

JANUARY

Digital

- Las 25 Más Poderosas: Ahijada Contest
- New Year New Glow Skin Care Guide
- Red Carpet: Screen Actors Guild (SAG) Awards

FEBRUARY

Digital

- Las 25 Más Poderosas: Ahijada Reveal
- Fashion Week Recap (NY, Paris, Milan)
- Red Carpet: Oscar Academy Awards
- CHICA: Afrolatina Beauty Tips + Trends

MARCH

The Beauty Issue

- Beauty Awards: Best Beauty Buys
- Valentine's Day
- Red Carpet Round-Up: Screen Actors Guild (SAG) Awards, Premios Lo Nuestro
- Chica Flip Cover

CLOSE: 1/3 **ON SALE:** 2/18

Digital

- Los 50 Más Bellos: Elige a Tu Bello Contest
- Las 25 Más Poderosas: Honoree Reveal and Live Event Coverage
- Red Carpet: TBD

APRIL

The Power Issue

- Las 25 Más Poderosas
- Red Carpet Roundup: Oscar Academy Awards
- CHICA: Earth Day Special (Fashion, Beauty, Activists)

CLOSE: 1/31 **ON SALE:** 3/18

Digital

- Spring Runway Beauty & Fashion Trends
- Mother's Day Gift Guide
- Eco-friendly Fashion and Beauty
- CHICA: Earth Day Special (Fashion, Beauty, Activists)
- Red Carpet: Billboard Latin Music Awards

MAY

The Mother's Day Issue

- Mother's Day Gift Guide
- Multigenerational Beauty Secrets (mother + daughter interviews)
- Chica Flip Cover

CLOSE: 2/28 **ON SALE:** 4/15

Digital

- Los 50 Más Bellos: Honoree Reveal and Live Event Coverage
- National Pet Month
- Spring Fragrances
- Multigenerational Beauty Secrets (mother + daughter interviews)

JUNE/JULY

The Bellos Issue

- Los 50 Más Bellos
- Father's Day Gift Guide

CLOSE: 3/28 **ON SALE:** 5/20

June – Digital

- Acne Awareness Month—Editor's Product Picks for Acne
- Father's Day & Grads Gift Guides
- Swimwear Trends For all Shapes and Sizes
- Red Carpet: MTV Movie and TV Awards, TONY Awards

July – Digital

- Summer Travel
- Summer Hair + Skin Guide (include Chica angle on taking care of skin at early age)
- Summer Sustainable Fashion + Accessories
- Red Carpet: Premios Juventud

AUGUST

The Back-to-School Issue

- Back-to-School Content

CLOSE: 5/16 **ON SALE:** 6/24

Digital

- CHICA Back to School Guide
- Fall Fashion + Beauty Trends: Get the Celebrity Look
- Fall Fragrances
- Red carpet: MTV Movie + Music Awards

SEPTEMBER

The Fashion Issue

- Los Más Fashion
- Fall Fashion Special

CLOSE: 6/27 **ON SALE:** 8/12

Digital

- Hispanic Heritage Month
- People en Español Festival
- Fashion Week (NY, Paris, Milan)
- Red Carpet: Emmy Awards

OCTOBER

The Beauty Takeover Issue

- The Most Influential Latinos
- Hispanic Heritage Month
- Chica Flip Cover

CLOSE: 8/1 **ON SALE:** 9/16

Digital

- Hispanic Heritage Month
- People en Español Festival
- Día de los Muertos/Halloween
- Red Carpet: Latin American Music Awards

NOVEMBER

The Food and Entertaining Issue

- Home Décor & Food for the Holidays
- Red Carpet Roundup: Emmy Awards, MTV Video and Music Awards

CLOSE: 9/12 **ON SALE:** 10/28

Digital

- Holiday Gift Guides
- Holiday Fashion and Beauty Trends
- Winter Skin Care
- Red Carpet: American Music Awards, Latin Grammy Awards

DECEMBER/JANUARY

The Stars of the Year Issue

- Stars of the Year Reveal
- Holiday Gift Guides
- Red Carpet Round-Up: Latin Grammy Awards

CLOSE: 10/24 **ON SALE:** 12/9

Digital

- Holiday Gift Guides
- Latin GRAMMY Awards

ONGOING CONTENT

ENTERTAINMENT

People VIP

Flash

The Hot List

#EBDT

Buzz

FASHION + BEAUTY

Tips de Kika

Mis Secretos

InstaGlam

Ser Única

Ageless Beauty

Salón en Casa

Fabulista

Eco You

Birth of Beauty

Beauty Closet

Superwoman

Suéltate el Pelo

This Works

Beauty Chat: Dermatologists

Debunking Myths

LIFESTYLE

Chica

Saboréalo/Food

A Tu Salud/Health

Ser Mamá/Parenting

De Viaje/Travel

Mi Mascota/Pets

Horóscopo

Book Corner

Home Love

Digital

Digital covers

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Marketing Opportunities



MARCH

People en Español honors the 25 Most Influential Hispanic Women at our yearly Poderosas event. This insight-driven, consumer-facing platform helps Hispanic women tap into available resources that enhance their careers, expand business opportunities and move them closer to success. Panels, workshops, and sponsor activations engage Latinas who seek to learn from experts and thought leaders while networking with other professionals during this free live – and virtual – event.



MAY

Signature star-studded franchise celebrating the 50 most beautiful – inside and out – Hispanics.



OCTOBER

The largest, free live (and virtual) experience of its kind, Festival People en Español brings multiple generations of Latinos together providing access to top Hispanic celebrities, influencers, and community leaders during Hispanic Heritage Month. Content includes panel discussions, musical performances, sponsor activations and more, curated to engage, inform and inspire our audience!



YEAR-LONG

Chica Talks is the place where young Latinos come to have real conversations about the people, places and things that matter most to our Gen-Z and millennial communities. Whether we are discussing what it means to be an Afro-LatinX or what it means to grow up queer in a Latino family, People Chica's editors probe the questions of the day with care.



YEAR-LONG

Powered by custom print and digital promotional pieces, this signature four day in-store event puts hero products in the spotlight at 250 Walmart stores nationwide allowing consumers to sample product, interact with brand ambassadors, and purchase onsite, all within your brand's exclusive demonstration!

Adults	Total	People en Espanol Print (incl. Tablet Edition) Readers (PRINT)	PEOPLEENSPANOL.COM [S]	People en Espanol Print (incl. Tablet Edition) Readers or PEOPLEENSPANOL.COM [S] (PRINT + DIGITAL)
Total Row				
Aud(000)	251393	8127	1553	6642
% Horiz		3.2	.6	2.6
Adults				
Aud(000)	251393	8127	1553	6642
% Horiz		3.2	.6	2.6
% Vert	100.0	100.0	100.0	100.0
Index		100	100	100
Men				
Aud(000)	121465	2904	385	2529
% Horiz		2.4	.3	2.1
% Vert	48.3	35.7	24.8	38.1
Index		74	51	79
Women				
Aud(000)	129928	5224	1169	4113
% Horiz		4.0	.9	3.2
% Vert	51.7	64.3	75.3	61.9
Index		124	146	120

Adults	Total	People en Espanol Print (incl. Tablet Edition) Readers (PRINT)	PEOPLEENSPANOL.COM [S]	People en Espanol Print (incl. Tablet Edition) Readers or PEOPLEENSPANOL.COM [S] (PRINT + DIGITAL)
Median Age	47.4	44.4	44.5	44.2
Age 18-24				
Aud(000)	29407	649	49	601
% Horiz		2.2	.2	2.0
% Vert	11.7	8.0	3.2	9.0
Index		68	27	77
Age 25-34				
Aud(000)	45301	1604	330	1314
% Horiz		3.5	.7	2.9
% Vert	18.0	19.7	21.2	19.8
Index		110	118	110
Age 35-54				
Aud(000)	82455	3673	726	2967
% Horiz		4.5	.9	3.6
% Vert	32.8	45.2	46.7	44.7
Index		138	143	136
Age 55-64				
Aud(000)	41987	1105	188	922
% Horiz		2.6	.4	2.2
% Vert	16.7	13.6	12.1	13.9
Index		81	72	83
Age 65+				
Aud(000)	52242	1096	261	838
% Horiz		2.1	.5	1.6
% Vert	20.8	13.5	16.8	12.6
Index		65	81	61

Adults	Total	People en Espanol Print (incl. Tablet Edition) Readers (PRINT)	PEOPLEENESPANOL.COM [S]	People en Espanol Print (incl. Tablet Edition) Readers or PEOPLEENESPANOL.COM [S] (PRINT + DIGITAL)
Age 18-34				
Aud(000)	74709	2253	379	1914
% Horiz		3.0	.5	2.6
% Vert	29.7	27.7	24.4	28.8
Index		93	82	97
Age 35-49				
Aud(000)	61687	2916	617	2319
% Horiz		4.7	1.0	3.8
% Vert	24.5	35.9	39.7	34.9
Index		146	162	142
Age 50+				
Aud(000)	114998	2958	558	2408
% Horiz		2.6	.5	2.1
% Vert	45.7	36.4	35.9	36.3
Index		80	79	79

Adults	Total	People en Espanol Print (incl. Tablet Edition) Readers (PRINT)	PEOPLEENSPANOL.COM [S]	People en Espanol Print (incl. Tablet Edition) Readers or PEOPLEENSPANOL.COM [S] (PRINT + DIGITAL)
Married				
Aud(000)	132814	4519	869	3674
% Horiz		3.4	.7	2.8
% Vert	52.8	55.6	56.0	55.3
Index		105	106	105
Moms (Women w/ any Kids under 18 years in HH)				
Aud(000)	50123	2976	578	2451
% Horiz		5.9	1.2	4.9
% Vert	19.9	36.6	37.2	36.9
Index		184	187	185
Any Kids under 18 years in HH				
Aud(000)	93007	4364	748	3675
% Horiz		4.7	.8	4.0
% Vert	37.0	53.7	48.2	55.3
Index		145	130	150
Presence of Children By Age: 0 - 23 Months				
Aud(000)	16238	848	173	688
% Horiz		5.2	1.1	4.2
% Vert	6.5	10.4	11.1	10.4
Index		162	172	160
CHH < 6				
Aud(000)	40856	2044	399	1665
% Horiz		5.0	1.0	4.1
% Vert	16.3	25.2	25.7	25.1
Index		155	158	154

Adults	Total	People en Espanol Print (incl. Tablet Edition) Readers (PRINT)	PEOPLEENSPANOL.COM [S]	People en Espanol Print (incl. Tablet Edition) Readers or PEOPLEENSPANOL.COM [S] (PRINT + DIGITAL)
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Presence of Children By Age: any child 6 - 17 Years

Aud(000)	73380	3756	584	3224
% Horiz		5.1	.8	4.4
% Vert	29.2	46.2	37.6	48.5
Index		158	129	166

Presence of Children By Age: any child 12 - 17 Years

Aud(000)	46278	2462	392	2119
% Horiz		5.3	.8	4.6
% Vert	18.4	30.3	25.2	31.9
Index		165	137	173

Average Household Size

	3.02	3.65	3.37	3.73
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Bachelor's Degree/Post Grad Degree

Aud(000)	82438	1909	648	1265
% Horiz		2.3	.8	1.5
% Vert	32.8	23.5	41.7	19.0
Index		72	127	58

Any College

Aud(000)	152750	3784	1011	2781
% Horiz		2.5	.7	1.8
% Vert	60.8	46.6	65.1	41.9
Index		77	107	69

Employed

Aud(000)	154754	5503	999	4546
% Horiz		3.6	.6	2.9
% Vert	61.6	67.7	64.3	68.4
Index		110	104	111

Adults	Total	People en Espanol Print (incl. Tablet Edition) Readers (PRINT)	PEOPLEENSPANOL.COM [S]	People en Espanol Print (incl. Tablet Edition) Readers or PEOPLEENSPANOL.COM [S] (PRINT + DIGITAL)
Median HHI \$	\$75,572	\$57,839	\$79,487	\$54,143
Household Income \$50,000 or More				
Aud(000)	169074	4728	1116	3632
% Horiz		2.8	.7	2.1
% Vert	67.3	58.2	71.9	54.7
Index		87	107	81
Household Income \$60,000 or More				
Aud(000)	151090	3881	1014	2881
% Horiz		2.6	.7	1.9
% Vert	60.1	47.8	65.3	43.4
Index		79	109	72
Household Income \$75,000 or More				
Aud(000)	126493	3010	817	2206
% Horiz		2.4	.6	1.7
% Vert	50.3	37.0	52.6	33.2
Index		74	105	66
Household Income \$100,000 or More				
Aud(000)	91684	1872	594	1282
% Horiz		2.0	.6	1.4
% Vert	36.5	23.0	38.2	19.3
Index		63	105	53

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Rates and Specs

ADVERTISING RATES

RATE BASE: 500,000

**ESTIMATED
PRINT AUDIENCE:** 6 million

FREQUENCY: 9X

FOUR-COLOR ADVERTISING RATES

GROSS

Full page	\$107,100
2/3 page	\$89,300
1/2 page	\$69,600
1/3 page	\$48,300
Cover 2	\$133,800
Cover 3	\$117,800
Cover 4	\$144,500

Circulation includes the print and digital editions of the Magazine.
Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING
TERMS AND CONDITIONS for additional information,
including opt-out and upgrade options.

TABLET AND ADVERTISING SPECIFICATIONS

Contact Chrystian Colin Hernandez
CCOLINHERNAN@quad.com

Note: Rates reflect planning rates until finalized.
Magazine issued 9x with a 6-week close for space reservation.
No charge for bleed.
All information is subject to change.

Source: MRI 2020

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Rates and Specs

PRODUCTION SPECIFICATIONS

PRODUCTION SCHEDULE

ISSUE	March	April	May	June/July	Aug	Sept	Oct	NOV	Dec/Jan
AD CLOSE & MATERIALS DUE	1.3	1.31	2.28	3.28	5.16	6.27	8.1	9.12	10.24
ON SALE	2.18	3.18	4.15	5.20	6.24	8.12	9.16	10.28	12.9

GENERAL INFORMATION

Magazine trim size: 7 7/8" x 10 1/2"
 Maximum tonal density: 300% with only one solid
 Binding method: Saddle stitch and perfect bound*

Keep all crop marks and matter not intended to appear in printed ad 1/2" outside of magazine trim size. Keep all live matter within the live area indicated below. Type crossing the gutter should be positioned 1/16" from center fold on each page to provide 1/8" total separation.

DIMENSIONS	BLEED*	LIVE AREA	NON-BLEED	TRIM
Single page	8 1/8" x 10 3/4"	7 7/8" x 10"	7 7/8" x 10"	7 7/8" x 10 1/2"
Spread	16" x 10 3/4"	15" x 10"	15" x 10"	15 3/4" x 10 1/2"
1/2 Page horizontal spread	16" x 5 1/4"	15" x 4 1/2"	15" x 4 1/2"	15 3/4" x 5"
1/2 Page horizontal	8 1/8" x 5 1/4"	7 7/8" x 4 1/2"	7 7/8" x 4 1/2"	7 7/8" x 5"
1/2 Page vertical	4 1/8" x 10 3/4"	3 3/8" x 10"	3 3/8" x 10"	3 3/8" x 10 1/2"
1 - Column (1/3 vertical)	3" x 10 3/4"	2" x 10"	2" x 10"	2 3/4" x 10 1/2"
2 - Column (2/3 vertical)	5 1/4" x 10 3/4"	4 1/4" x 10"	4 1/4" x 10"	5" x 10 1/2"
1/3 Page horizontal spread	16" x 3 7/8"	15" x 3 1/8"	15" x 3 1/8"	15 3/4" x 3 3/8"
1/3 Page horizontal	8 1/8" x 3 7/8"	7 7/8" x 3 1/8"	7 7/8" x 3 1/8"	7 7/8" x 3 3/8"

*Bleed ads should be supplied at the bleed specs listed above and not at trim size.

FOR QUESTIONS ABOUT MATERIALS, CONTACT:

Chrystian Colin Hernandez | CCOLINHERNAN@quad.com

Please visit meredith.com/adspecs/People-en-Espanol-Ad-Specs.pdf for information on supplying digital files.

FOR INSERT AND SCENT STRIP OPPORTUNITIES:

Please contact your local sales representative.

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Rates and Specs

PRODUCTION SPECIFICATIONS (CONTINUED)

DIGITAL AD SPECIFICATIONS

Materials required:

1 PDF/X-1a file sent via the Ad Portal

To use the Ad Portal, visit adshuttle.com/Meredith

Native application files such as QuarkXPress, InDesign or Illustrator are not accepted.

Resolution: 2400 dpi for line work, between 200 and 400 dpi for images.

File must be laid out in portrait mode only, 100% size and no rotations. Maximum digital image area of digital file including crop/register marks, legends and CMYK color patches:

Single page 11" x 17"

Spread 22" x 17"

If ad has a 5th color, embed 5th color in PDF/X-1a. People en Español uses Virtual Proofing and no longer requires hard proofs. For additional information on file preparation, please visit meredith.com/adspecs/People-en-Espanol-Ad-Specs.pdf and refer to the Virtual Proofing Guide.