

GET YOUR WEEKLY SPICE OF HISPANIC NEWS
with The Times bilingual publication

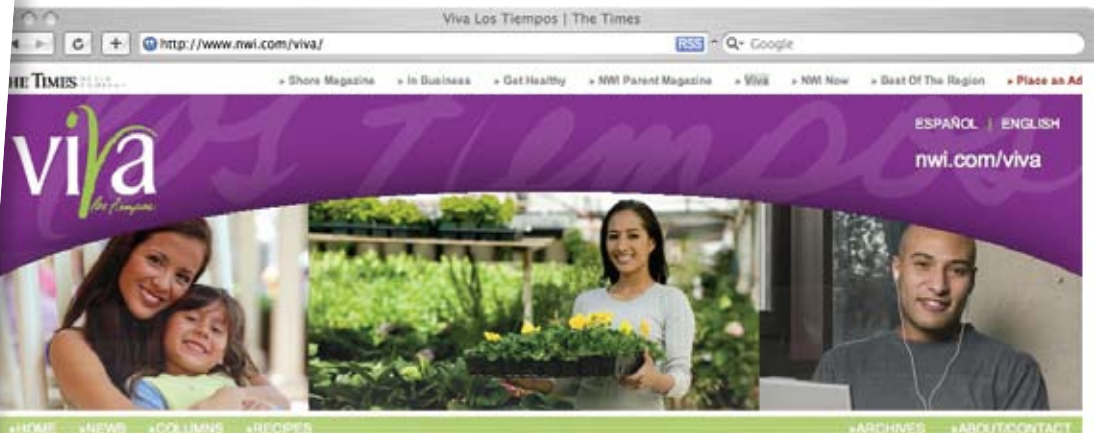


Ahora, alcanzar la población
hispanica de Indiana del
noroeste es tan simple.

Translation: Grow your business!

viva
los tiempos

THE TIMES
MEDIA COMPANY



Hispanic Population in The Times Market

20,000
DISTRIBUTION

Viva is delivered to the homes of subscribers in East Chicago and Hammond and is direct mailed to all non-subscriber in East Chicago and Hammond (46327). Plus, Viva is racked in 423 locations throughout Lake, Porter, LaPorte and Marion counties in Indiana and Cook County in Illinois.

13%
OF LAKE COUNTY

From 2000 to 2004, the Hispanic community grew 12%, accounting for 13% of the total population.*

6%
OF PORTER COUNTY

From 2000 to 2004, the Hispanic community grew 25%, accounting for 6% of the total population.*

54%

of Hispanics in The Times market have attended college.**

33% have some college
21% have a college degree

42%

of Hispanics in The Times market who have read The Times classifieds in the past 30 days.**

Viva's print and online complement is dedicated to providing hispanics in Northwest Indiana informative and entertaining news and information to help them build successful lives, serve as their advocate and provide a link to their culture. It's colorful and engaging format encourages frequent use and readership while reaching more than 20 thousand readers in a given week.

Reach the growing Hispanic population

Importance of the Hispanic Market

- There are 41.9 million Hispanics in the United States, which means that 1 out of every 7 U.S. residents is Hispanic.
- The Hispanic population in East Chicago is the largest in Indiana.
- By 2010, 16% of the U.S. population will be Hispanic
- U.S. Hispanics have over \$704 billion in buying power - an increase of 22% in the last 2 years
- Hispanic/Latino buying power in Indiana was \$4.9 billion in 2005 and will increase in 2010 to \$7.1 billion.

SOURCE: Hoy Proprietary Media Consumption Study, 2005 - TNS Market Development.

Using Newspapers to Target Hispanics

- Hispanics read newspapers, and they prefer Spanish newspapers to English
- Newspapers are Hispanics' #1 choice for planning purchases

SOURCE: Hoy Proprietary Media Consumption Study, 2005 - TNS Market Development.

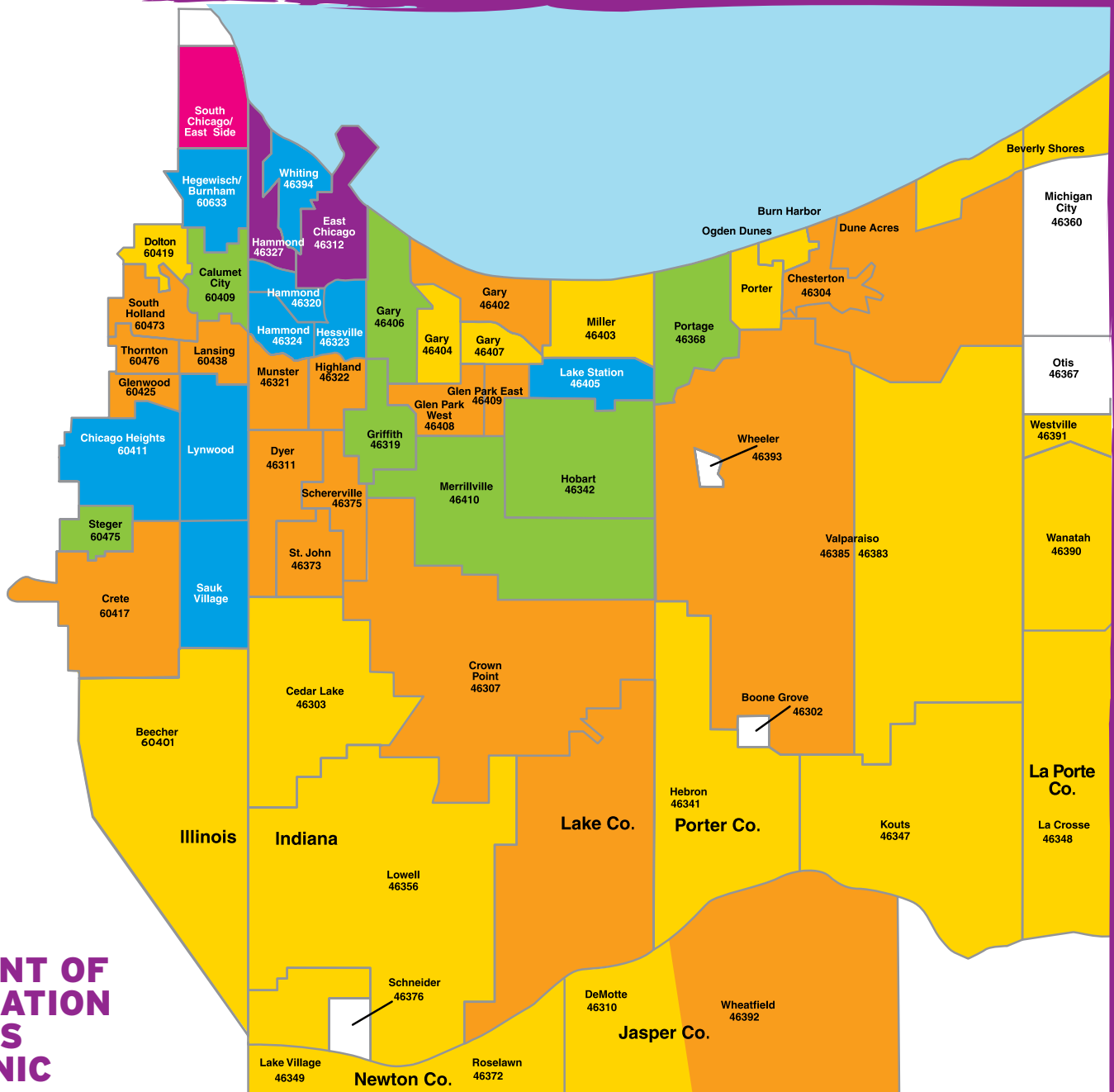
Purchasing plans for the next 12 months***

- Buying a home - 20%
- Renting a home/apartment - 23%
- Buying a used vehicle - 21%
- Buying a new vehicle - 14%
- Looking for a job - 22%

BASE: 48,800 Hispanics in The Times market
SOURCE: 2007 Times Market Study conducted by Belden Associates

*Northwestern Indiana Planning Commission
**2007 Times Market Study conducted by Belden Associates
***2006 Claritas





PERCENT OF POPULATION THAT IS HISPANIC



GENDER BREAKDOWN

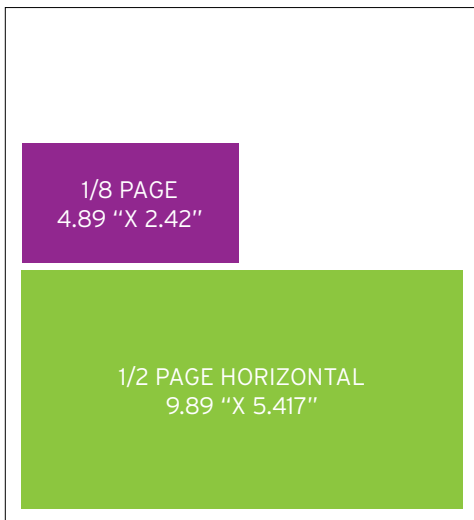
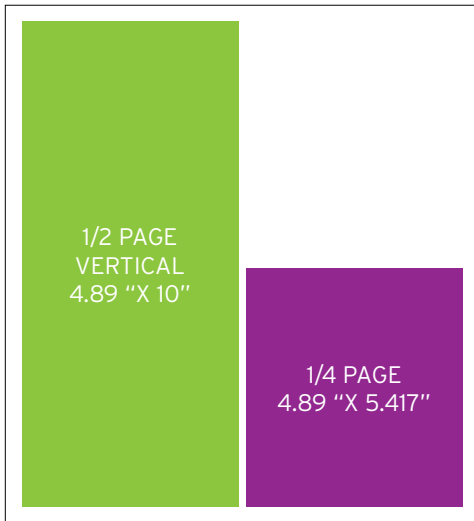
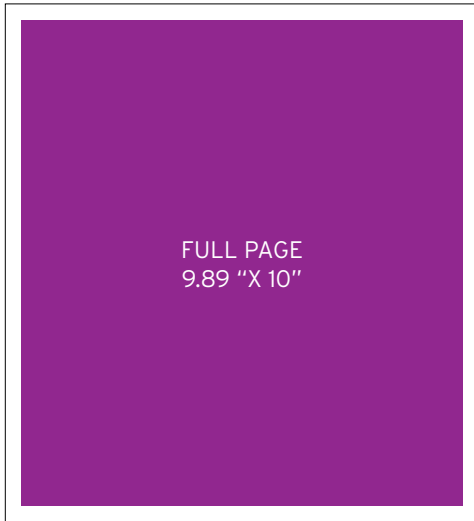
GENDER	POPULATION
Male	74,126
Female	64,592

AGE BREAKDOWN

The median age of the region's Hispanic population is 27.

AGE	POPULATION	AGE	POPULATION	AGE	POPULATION
0 - 4	14,501	21 - 24	9,461	55 - 59	5,367
5 - 9	12,855	25 - 34	20,839	60 - 64	3,993
10 - 14	12,877	35 - 44	18,597	65 - 74	6,411
15 - 17	6,890	45 - 49	8,634	75 - 84	2,944
18 - 20	7,353	50 - 54	7,106	85 +	900

ADVERTISING RATES AND DISPLAY AD SIZES



RATES

FULL COLOR	1X	12X	26X	52X
Full Page	\$920	\$850	\$785	\$735
1/2 Page	\$575	\$535	\$490	\$460
1/4 Page	\$325	\$300	\$275	\$260
1/8 Page	\$175	\$165	\$150	\$140

FULL COLOR PREMIUM POSITIONS

2 Page Center Spread	\$1,995
Front Page Strip	\$995

BLACK & WHITE	1X	12X	26X	52X
Full Page	\$800	\$740	\$680	\$640
1/2 Page	\$470	\$435	\$400	\$375
1/4 Page	\$275	\$255	\$235	\$220

EARN A 50% DISCOUNT FOR PICKING UP YOUR AD IN THE OTHER LANGUAGE!

SIZES

AD SIZE	WIDTH	X	HEIGHT
Full Page	9.89	x	10
1/2 Page Vertical	4.89	x	10
1/2 Page Horizontal	9.89	x	4.95
1/4 Page	4.89	x	4.95
1/8 Page	4.89	x	2.42

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