

# A-LLIST

I N T E R N A T I O N A L

MEDIA KIT  
2009

# mission

Who is A-LIST INTERNATIONAL? We are. Those who savor new, cultural experiences; who love haute couture yet still look for those special finds, constantly redefining the luxuries of life.

A-LIST INTERNATIONAL is a unique bi-monthly Lifestyle & Fashion magazine targeted to the affluent Hispanic market in Southern California. Edited both in English and Spanish, A-LIST INTERNATIONAL covers everything from fashion, beauty and entertainment to art & culture, socials, high-end profiles, and travel.

In a full color, premium glossy magazine, A-LIST INTERNATIONAL captures the perfect balance of intellect, beauty, and luxury. We truly are the new source of SOPHISTICATED for high-end Hispanics.

# quick review...

<b>LAUNCHED:</b>	October, 2008
<b>FREQUENCY:</b>	Bi-Monthly PRINTED Monthly ONLINE
<b>CIRCULATION:</b>	30,000 copies per issue
<b>READERS per copy:</b>	4.5 per issue
<b>Reader DEMOGRAPHICS:</b>	Gender: 60% Female; 40% Male Age: 25- 40 HHI: 100K +
<b>COST:</b>	Complimentary
<b>OFFICES:</b>	Headquarters: 3314 4th Avenue San Diego, CA 92103  New York Office: 63 Wall Street, Suite 1712 New York, NY 10005
<b>WEBSITE:</b>	<a href="http://www.alist-international.com">www.alist-international.com</a>
<b>PUBLISHED BY:</b>	A Publishing, LLC

# distribution

As a bi-monthly magazine, A-LIST INTERNATIONAL maintains a longer shelf life, establishing itself as a “collectors’ item” for magazine enthusiasts.

## UP-SCALE LOCATIONS:

70%

Found at more than 100 hotspots in Southern California and Mexico including Bookstores, Coffee shops, Beauty Salons and Spas, Medical Centers, Boutique and Designer stores, Nightclubs, Hotels, Health Clubs, Magazine stands and more. (Distribution list available upon request)

## DIRECT MAILING:

10%

A-LIST INTERNATIONAL is mailed directly to high-end homes in Hispanic concentrated communities such as:

- Coronado
- Eastlake / Chula Vista
- La Jolla
- Downtown
- Tijuana, Mexico

## INTERNATIONAL Distribution:

5%

A-LIST INTERNATIONAL is hand-delivered to our target audience at the Tijuana/ San Diego International Border, the most crossed border in the world.

## HOTTEST EVENTS:

15%

A-LIST INTERNATIONAL attends the hottest events in Southern California, placing your image among its attendees. Our coverage will also include high-end events such as Fashion Week in New York, Los Angeles, and San Diego.

# hispanic purchasing power

## THE U.S. HISPANIC MARKET

\* U.S. Hispanic Population: 40,074,000

\* By 2010, nearly one person out of every six living in the U.S. will be of Hispanic origin.

\* World Rank on Size: 4th Largest Hispanic Market in the world is in the U.S.

\* Purchasing Power:  
Projected to reach 1.2 trillion by 2010

## THE CALIFORNIA HISPANIC MARKET:

\* 1 out of 3 U.S. Hispanics LIVE in California

## THE SAN DIEGO HISPANIC MARKET

\* Total Purchasing Power:  
\$17.6 Billion Dollars Annually  
(\$12.6 San Diego + \$2.5 Tijuana)

That's over \$48.2 Million spent DAILY in San Diego by Hispanics.

Resources: Synovate 2006 U.S. Hispanic Report; Strategy Research Corporation 2002-Hispanic Market Blue Book

## WOMEN'S CLOTHING

25.1% or 1 out of 4 Consumers are Hispanic!  
(That's 87,932 Buyers)

Hispanics spent \$15.9 Million Annually!

## WOMEN'S CASUAL CLOTHING/ SPORTSWEAR

18.1% or nearly 1 out of 5 Consumers are Hispanic!  
(That's 168,767 Buyers)

Hispanics spent \$34.3 Million Annually!

## MEN'S CLOTHING:

23.5% or nearly 1 out of 4 Consumers are Hispanic!  
(That's 81,589 Buyers)

Hispanics spent \$26.2 Million Annually!

## MEN'S CASUAL CLOTHING/ SPORTSWEAR

20% or 1 out of 5 Consumers are Hispanic!  
(That's 203,166 Buyers)

Hispanics spent \$43.1 Million Annually!

## WOMEN'S SHOES

23.9% or 1 out of 4 Consumers are Hispanic!  
(That's 219,539 Buyers)

Hispanics spent \$32.6 Million Annually!

## MEN'S SHOES

23.5% or nearly 1 out of 4 Consumers are Hispanic!  
(That's 194,129 Buyers)

Hispanics spent \$31.7 Million Annually!

## COSMETICS, PERFUMES & PERSONAL CARE

24.5% or 1 out of 4 Consumers are Hispanic!  
(That's 294,689 Buyers)

Hispanics spent \$41.8 Million Annually!

\*\* Take note, this only reflects the consumer profile of Hispanic in San Diego and does NOT include the Tijuana consumer market and their annual \$2 -3 Billion expenditures in the San Diego County.

## VEHICLES

Hispanics spent \$1.53 Billion Annually in the San Diego area alone!

Hispanics comprise 34.9% of all San Diegans planning to buy a New Vehicle or Lease a Vehicle within the next 12 months (That's 90,456 Buyers).

88% of all Tijuana Households who plan to buy a vehicle in the next 12 months will purchase it "in San Diego".

Resource: 2006 SCARBOROUGH Release -SAN DIEGO

# www.alist-international.com

As the printed version circulates in a bi-monthly period, A-LIST INTERNATIONAL keeps its readers active with our online version, updating its editorial content with fresh material on a monthly basis.

## EXCLUSIVE WEB MATERIAL:

Our online editorial content changes every month, publishing exclusive material online. New articles, fashion updates, behind the scenes, A-LIST picks, exclusive photographs, and much more ...

## NEWS LETTER:

A-LIST INTERNATIONAL sends out a monthly newsletter to keep our readers up to date with all things A-list.

## BLOGS:

The staff at A-LIST INTERNATIONAL interacts with its readers in a weekly blog.

## PRINTED WEB PROMO:

The printed version of A-LIST INTERNATIONAL dedicates a 2 page spread as a preview into our upcoming online content.

11.1 million Hispanics are currently online and Hispanic consumers are spending more time online than the average non-Hispanic consumer; 9.5 hours per week at home, reports the first annual U.S. Hispanic Cyberstudy.