

People en Espanol

(Updated 6/2023)

FORMERLY Published by Dotdash Meredith, *People en Español* was the best-selling Hispanic magazine in America. Written entirely in Spanish, *People en Español* provides original content that speaks to the interests of the U.S. Hispanic reader. *People en Español* covers the fascinating lives of ordinary and extraordinary Latinos in the U.S. as well as the latest celebrity news, photos, style and more, including exclusive photos, videos and galleries. *** CEASED PUBLICATION 4/1/22. NAMES THRU 3/22 ***

Gender:
82% Female/10% Male

Source:
DTP, Other

Counts and Rates:

189,744	Total Universe	\$85/M
189,744	FORMER Subscribers	\$85/M
19,535	3 Mo Former Subscribers	+\$12/M
35,375	6 Mo Former Subscribers	+\$9/M
9,176	Former Subscribers in Puerto Rico	+\$12/M
	Catalog Rate	\$65/M
	Fundraising Rate	\$60/M

People en Español subscribers are a powerful audience of Hispanic consumers, the fastest growing market in the U.S.

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Selections:

3 Mo Former	\$12/M
6 Mo Former	\$9/M
Puerto Rico Former	\$12/M
DTP/DMS	\$12/M
Change of Address	\$12/M
Renewals	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
ZIP Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Net Name (50M Min)	@85/8.50

Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

All processed orders cancelled before mail date will incur a \$100 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.