

REACH HISPANICS IN THE #1 HISPANIC MARKET



CIRCULATION

Hoy Friday Readership: 206,000

FDS Saturday Readership: 1.2 million

hoylosangeles.com: 335K monthly UVs
hoylosangeles.com: 940K monthly PVs

vivelohoy.com: 505K monthly UVs
vivelohoy.com : 6.7MM monthly PVs

Hoy

Friday – **137,000**

Hoy Fin de Semana

Full Run Saturday – **813,400**

Los Angeles Zone Saturday – **592,959**

Inland Empire Zone Saturday – **113,555**

Orange County Zone Saturday – **107,356**



Gender

41% Male/ 59% Female



Language

56% primarily speak Spanish
23% primarily speak English



Median age: 43

Age 18-34: 27%
Age 35-44: 28%



Financially savvy

70% have a checking account



Family

59% have children under 18



Mobilized

97% are Smartphone Owners

