

— ECUADOR NEWS

MEDIA KIT 2019

“Ecuador News provides the Ecuadorian and Latino American communities with local and international news.”

Eccuador News is the first Ecuadorian newspaper printed in the United States.

It was founded on March 1996 and is the newspaper of the Ecuadorian community abroad.

Ecuador News appeared as bi-monthly magazine. This change reflected the enormous growth of the newspaper, thanks to the overwhelming support of readers and advertisers especially of Ecuadorian and Latin American origin and multinational companies that already began to appear.

On September 4, 2001 the launch of Ecuador News as weekly newspaper was held at the Consulate General of Ecuador in New York.

Ecuador News is circulated every Wednesday and the closing day are on Tuesdays.

Approximately 43,000 copies are distributed in:

New York (Queens, Bronx, Brooklyn, Manhattan, Ecuadorian Consulate)

New Jersey (Union City, Jersey City, Newark, Harrison, Hackensack)

Connecticut

Illinois, Chicago

Florida (Miami and Tampa)

The newspaper is free to the public and distributed in Ecuadorian and Latin American businesses as it has a good acceptance and reputation in the Hispanic market.

Visit our websites www.ecuadornews.com.ec

EcuNewsUS



665,000 Ecuadorians in the U.S.
Ninth-largest population of Hispanic origin living in the U.S.
1.3% of the U.S. Hispanic population in 2010
Two-thirds of Ecuadorians (68%) live in the Northeast
Four-in-ten (40%) live in New York

*2010 Statistics, Census Bureau's American Community Survey,
<http://www.pewhispanic.org/2012/06/27/hispanics-of-ecuadorian-origin-in-the-united-states-2010/>*

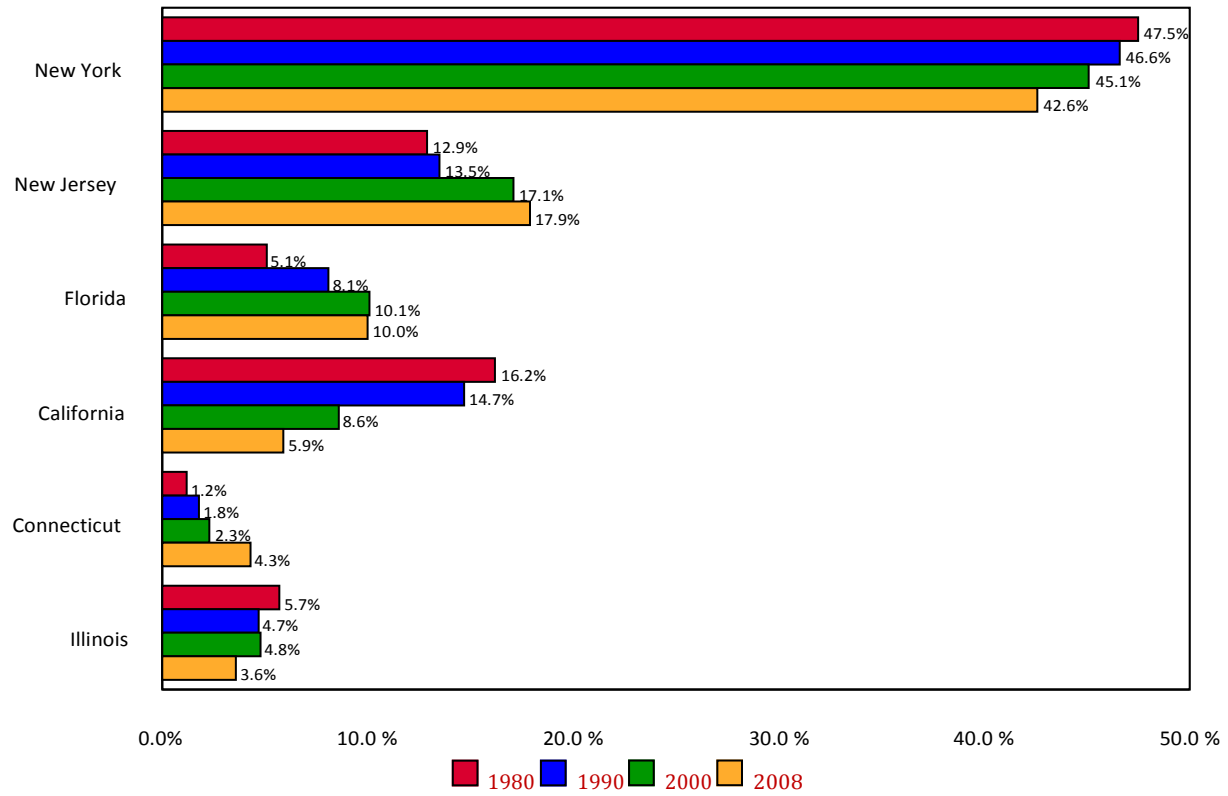
The Ecuadorian population has been one of the fastest growing Latino groups in New York City as they have more than doubled their population between 1990 and 2008; Ecuadorians remain the fourth largest Hispanic nationality in the New York City.

<http://clacls.gc.cuny.edu/files/2013/10/Ecuadorians-in-New-York-1990-2008.pdf>

Ecuadorian Population by Largest States of Settlement, 1980 - 2008
(in order of largest concentrations in 2008)

	1980		1990		2000		2008	
	Population	% of Total	Population	% of Total	Population	% of Total	Population	% of Total
New York	52,350	47.5%	91,709	46.6%	176,770	45.1%	259,494	42.6%
New Jersey	14,192	12.9%	26,488	13.5%	67,126	17.1%	109,155	17.9%
Florida	5,588	5.1%	15,932	8.1%	39,477	10.1%	61,226	10.0%
California	17,874	16.2%	29,002	14.7%	33,893	8.6%	36,170	5.9%
Connecticut	1,320	1.2%	3,458	1.8%	9,152	2.3%	25,975	4.3%
Illinois	6,308	5.7%	9,249	4.7%	18,678	4.8%	21,819	3.6%
Pennsylvania	480	0.4%	1,211	0.6%	4,230	1.1%	13,399	2.2%
Texas	1,583	1.4%	3,467	1.8%	6,082	1.6%	12,816	2.1%
North Carolina	480	0.4%	771	0.4%	2,559	0.7%	10,633	1.7%
Minnesota	200	0.2%	134	0.1%	3,266	0.8%	8,200	1.3%
Virginia	1,568	1.4%	3,126	1.6%	3,768	1.0%	7,145	1.2%
Arizona	441	0.4%	298	0.2%	1,298	0.3%	5,808	1.0%
Maryland	1,600	1.5%	2,636	1.3%	3,778	1.0%	5,806	1.0%
Others	6,180	5.6%	9,393	4.8%	21,977	5.6%	32,116	5.3%
Total	110,164	100.0%	196,874	100.0%	392,054	100.0%	609,762	100.0%

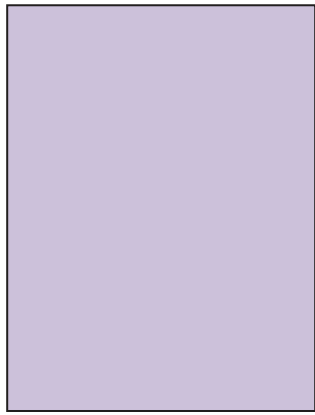
Percentage of Ecuadorian Population of the United States Living in New York, New Jersey, Florida, California, Connecticut and Illinois, 1980 - 2008



Top 10 Cities with Ecuadorian residents

Rank	City	People
1.	Ossining, NY (housing) (pop. 25,382)	18.3%
2.	Sleepy Hollow, NY (housing) (pop. 10,017)	13.8%
3.	Springs, NY (housing) (pop. 6,592)	13.0%
4.	Silver Lake, NJ (housing) (pop. 4,243)	12.6%
5.	Hightstown, NJ (housing) (pop. 5,567)	12.4%
6.	Peekskill, NY (housing) (pop. 23,988)	11.3%
7.	East Newark, NJ (housing) (pop. 2,640)	10.7%
8.	North Plainfield, NJ (housing) (pop. 22,056)	10.2%
9.	Bedford Hills, NY (housing) (pop. 3,001)	9.1%
10.	East Hampton North, NY (housing) (pop. 4,142)	8.6%

<http://www.city-data.com/top2/h156.html>



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PRICES:

65 INCHES FULL PAGE

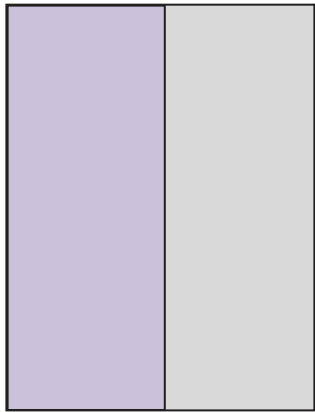
(5 columns x 13.5 inches)

1 PAGE B/W: \$1470.00

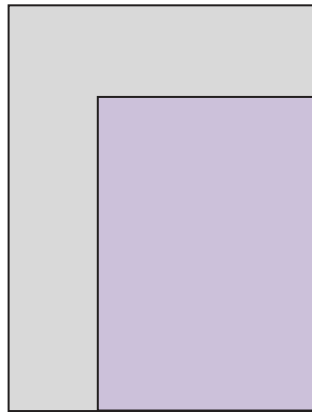
1/2 PAGE B/W: \$735.00

1/4 PAGE B/W: \$367.00

1/8 PAGE B/W: \$183.75



1/2 Page



1/2 Page Junior

Color ads.

1 PAGE COLOR; \$ 1911.00

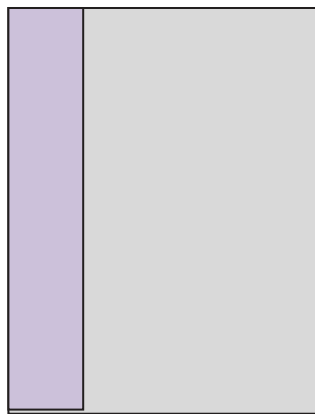
1/2 COLOR: \$ 955.50

1/4 PAGE COLOR: \$ 477.10

1/8 PAGE COLOR: \$ 238.90

DISCOUNTS:

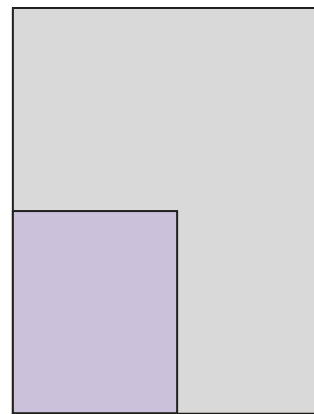
Agencies obtain a 15% discount.



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