



DIGITAL MEDIA KIT

# HOLA!

U S A

**ICONIC BRAND. MODERN VOICE.  
UNTAPPED, HISPANIC AUDIENCE.**

**HOLA.com** creates sophisticated content in a global voice for the sought after, affluent U.S. Hispanic audience. We preserve our ¡HOLA! global brand DNA while engaging U.S. Hispanics with culturally relevant narratives through the glamorous lens of celebrities and royal families.

AVERAGE HHI  
**\$80K**

**FOR ADVERTISING OPPORTUNITIES**

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U S A



THE MOST  
RECOGNIZED  
SPANISH  
LANGUAGE  
PUBLISHER  
WORLDWIDE



72  
YEAR  
ICONIC LEGACY



PUBLISHED  
IN OVER  
30  
COUNTRIES



GLOBAL  
EDITORIAL  
NEGOTIATING  
POWER



NOW FOR  
THE US  
HISPANIC  
MARKET



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## WHY HOLA.COM IS DIFFERENT

### FILLING A WHITE SPACE IN THE MARKET

In-the-know, glamorous and with a vibrant narrative tone that targets readers with a global mindset.

### AUDIENCE

Sophisticated, well informed with impactful spending power.

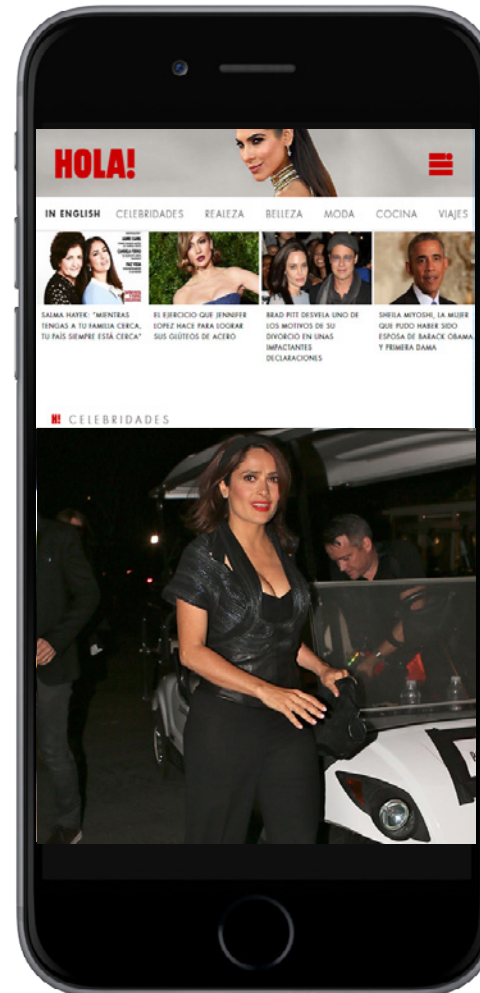
### CONTENT

Elevated editorial voice: celebrity and royal news written with a respectful, uplifting and vibrant tone. Global source of inspiration when it comes to fashion & beauty content.

### TWO LANGUAGES ARE BETTER THAN ONE

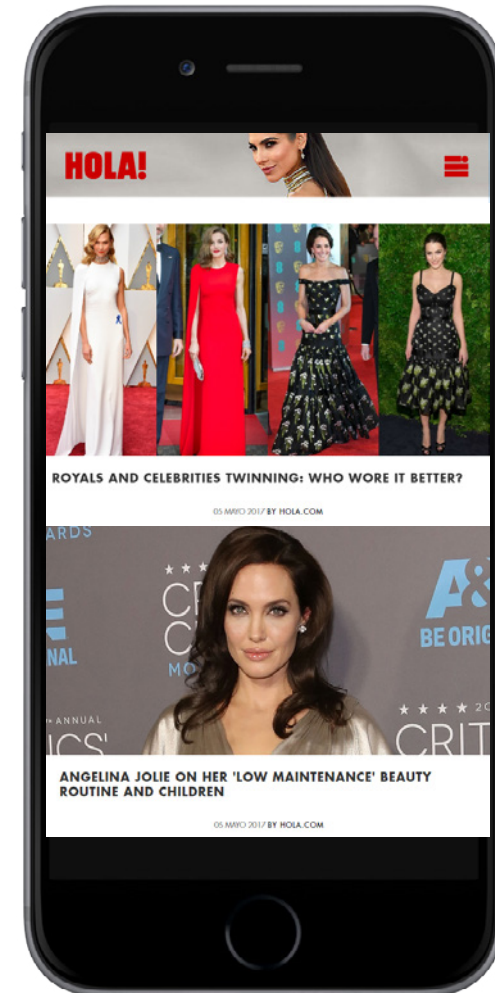
Offering premium, culturally relevant content in the language of their choice (English/Spanish).

HOLA.COM



Focus on Spanish celebrities & royals  
Spanish language

HOLA IN ENGLISH

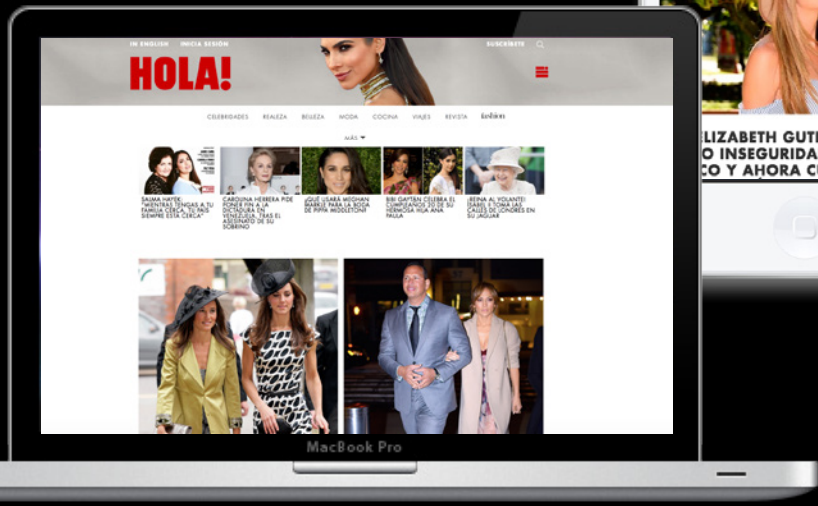


Universal appeal talent, English language,  
culturally relevant

# THE HOLA.COM USER

ENGAGED, SOPHISTICATED, JETSETTER

**36% INCREASE  
IN NEW USERS  
EVERY MONTH**



Metrics Based Design, optimized for user engagement

## DEMO PROFILE

Avg. Age: 32

Over 50% of our audience is 18-49

37% are ages 35-44

50% have children

Avg. HHI: \$80K

Over 50% make \$100K+

## ORGANIC TRAFFIC & ENGAGEMENT

**1,636,000 UNIQUE VISITORS**

100% ORGANIC GROWTH

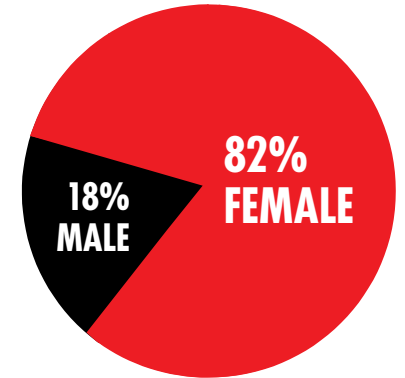
3-4 pages per session

3:48 minutes per session

17% bounce rate

0.30% Avg. CTR

ComScore, Hola.com, April 2017 & Google Analytics April 2017



**OVER 1MM  
SOCIAL  
FOLLOWERS  
IN LESS THAN 6 MONTHS**



**CELEBRITY**



**ROYALS**



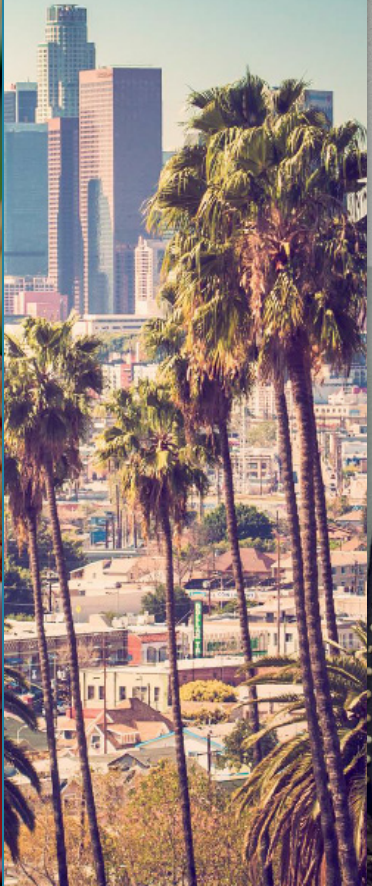
**HEALTH**



**FOOD**



**TRAVEL**



**FASHION**



**BEAUTY**



**DELIVERING THE ASPIRATIONAL AND INTIMATE STORIES OF THE PERSONALITIES OUR READER CARES ABOUT**

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## CAPABILITIES & TECHNOLOGY

### CUSTOM CONTENT

Native & Branded in the HOLA! editorial voice

### IN-LANGUAGE, CUSTOM AD CAMPAIGNS

In House Video Production  
High Impact Custom Units: Custom Overlays, Interactive Standard Banners, HTML5

### METRICS BASED DESIGN

Custom Built CMS  
Optimized for maximum user engagement  
& 70-90% Viewability standards  
Responsive, mobile first

### PMP

premium inventory,  
100% brand safe content & environment

### SOCIAL

Platform specific content development  
to deliver maximum results for your brand.

- Facebook Live chats with editors and influencers
- Influencer campaign creation and management



Custom Content

\*For illustrative purposes only

Custom High-Impact Units