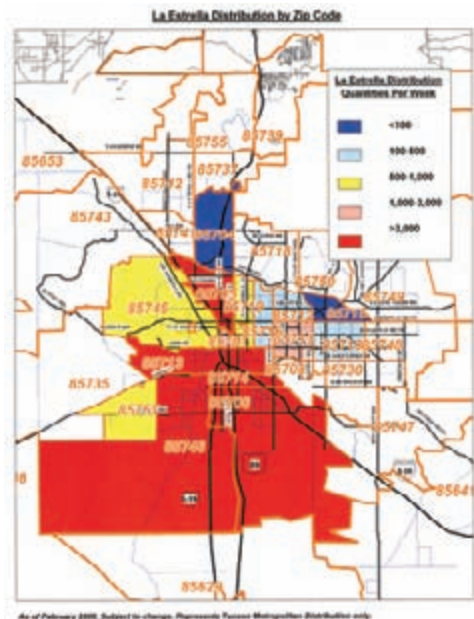
# Extend Your Reach



## Arizona Daily Star offers the most cost-effective way to extend your reach to Tucson's growing Hispanic audience with La Estrella.

La Estrella de Tucson, the Arizona Daily Star's weekly Spanish-language general interest and news publication with weekly distribution of 31,000, is a key vehicle for connecting with the Hispanic community.

Why is this so important? Hispanics in Arizona account for \$31.1 billion, or 16 percent of the state's total buying power. Also take into account that residents from Mexico spend \$990,000 on goods and services in Tucson every day, and it adds up to a need for your business to communicate effectively with Spanish-speaking audiences living and shopping in southern Arizona.



Source: Scarborough 2010 (T)

Category	La Estrella
Spanish Language	Yes
Editorial Content	General Interest and news in print and online
Publish Date	Weekly on Fridays
Distribution	31,000 distribution free-28% inserted in Arizona Daily Star home delivery and single copy sales and 72% available in 400+ racks throughout Arizona
Readership Demographics	87% female
	47% married
	39% between ages of 18-34
	Median age of 39 years
	45% home owners
	70% families



## Hispanic Reader Demographics

On average, Hispanics who read our products are slightly older than the total Hispanic market and earn 21% more in household income.

Demographics	Southern Arizona Hispanics	Hispanic Daily Star Readers	Hispanic Sunday Star Readers	Hispanic Star Websites Viewers
Men	44%	51%	49%	40%
Women	56%	48%	51%	60%
Married	50%	63%	62%	62%
Single	31%	20%	22%	22%
Age 18-34	46%	25%	30%	29%
Age 35-54	34%	45%	41%	56%
Age 55+	20%	30%	29%	15%
Median Age [years]	37.6	46.2	46.2	40.6
H.S> Grad or Less	57%	35%	38%	37%
Some College	28%	34%	40%	36%
College Grad+	15%	31%	22%	27%
HHI <\$25,000	27%	15%	17%	19%
HHI \$25,000-49,999	45%	42%	43%	34%
HHI \$50,000-74,999	11%	19%	16%	16%
HHI \$75,000+	17%	24%	24%	31%
Median HH Income	\$36,535	\$44,782	\$43,437	\$44,491
Working Women	29%	34%	30%	43%
Retired	6%	16%	12%	6%
Professional/Manager	17%	23%	23%	38%
Homeowners	59%	85%	69%	69%
Renters	29%	12%	21%	22%
Adults with Children	58%	38%	52%	68%

Base= DMA (Pima, Cochise and Santa Cruz Counties)

Sources: Scarborough 2010(T)

### Did You Know...

- 68% of Southern Arizona Hispanics have access to the Internet.
- Nationally, 70% of Hispanics regard the Internet as the best source for comparing prices.
- Internet access among Hispanics is expected to grow 33% in the next five years.

Source: Scarborough 2010 (T); Claritas 2010; Datos 2009; Global Insights Snapshot of the Hispanic Market

# La Estrella Retail Rates

## “National”

### La Estrella Retail Rates and Deadlines

Commitment Level	Revenue Contract Level	Rates per Column Inch
1x - 5x	A	\$28.49
6x - 12x	A	\$23.41
13x - 25x	B	\$20.35
26x - 52x	C	\$18.32
Pickup from ROP	N/A	\$18.32
Group	N/A	\$15.57

\*Rates are agency commissionable.

Color	Rate
Spot Color	20% of ad cost
Full Color	30% of ad cost

### Front Strip Ad Rates

Commitment Level	Rate
1x - 5x	\$480
6x - 12x	\$480
13x - 25x	\$360
26x - 52x	\$301

### Individual Section Strip Ad Rates

Ad size is 6 columns x 1.75". Ads must be approved by the publisher prior to publication. Full color included. 6x non-consecutive frequency contract in 13 weeks. 13x, 26x, non-consecutive frequency contracts in 52 weeks. No other discounts apply.

### Other advertising opportunities are available:

- Pre-prints
- Post-It Notes
- Online

Day of Publication	Section	Space Reservations & Cancellations
Friday	La Estrella	5pm (1 wk. prior)

Contact Kristyn Meza 520-806-7717 or [kmeza@tucson.com](mailto:kmeza@tucson.com)

- Times listed are “in” Ad services.
- No guaranteed proof for ads submitted after printed deadlines. No proofs for digital PDF ads.
- All color ads and double-trucks are due 24 hours in advance of printed deadlines.
- All non-PDF digital ads must meet typeset ad materials due deadline.
- Complete ads include layout, artwork and copy. Incomplete ads will be held until all components have been received.
- No cancellations accepted after space reservation deadline.
- Classified rates are \$1.60 per line pick-up out of Azstarnet.com Classifieds

# Mechanical Specs and Notes

## Mechanical Specifications

- Tabloid Sizes
- Minimum depth 1 inch
- Ads over 11 inches in depth on 1, 2, 3, 4, or 5 columns will be charged full column depth of 11.625”.

Width of Ad	Inches
1 column	1.798
2 columns	3.750
3 columns	5.715
4 columns	7.687
5 columns	9.658

## Mechanical Notes

Advertising design and layout are provided to display advertisers at no extra charge.

### Deadlines

#### La Estrella:

Space reservation is Friday one week prior to publication

Arizona  
Daily Star



### Did You Know...

- 40% of Southern Arizona Hispanics bought children’s clothing in the past year, compared with 29% for the total market.
- 30% of Hispanics spend \$150 or more at the grocery store each week, compared to 27% of total adults.
- Hispanics are 7% more likely to purchase a lottery ticket each month than the total general market.
- Arizona ranks fourth among all states for its Hispanic Consumer Market
- Arizona is fifth among all states for total Hispanic population (2.1 million).
- The Hispanic population in Tucson has grown 153% since 1980.
- The Hispanic market is expected to grow 15% in the next five years compared with 9% growth for Pima County’s total population.
- 90% of English-dominant Hispanics were born in the United States, compared to only 34% of Spanish-dominant Hispanics.

Sources: Datos, 2009; Scarborough 2010 (T); Claritas 2010