

About CENTROtampa.com

This unique Web site provides the latest news about local events, things to do, resource guides, weather and classified, plus the CENTRO blog discussing hot Hispanic topics.

CENTROtampa.com is an online site serving the Hispanic community regardless of country of origin. And, it's the center of information for ALL Tampa Bay area Hispanics!

- News From Back Home (country specific)
- News In The Community
- Weather
- Resources/Guides
- Events/Entertainment
- Things To Do
- Community Bulletin Board
- Contests



CENTRO:movil
m.centrotampa.com

For more information contact your multimedia consultant



JOIN us on



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**Media Kit
2010**



CENTRO:tampa.com

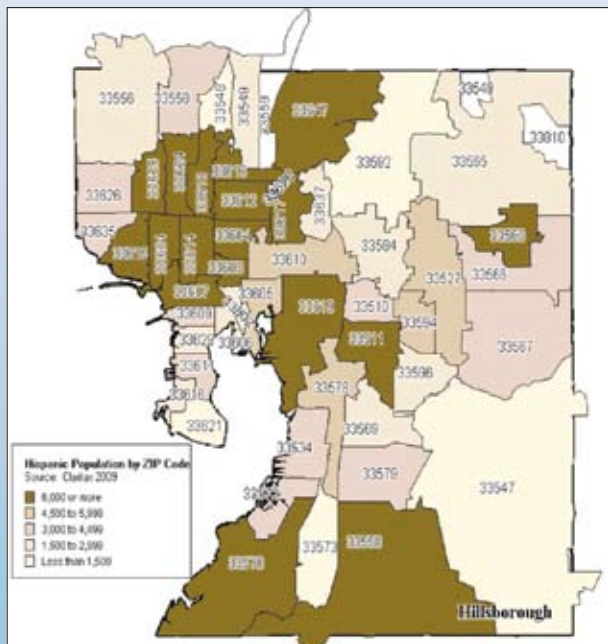
About CENTRO Tampa

CENTRO Tampa is the leading Spanish-language weekly newspaper in the Tampa Bay area*

*According to our readership study conducted by National Opinion Research Services and the Audit Bureau of Circulation.

Hispanic Population Density - Tampa (Hillsborough County)

- Hillsborough County is the hub of Hispanic culture and community within the Tampa Bay DMA and accounts for 46% of the Hispanic population.
- 4th largest county in Hispanic population among Florida Counties.
- By 2013, more than 1 in 4 Hillsborough adults will be Hispanic.
- Hillsborough County Hispanics are typically younger than the average Hillsborough adult.



Source: 2000 US Census / 2009 Claritas

Hispanic Population Trends

	U.S.	Florida	Tampa DMA	Hillsborough Co.
Mexican	59%	16%	32%	21%
Puerto Rican	10%	21%	28%	30%
Cuban	3%	26%	12%	18%
Other	28%	37%	27%	31%

2009 Hispanic Population in Hillsborough County: 279,800 • Projected to grow 24% to 347,700 for 2014

Demographics by Age

Age	Hispanic Adults
18 - 24	16%
25 - 34	22%
35 - 44	20%
45 - 54	17%
55 - 64	13%
65+	13%
Median Age	40

Demographics by Household Income

Income	Hispanic Adults
Less than \$25,000	28%
\$25,000 - \$34,999	14%
\$35,000 - \$49,000	17%
\$50,000 - \$74,999	19%
\$75,000 or more	21%
Median Income	\$42,100

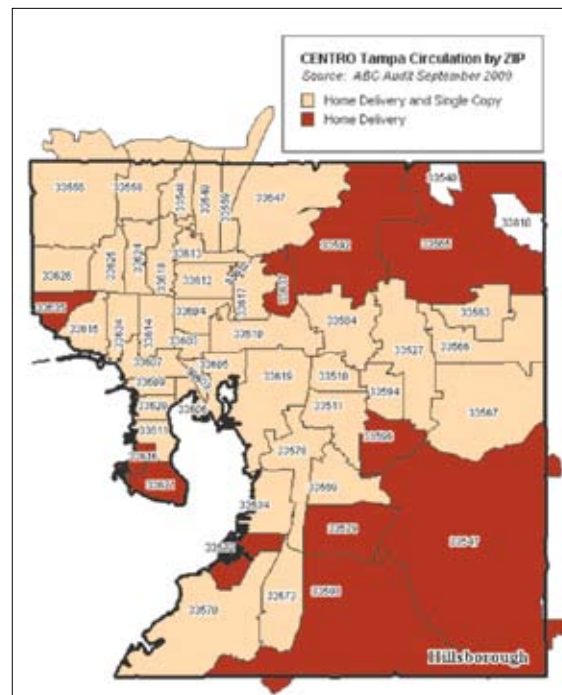
Source: 2000 US Census / 2009 Claritas

CENTRO Tampa Distribution

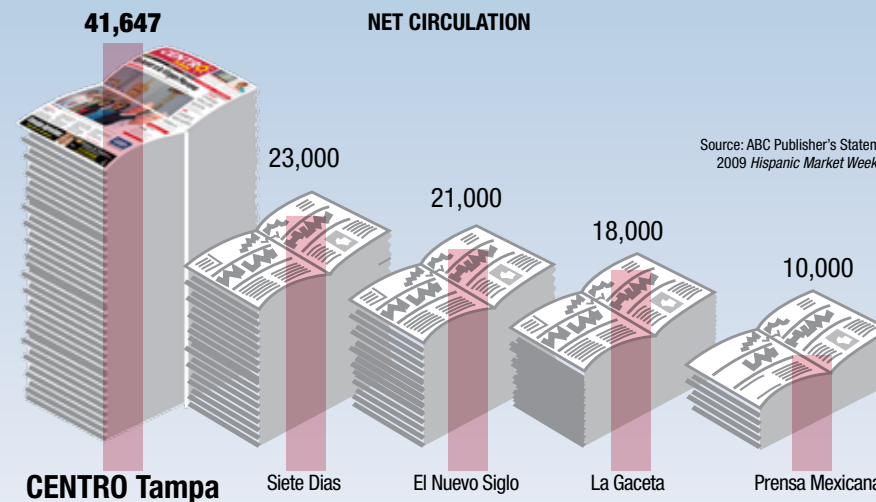
Home Delivery 33,182
Racks Only 8,645
Total 41,647



Source: Circulation Dept. / ABC Publisher's Statement: Sept. 30, 2009



No other Hispanic newspaper reaches as many households as we do, making us the most cost effective buy. Don't be misled, always request audited circulation! Do the math, a higher reach means a lower cost per thousand.



Source: ABC Publisher's Statement, Sept. 30, 2009
2009 Hispanic Market Weekly, Market Profile



Audit Bureau of Circulations

CENTRO Tampa is the ONLY Spanish language weekly newspaper in Tampa Bay audited by ABC, the gold standard for circulation verification in the publishing industry.



CENTRO Tampa Sections

URBE (Local News)

Hispanic in Tampa Bay look for local content in CENTRO Tampa.

OPINIONES (Editorial)

Editorial opinion on issues affecting the community.

CONTIGO (On Your Side)

Section dedicated to providing tips and information to our readers in the areas of: Law, Immigration, Health, Social Security, Spiritual and Mental Health, and finance.

ZONA ROSA (Entertainment section)

Local special events, concerts, attractions and entertainment related news.

DEPORTES (Sports)

Covering football, baseball, soccer, local leagues, as well as international and Latin-American games, tennis, auto racing and more.

CLASIFICADOS (Classifieds)

Employment, Real Estate, Merchandise, Education and more

A fully independent editorial staff develops local stories that are relevant to Hispanic readers. Our affiliation with The Tampa Tribune, TBO.com and WFLA serves to strengthen the quality and timeliness of our content.

Every Friday, more than 40,000 copies are distributed free of charge to Hispanic self-identified homes and throughout 500 racks in Hillsborough County.

SEASONAL Products

