

# LatinoWire

## Visibility, Placement and Engagement with Hispanic Media and Audiences That Really Count

Our communicators know the importance of getting their organization's message to the Hispanic community. And Business Wire's LatinoWire provides unparalleled reach for your press releases in English and Spanish to more than 1,200 U.S. Spanish-language media-- from national to community level-- at print, broadcast, newswires, online and mobile platforms.

### Connecting Your News, Content to Hispanic Media

LatinoWire's unique partnership with impreMedia-- publisher of the largest Spanish-language dailies including La Opinion in Los Angeles and San Francisco, El Diario La Prensa in New York, La Raza in Chicago, La Prensa for all Florida, and Rumbo in Houston-- provides in-depth editorial access for your news to their print publications that reaches more than 3.6 MILLION monthly readers. This is in addition to other top ranking circulation papers such as El Nuevo Herald and El Sentinel in Florida, Impacto USA in Los Angeles, El Especialito in New Jersey, La Voz de Houston and Al Dia in Dallas, as well as community papers.

Our reach to major media also covers newswires and Spanish-language broadcast networks including Univision, Telemundo, The Spanish Broadcasting System, Entravision and many other television and radio stations.

What's more, our multi-platform approach to news distribution ensures direct reach to reporters, editors and influencers most interested in your news via the method they prefer-- into their newsroom editorial systems, via custom emails, through social media, online or through optimized search. No matter your topic and focus your news gets directed to the right audience.

### Online & Mobile Posting to Top Hispanic News Sites Giving Your News the Greatest Visibility

Understanding the importance in engaging the ever-increasing online and mobile Hispanic audience, only

LatinoWire provides automatic postings of your Spanish-language news and content to impreMedia's online and mobile media network that reaches in upwards of 10 million monthly unique viewers nationwide.

We further expand our reach by posting to thousands of databases, general media news sites and portals -- including those most highly visited by Hispanic audiences, such as Yahoo! Noticias en Español, Google and Latin Business Today.

In addition to impreMedia's mobile network, the English version of your news release is available on the mobile apps of AP, AFP, Bloomberg and more. The Spanish version is posted on AP Mobile en Español and categorized by topic. Furthermore, BusinessWire.com posts your search engine optimized news in English and in Spanish to our online and mobile sites, making your news easily found, read and shared on social media sites. No other service comes close to matching the online, mobile power and reach of LatinoWire.

### Reach Influentials

We'll even send your news to influencers in your space -- targeting Hispanic bloggers who write about lifestyle, parenting, technology, business, health, education, politics and issues, food, entertainment and more. Additionally, we'll get your news to specialized and highly-trafficked websites.

### Timely Translations

Translations are included with any LatinoWire distribution. A 400-word press release can be translated within 6-8 hours.

### Measurement/Tracking

LatinoWire provides you with valuable free press release measurement data via our NewsTrak reports and social media monitoring reports by NUVI. You'll receive links to your news as it appears on dozens of online news sites, as well as audience measurement data, social media statistics including sentiment, word bursts, referring URLs and more.

## Rates

	400 word press release	Each add'l. 100 words	Spanish Translation
LatinoWire National	\$595	\$155	●
LatinoWire States <i>California, Florida, Illinois, New Jersey, New York or Texas</i>	\$410	\$115	●
Smart News Release <i>Increase visibility and interest for your news by adding a photo, video or graphic</i>	\$425 first multimedia asset; \$225 each additional		
Congressional Hispanic Caucus <i>For news releases dealing with issues, consider adding reach to members of the Hispanic Caucus</i>	\$135		

LatinoWire National and States both include our Global-Mobile-Social-Measurable feature- a \$110 charge applies per invoice.

Non-profit organizations are eligible for a 20% discount on some circuits. Discounts apply if Spanish version is provided by client.

Add any Business Wire circuit to reach general consumer and trade press. To start getting your releases in front of the right targeted audiences contact your local newsroom, account executive or email [info@businesswire.com](mailto:info@businesswire.com).

*The reach and the metrics you need.*

