¿Que pasa? VEGAS

THE HISPANIC VOICE OF
LAS VEGAS EXPERIENCE

MEDIA

INFORMATION GUIDE 2027

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

quepasavegas.com



MEDIA INFORMATION GUIDE

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



MEDIA INFORMATION GUIDE

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.

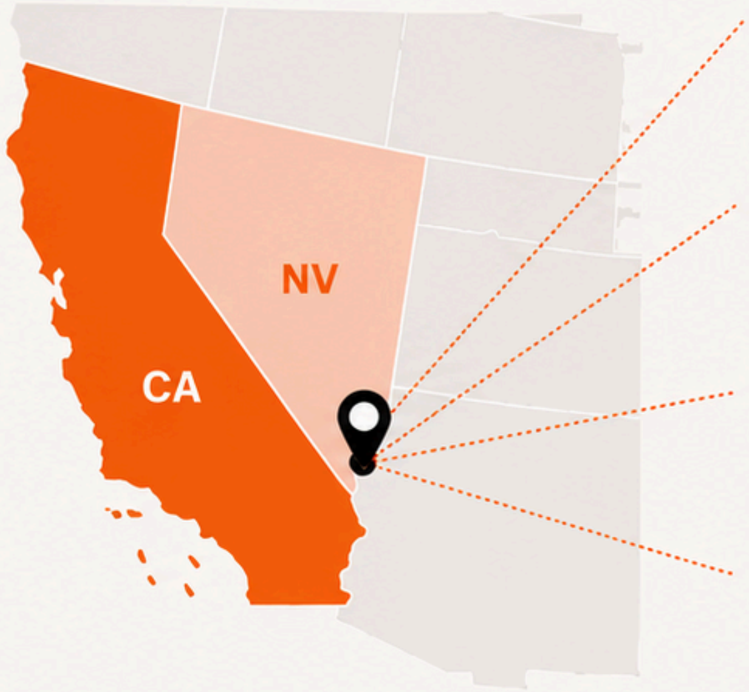
SPENDING BEHAVIOR

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.















MEDIA INFORMATION GUIDE

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.





MEDIA INFORMATION GUIDE

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.



MEDIA INFORMATION GUIDE

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.

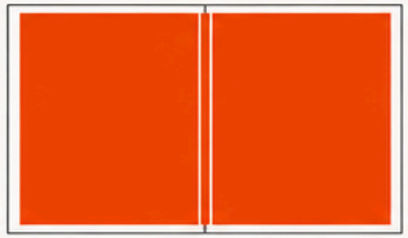
Custom packages available.



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

300 DPI

SALES

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SEND DIGITAL ART TO:

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MEDIA INFORMATION GUIDE

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

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