



2007

Best in Business Award

Currently in its 6th year, the *Hispanic Trends* Best in Business Award recognizes the most enterprising, Hispanic-owned small business in the United States and has expanded in 2007 to recognize categories such as franchising, technology, government and real estate.

The Best in Business Award recognizes distinguished achievement and meritorious business practices by Hispanic men and women throughout the nation, and have previously recognized Hispanics such as: James Jardon of Jardon & Howard Technologies, and Al Cabrera of Burger King Corporation (Franchisee).

Event Date: *November 8, 2007*

Event Location: *Miami, Florida*

Venue: *TBD*

Time: *7:00pm – 9:00pm*



The **2007 Best in Business Award** provides the perfect occasion to celebrate Hispanic heritage by commemorating these outstanding citizens for their leadership roles and significant contributions to the Hispanic Community!





2007
Best in Business Award

Title Sponsor Package Includes:

- Title Name of Event
- Prominent logo inclusion on evite, invitation and program of events
- 2 FP/4C advertising page within *Hispanic Trends*
- Editorial mention in event recap
- Company recognition in pre- and post – press releases and media alerts
- Gift Bag sampling opportunity
- Speaking/Presenting opportunity
- Banner on www.hispaniconline.com



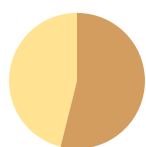
Package Net Cost: \$30,000

Presenting Sponsor Package Includes:

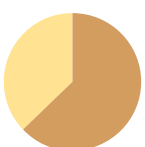
- 1FP/4C advertising page within *Hispanic Trends*
- Signage Opportunity
- Editorial mention in event recap
- Logo inclusion on evite, invitation and program of events
- Company recognition in pre- and post – press releases and media alerts
- Gift Bag sampling opportunity
- Speaking/Presenting opportunity
- Logo inclusion on www.hispaniconline.com



Package Net Cost: \$16,500

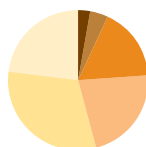


GENDER
● Male: 56%
● Female: 44%

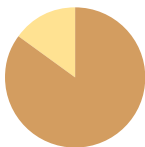


MARITAL STATUS
● Married 63%
● Not Married 37%

AVERAGE HHI: \$102,850



AGE
● Under 18: 3%
● 18-24: 4%
● 25-34: 17%
● 35-44: 22%
● 45-54: 31%
● 55+: 23%



EMPLOYMENT STATUS
● Employed 85%
Of which 77% are self employed
● Not Employed 15%

AVERAGE AGE: 43

SOURCE: LATIN INSIGHTS, LLC 2005

2007 CIRCULATION NUMBERS

EDITION	RATE BASE	READERS PER COPY	REACH
U.S. Hispanic	125,000*	4 (EST)	500,000
TOTAL:	125,000		500,000

* RATE BASE, ABC AUDITED



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