HOLA! USA

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.

FOR ADVERTISING OPPORTUNITIES
JENNIFER SANCHEZ, NATIONAL DIGITAL DIRECTOR | JENNIFER.SANCHEZ@HOLA.COM

AVG HHI $80K
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
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).

Focus on Spanish celebrities & royals
Spanish language

Universal appeal talent, English language, culturally relevant
THE HOLA.COM USER
ENGAGED, SOPHISTICATED, JETSETTER

36% INCCREASE IN NEW USERS EVERY MONTH

36% INCREASE IN NEW USERS EVERY MONTH

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
CELEBRITY
ROYALS
HEALTH
FOOD
TRAVEL
FASHION
BEAUTY

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

**CUSTOM CONTENT**
Native & Branded in the HOLAI 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

*For illustrative purposes only*