

# EL PLANETA

## PROFILE



### HIGHLIGHTS

**El Planeta is a bilingual newspaper with a mission to:** inform, educate and unite the Hispanic community with other communities in New England.

It is the most trusted names in news for the Hispanic community

It is the largest circulating Hispanic newspaper in Boston

### SPECIAL ISSUES

- Taxes
- PowerMeter
- Immigration
- Spring / Fall Recruiting Issues
- Boston Red Sox
- New England Revolution
- Family
- Food & Restaurants
- Summer Preview / Hispanic Festivals
- Latin Music and Arts Boston
- The Best of El Planeta (Lo Mejor)
- Hispanic Heritage
- Health and Family
- Holiday Shopping Guide
- Holidays

### DISTRIBUTION

Largest circulating newspaper in Spanish in the Greater Boston, including Lowell, Lawrence.

### CIRCULATION

El Planeta has the largest circulation of Spanish weekly newspapers in the Boston Metro area

Our circulation is monitored weekly with a 95% pickup rate

Only newspaper in Spanish with paper boxes and paper handlers

Over 2,500 drop points in Boston

# CIRCULATION

# READERSHIP



## CIRCULATION

With a total weekly average circulation of 50,000 copies, El Planeta is the largest circulating newspaper across the Greater Boston Metropolitan area, including Lowell, Lawrence.

## DISTRIBUTION BY ZIP CODE

### Greater Boston:

02150  
02128  
02151  
02149  
02130  
02119  
02120  
02122  
02125  
02136  
02131  
02126  
02118

### Lawrence / Lowell

01844  
01832  
01830  
01850  
01851  
01852  
01854  
01840  
01841  
01843

## READERSHIP

100,000

# DEMOGRAPHICS

# READERSHIP



## READERSHIP

100,000

## DEMOGRAPHICS

### GENDER

Men: 46%

Women: 54%

### AGE

18-24: 12%

25-44: 55%

45+: 31%

### INCOME

\$20,000 - \$59,999: 51%

\$60,000 - \$79,999: 6%

\$80,000 +: 8%

### EDUCATION

College Degree: 36%

Graduate Degree: 6%

Bilingual: 57%

### COUNTRY OF ORIGIN/ ETHNIC BACKGROUND

Central America: 28%

Puerto Rico: 22%

Dominican Republic: 20%

Born in the US: 17%

South America: 9%

Mexico: 4%

### CONSUMER HABITS

Own a cell phone: 85%

Use the internet: 74%

Spend up to \$100 on internet: 42%