

¿Que pasa? VEGAS

THE HISPANIC VOICE OF
LAS VEGAS EXPERIENCE

MEDIA

INFORMATION GUIDE

CONNECTING BRANDS WITH VEGAS
MOST INFLUENTIAL **HISPANIC AUDIENCE.**

quepasavegas.com



WHO WE ARE

Connecting brands with the most influential
Hispanic audience in **Las Vegas**.



#1

SPANISH MAGAZINE
IN LAS VEGAS



22+

YEARS
OF EXPERIENCE &
COMMUNITY CONNECTION



52,500

COPIES
DISTRIBUTED
EVERY MONTH



AUDIENCE POWER

We connect your brand with a high-impact, bilingual audience that drives results in **Las Vegas**.



HISPANICS = GROWTH ENGINE

Hispanics are the fastest-growing demographic in the U.S., driving new markets and shaping the future of consumer spending.



TOURIST + LOCAL HYBRID AUDIENCE

We reach both visitors and residents—an engaged, bilingual audience that lives, works, and plays in Las Vegas.



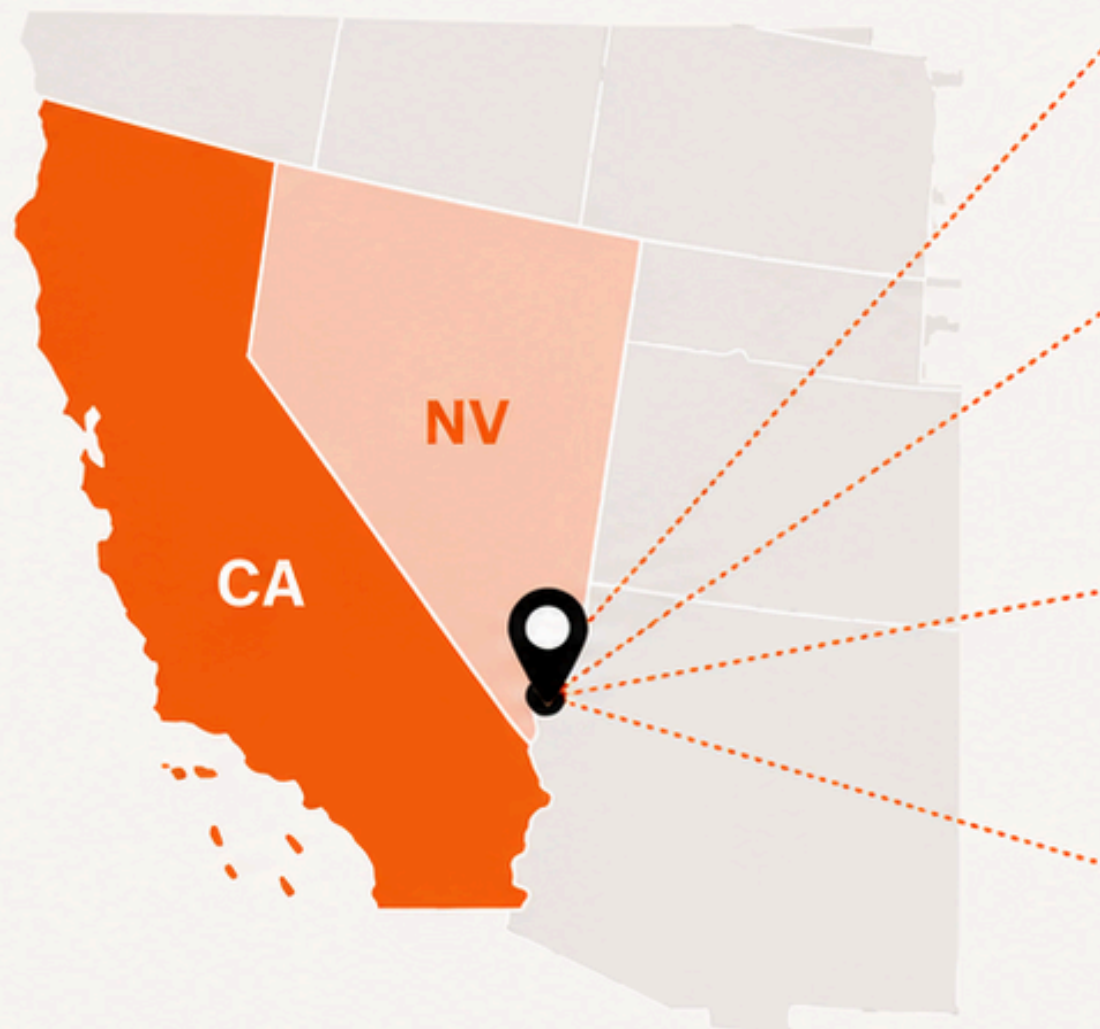
SPENDING BEHAVIOR

Our audience actively spends on gaming, shopping, dining, entertainment, and nightlife—powering Vegas every day and night.



DISTRIBUTION

¿Que Pasa? Vegas reaches readers where they are—on the Strip, in hotels, across California, and through trusted travel agents.



STRIP

Magazine racks and high-traffic locations along the Las Vegas Strip.



HOTELS

Placed in concierge desks, bell desks, and common areas of major hotels.



CALIFORNIA

Distributed throughout Southern California and the I-15 corridor.



TRAVEL AGENTS

Delivered to 120+ Hispanic travel agents in Southern California.



CONTENT ECOSYSTEM

¿Que Pasa? Vegas delivers the stories, experiences, and recommendations that matter most to our audience.



MULTI-PLATFORM

We meet our audience wherever they are—
in **print**, **online**, and in their **inbox**.



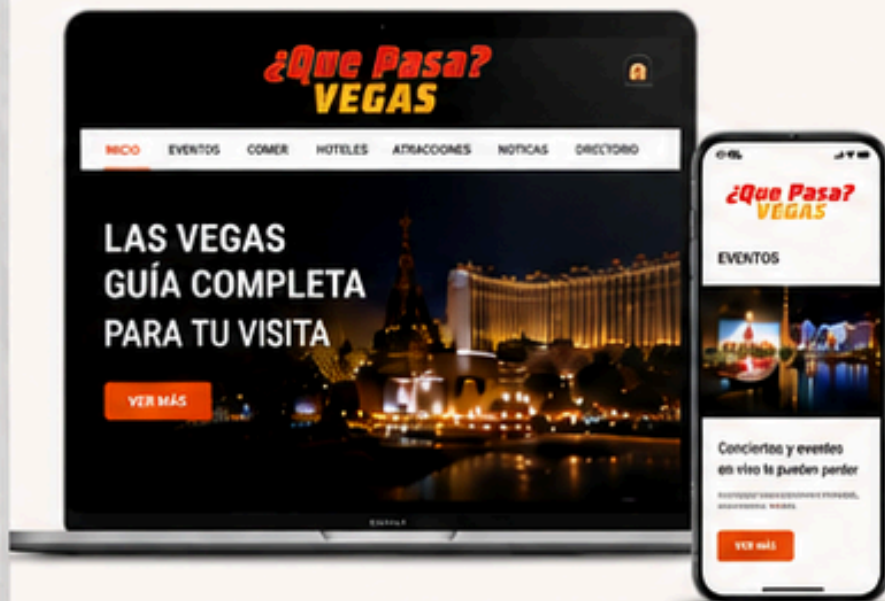
PRINT

High-quality magazine
with engaging content
that readers trust.



WEB

Always up-to-date content,
accessible on any device,
anytime.



NEWSLETTER

Curated highlights, exclusive
offers, and must-know
updates delivered weekly.



ADVERTISING OPPORTUNITIES

Strategic solutions to help your brand connect, engage, and grow in **Las Vegas**.



PRINT ADS

Premium placements in Las Vegas' #1 Spanish magazine.



SPONSORED CONTENT

Storytelling that highlights your brand in an authentic and engaging way.



DIGITAL

Targeted digital solutions that deliver measurable results.



REACH. ENGAGE. GROW.
SUCCEED IN LAS VEGAS.

Connect with the most influential Hispanic audience in Las Vegas through trusted content and powerful brand partnerships.



TU MARCA PUEDE ESTAR AQUÍ

Conecta con la audiencia hispana más influyente en Las Vegas.



52,500+
LECTORES
CADA MES



20+
AÑOS DE
EXPERIENCIA



ALTO
ENGAGEMENT
COMPROBADO

ANÚNCIATE HOY

RATES & PLACEMENTS

Premium visibility. Strategic placements. Real results.

Connect your brand with the Hispanic audience in **Las Vegas** through our trusted, high-impact magazine.



STANDARD PLACEMENTS

Full Page	\$4,750
2/3 Page	\$3,950
1/2 Page	\$2,850
1/3 Page	\$1,750
1/4 Page	\$1,250



PREMIUM POSITIONS

Inside Front Cover	\$5,950
Inside Back Cover	\$5,750
Back Cover	\$6,750
Center Spread	\$8,250



FREQUENCY DISCOUNTS

12 Pages	25%
9 Pages	20%
6 Pages	15%
3 Pages	10%



Rates are per issue.



4-color process included.



Minimum 3 month commitment.



Custom packages available.



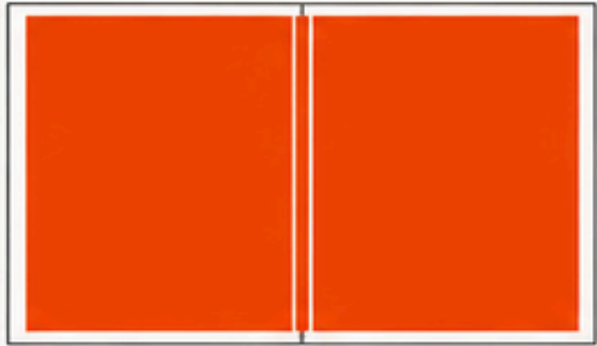
PUT YOUR BRAND WHERE IT MATTERS.

High-impact placements that drive awareness, engagement, and measurable results.



SPECIFICATIONS

2 PAGE SPREAD



16.75" x 10.5"
(BLEED: 17.25" x 11.25")

FULL PAGE



7.80" x 10.40"
(BLEED: 8.75" x 11.25")

2/3 PAGE



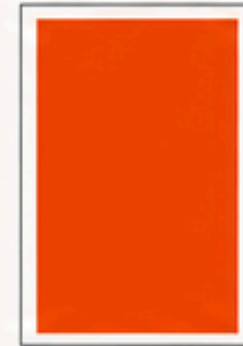
5.00" x 10.50"
NO BLEED

1/2 PAGE
(HORIZONTAL)



7.80" x 4.90"
NO BLEED

1/2 PAGE
(VERTICAL)



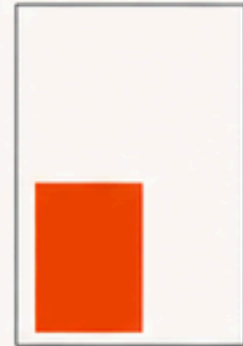
3.80" x 10.40"
NO BLEED

1/3 PAGE
(VERTICAL)



2.55" x 10.50"
NO BLEED

1/4 PAGE
(VERTICAL)



3.80" x 4.90"
NO BLEED



MECHANICAL SPECIFICATIONS:

¿Que Pasa? Vegas will only accept advertisements in the following formats:

- Quark or InDesign documents with hi-resolution elements and fonts.
- **TIFF, PSD, EPS, PDF** (must be supplied at exact size, position with hi-resolution images. Send layered files with fonts if the ad is going to be translated).



ACCEPTED COLOR MODE
CMYK only

MINIMUM RESOLUTION
300 dpi

FONTS
All fonts must be included or outlined



SALES

¿Que Pasa? Vegas Inc.
880 West First St. Suite #310
Los Angeles, CA 90012
Ph: 213.621.2188
Fx: 213.620.6255
publisher@quepasavegas.com



SEND DIGITAL ART TO:
art@quepasavegas.com

LET'S PUT YOUR BRAND IN FRONT OF VEGAS' MOST VALUABLE AUDIENCE.

Connect with the Hispanic audience that drives Las Vegas—where they visit, dine, shop, **play, and stay.**



LET'S GROW TOGETHER

CONTACT INFORMATION



Edgardo Iorio
PUBLISHER

213.621.2188

publisher@quepasavegas.com

THIS IS THE ARBOL PUBLISHING FAMILY:



arbolpublishing.com

