



El Minnesota de Hoy .com



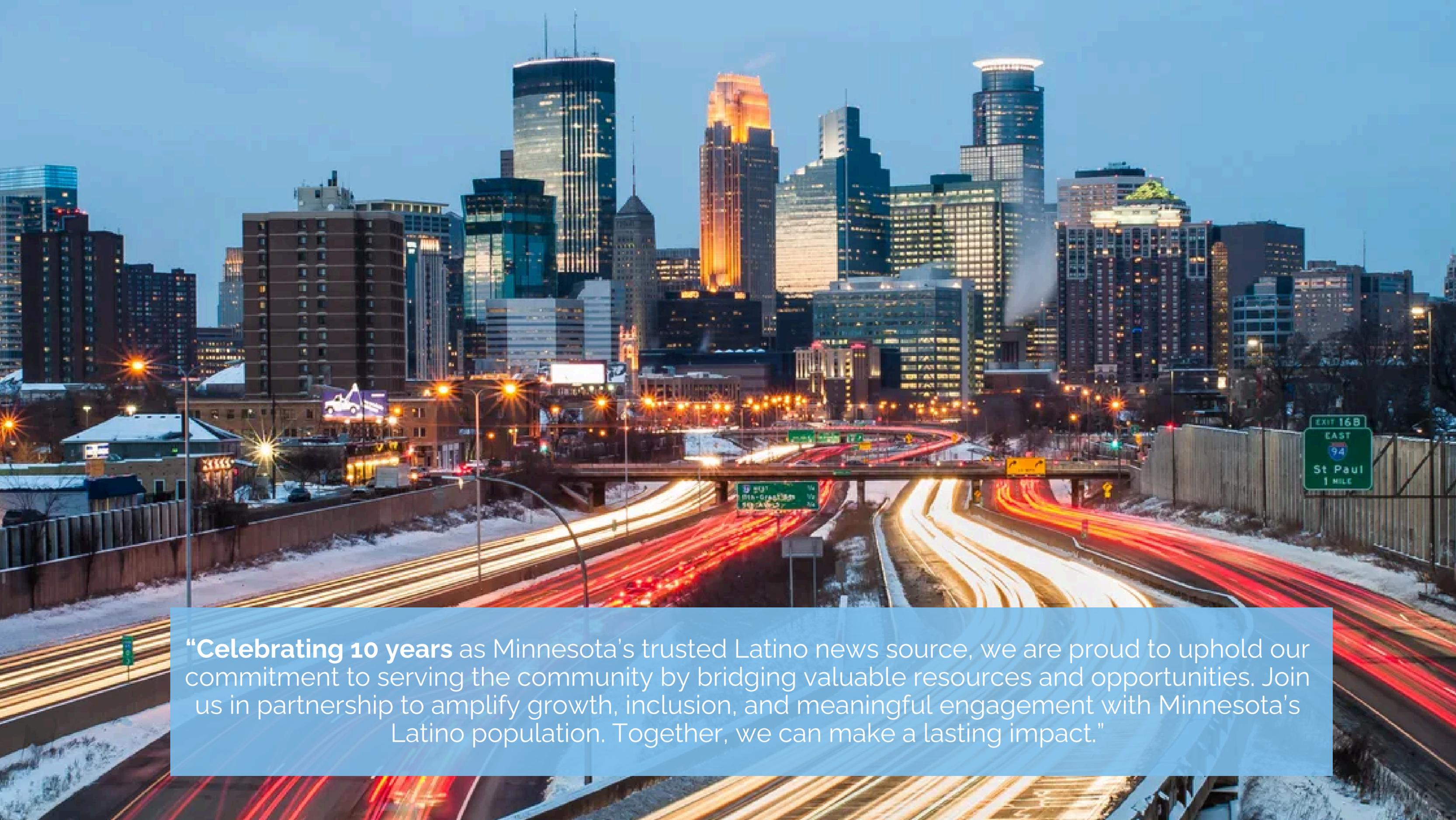
Media Kit

The Fastest Growing Hispanic Media in Minnesota



El Minnesota de Hoy is the daily digital news portal for Latinos in Minnesota.

The first of its kind and most reliable source of information on topics that matter to Hispanics. #MNHoy is a centralized hub that partners with local Hispanic community radio stations, programs and digital media outlets to proudly deliver daily and relevant information in the Spanish language.



“Celebrating 10 years as Minnesota’s trusted Latino news source, we are proud to uphold our commitment to serving the community by bridging valuable resources and opportunities. Join us in partnership to amplify growth, inclusion, and meaningful engagement with Minnesota’s Latino population. Together, we can make a lasting impact.”



News of the Day Up to Date

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The first of its kind and most reliable source of information on topics that matter to Hispanics. #MNHoy is a centralized hub that partners with local Hispanic community radio stations, programs and digital media outlets to proudly deliver daily and relevant information in the Spanish language. A news agency covering the most important local daily news and resources. We provide general information with the focus and angle of interest of the Hispanic community, its dynamics, its leadership, and topics that are important in one's daily life here in Minnesota.



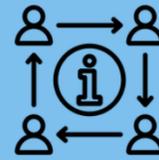


Why Our Brand Matters



The Growth

Today, Hispanics represent the **fastest growing sector** of Minnesota's population with a projected growth of **200%** from 1990 to 2020, as a population with increasing participation into the political, social and financial dynamics of the state.



The Need

The growing diversity of MSP market brings a **stronger need** for a local information service to the Spanish speaking population. Today, Hispanic newspapers mainly cover **outdated information** focused on international issues.



The Solution

El Minnesota de Hoy provides daily headlines that change our local landscape. We provide **valuable, local** content from advertisers and partners with the goal to **increase market share** by diversifying their message to all populations, including Hispanics.



HISPANICS IN MINNESOTA

25

Median age of Hispanics in Minnesota



30%

Of Minnesota's Hispanics are foreign born



61%

Of Hispanics in Minnesota speak Spanish at home



Because of these demographics, State agencies, businesses, non-profits and other organizations realize the need to communicate with this population as part of their own strategies for short and long term growth.

HISPANIC INTERNET BEHAVIORS

87%

of Hispanics rely on the internet for news information



65%

Prefer Digital Content over Traditional



72%

of Hispanics use the Internet to Communicate



El Minnesota de Hoy aims to provide the hispanic community with all the necessary and relevant information surrounding topics that matter. Our platform encourages discussion, transparency, and credibility through our journalism.





Minnesota's Fastest Growing Hispanic Language Media

55,000+

Monthly Avg.
Unique Visitors
80% are on Mobile

115,000+

Site Sessions
per Month

#1

Source of
Information for
Latinos in MN

1st

Hispanic Daily
Digital News
Portal in
Minnesota

700,000

Impressions per
month

Advertising Options

Digital banners:

728x90, 300x250, 300x600,
300x120, 120x600 pixels.

We accept 3rd party tags.

Video:

Pre-roll or post-roll on local stories and website sidebar, local show features and more.

Audio:

News-break sponsorship audio commercial placement.

Social Media:

Rooster and banner dissemination through our social media channels (FB, X, INS)
Media translations are always included with your campaign.



¡Qué emoción!
Ya llegaron las increíbles ofertas en los autos

 **INVER GROVE TOYOTA**

COMPRE AHORA | VISITA TU CONCESIONARIO FAVORITO TOYOTA EN EL ÁREA DE SAINT PAUL.




MAPLEWOOD TOYOTA

¡Qué emoción!
Ya llegaron las increíbles ofertas en los autos

SEMINUEVOS TOYOTA.



Visita tu concesionario favorito Toyota en el área de Saint Paul.



 **INVER GROVE TOYOTA**

¡Qué emoción!
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SEMINUEVOS TOYOTA.



Visita tu concesionario favorito Toyota en el área de Saint Paul.




MAPLEWOOD TOYOTA

¡Qué emoción!
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SEMINUEVOS TOYOTA.




Certified Used Vehicles

Visita tu concesionario favorito Toyota en el área de Saint Paul.



Is Advertising in Spanish Relevant and Effective?

88% are more likely to connect with brands that feature people like them in their advertising, highlighting the importance of cultural representation in marketing strategies.

Advertising in Spanish makes your brand and messaging memorable and likable—even among bilinguals—and **boosts your ROAs**

66% of U.S. Spanish-speakers claim to give thought to ads they see online.

One study by Google estimated that targeting Spanish search interfaces could result in a **5.7% uplift in clicks at a 70% lower CPC**



Partner with ElMinnesotaDeHoy

We work with local businesses, corporate or community organizations and government to effectively reach out and advertise to Hispanics regardless of age group, education level, country of origin or income level.

target
impression management
advertise
promote
communicate
impact
strategize
placement
enhance
connect

SUPPORTING BRANDS AND BUSINESSES SINCE 2014!

Partnering with El Minnesota de Hoy, Minnesota's fastest-growing Hispanic news platform, offers a direct way to reach the Latino community. Most of readers are seeing content in their mobile devices, therefore this is the media to find Hispanic audiences where they are, where they go. Create memorable campaigns that connect with a growing audience. Let Minnesota's Hispanic community discover your brand and expand your customer base with this targeted approach.

CONTENT

Community communications, events, and information on local entertainment.

DISTRIBUTION

Daily distribution throughout the website elminnesotadehoy.com and local social media interactions

PRESS RELEASES

An e-mail distribution of 2000+ members including Latino community leaders

VIDEO

Developing local lifestyle and news MNHoy video segments.

ON-SITE

Participation at local gatherings and celebrations from the Hispanic community such as events, block parties, traditional festivities and many more.

LOCAL RADIO

Daily Newsbreaks on multiple radio stations and Soundcloud





El MinnesotadeHoy .com

The Hub for Daily Information and Resources Dedicated to Serving the Hispanic Community in Minnesota is Supported and Disseminated by and through Multiple Media Channels and Partners

Radio Broadcasts



Daily Newsbreaks on community shows at multiple radio stations

Access TV



Minnesota's community affairs local show on access TV across the metro area

On-Site



Tag along and support some of the most prominent events in the community

Social Media



Community communications, events, and information on local entertainment.

Broadcasting Newsbreaks

Radio Affiliated Network



[KFAI "Radio Without Bounderies"](#)

90.3 FM, 106.7 FM Minneapolis

[KEBM "Jazz FM"](#)

88.5 FM Minneapolis

[KRSM "Southside Media Project"](#)

98.9 FM South Minneapolis

["Ecuasonido"](#)

www.ecuasonido.com

[WEQY "The Voice of East Side"](#)

104.7 FM East Side Saint Paul

[KEFE "Radio Rios"](#)

97.9FM Lakeville, Mn

[KYMN "The One"](#)

95.1 FM Northfield, MN

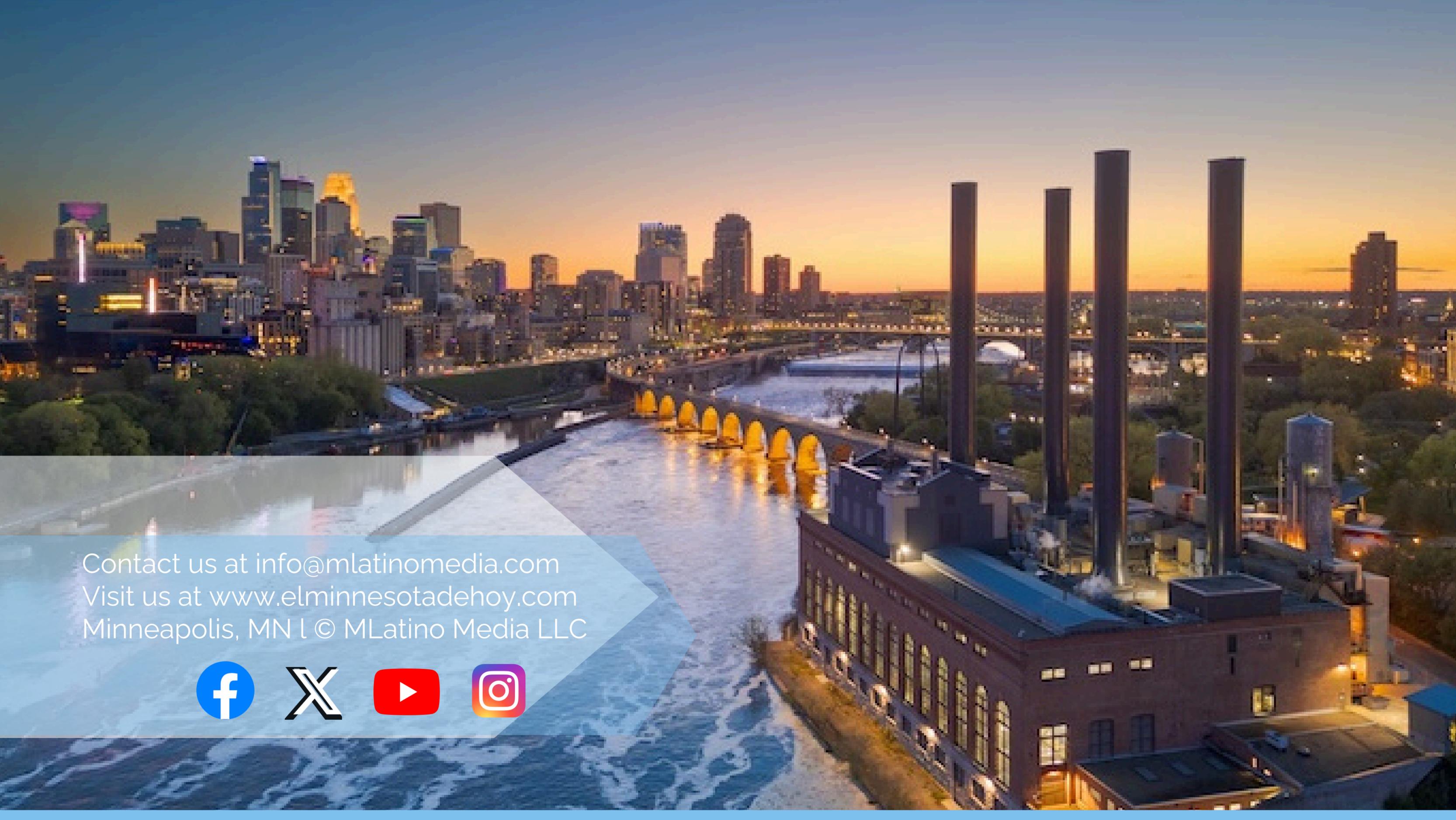
[KMSU "The Maverick"](#)

89.7FM Mankato and 91.3 FM Austin, MN



During recent years, Gustavo Mancilla has made a name for himself in local multicultural media as a pioneer in the establishment and development of Hispanic commercial television and new media in Minnesota. His professionalism has branded him as a reliable and dynamic innovator when it comes to Hispanic Media. Mancilla has proven his skills in business development, while having particular interest in producing media in multiple formats to reach and serve the growing Hispanic populations across the great state of Minnesota.

Following impactful projects over the last fifteen years, Mancilla continues onward in leading the foundation of El Minnesota de Hoy and has successfully developed a powerful news outlet, the first reliable daily digital media effort for Hispanic audiences in the state. El Minnesota de Hoy reaches Latinos and Spanish speakers in the market, regardless of nationality, education and income levels.



Contact us at info@mlatinomedia.com
Visit us at www.elminnesotadehoy.com
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