

# Key Product Categories



## Daily

*La Opinión*, the largest Spanish-language daily newspaper in the country, targets Southern California's growing Latino communities and entire families. Every day, readers can find sections such as Main News with the latest local, national and international news for Southern California Hispanics; Sports section with game results, team standings, international coverage and analysis, with emphasis on soccer, boxing and baseball; Entertainment sections focus on life and style stories, concert reviews, food, health and personal relation stories, as well as, TV listings, movie reviews, crosswords, Sudoku, horoscope and comics; Business news section with information on global enterprise to micro-business, entrepreneurial trends, currency exchange rates and financial advice from expert, Julie Stav, and much more from our team of award-winning writers and photographers.



## Sports

*La Opinión's* Sports section leads pack in readership and in advertising opportunities. *La Opinión's* Sports section offers many unique, yearlong branding placement opportunities targeting sports enthusiasts. Throughout the Sports pages readers can find extensive sports coverage and analysis of readers' favorite sports and teams. Our daily table of standings, otherwise known as the "Pizarra," contains up-to-date daily scores and statistical sports information. Additional highlights and advertising opportunities include: special tournament coverage, team's season calendars, opening day opportunities, "Pizarra" sponsorship and more.





# Entertainment

*La Opinión's* Entertainment products truly exemplify what Southern California Hispanics are looking for when it comes to their entertainment needs. Our entertainment products consist of *holaLA!*, *La Opinión's* daily entertainment section, publishing Monday through Wednesday, Friday and Saturday. The days *holaLA!* is not found, as on Thursday's, *La Opinión* publishes *La Vibra*, its the weekly entertainment guide targeting 18-35, urban youth. This tabloid size publication provides readers with their weekly dose of entertainment, celebrity gossip, spotlights national and up-and-coming local musicians, film and movie listings, music and restaurant reviews, gift ideas, cultural events and the hottest clubs and concerts around Southern California.

On Sundays, *La Opinión* publishes two weekend publications targeting Latino families and women: *Domingo* and *La Opinión Contigo*. *Domingo*, which means Sunday in Spanish, is our weekly family entertainment and lifestyle magazine found inside the Sunday edition of *La Opinión*, *Domingo's* target audience is women with children and between the ages of 25-49.

In 2005, *La Opinión* discovered the need for a home-delivered product targeting Latino families and launched *La Opinión Contigo*, the only home-delivered weekend publication among *La Opinión's* extensive brands.

*La Opinión Contigo* is identified as a practical how-to guide for the Latino families, with entertainment and sports features. The target audience is Spanish-language dominant Latino families with a focus on female readers.



# Classified

*La Opinión's* daily Classified section packages a little something for everyone! Recently redesigned, to provide a more convenient, easy-to-use and read tabloid format, the Classified section contains the following sections: Automotive, Real Estate, Employment, Legal Directory, Mortgages and Your Home. In addition to classified listings, readers can find detailed information on each category, car reviews, client profiles, consumer articles and advertorials based on that category section.

For specific section publish dates, please consult with your account executive.

