

# La Cascarrita

Semanario Deportivo Mexicano



## Media Kit 2008





# La Cascarita

Semanario Deportivo Mexicano

# For 5 years

## La Cascarita

Semanario Deportivo Mexicano

has been the leading Hispanic newspaper with the most extensive coverage in the world of soccer. Its innovative design that caters to our specific market is what has positioned our publication as the **#1 in our area**

**“Soccer is the best instrument to reach Hispanics”**

Brands like Budlight, Doritos, Hyundai, Miller Lite, Home Depot are examples of companies that have noticed the impact on the Hispanic market using soccer as their theme

**But why with us ?**

## Mexisport Media, LLC.

Mexisport Media, LLC is a business group established in Florida since 2003. The idea behind the group is to bring together years of experience in the Mexican-Hispanic market of Florida. Our founders have been doing business in the area for years and have a comprehensive knowledge of the market, its features and behavior

Mexisport Media, LLC brings opportunities to business in reaching a unique market. Not only with our experience but with our Mexican based staff we understand the most precise ways in how to make the necessary impact on the community.





# Every week

people in our community eagerly wait for the new edition of La Cascarita

## What makes it so special?

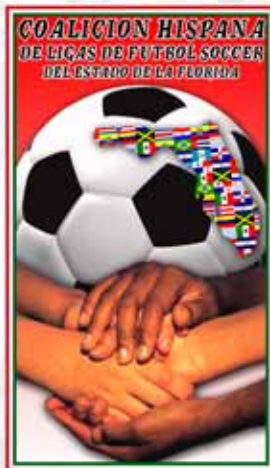
La Cascarita's content comes from the most prestigious news and graphics sources in Mexico. Every Friday, the reader not only gets informed about what happened at the sporting event, but the reader gets exposed to articles and opinions that make the

## sporting weekend a better experience

La Cascarita's main focus is on Mexican soccer, a multi-million industry not only in Mexico but also here in the United States as well, with TV and radio ratings that surpass even the Anglo audiences

**"We have constant contact with the local community"**

La Cascarita was the founder and the pioneer in what today is the **Coalition of Hispanic Soccer Leagues**



It started with 14 Hispanic soccer leagues in Florida today we are expanding to the whole country, gathering information on all the Hispanic soccer leagues that are playing, constantly looking for support and sponsorship All the member leagues will have benefits that the coalition is offering, such as discount in suscription rates to national tournaments, support from sponsors and access to more information in management, and leadership workshops

In every issue, we include **14 pages** on these local soccer leagues, including pictures from the families and fans that gather to watch the games. We even include statistics so that participants can use the newspaper as a reference to follow up their team and their tournament

**This unique idea is what has made La Cascarita the newspaper with the largest audience and the greatest response from the soccer communties**



Ft. Myers



Budweiser Presente en las finales





# 40,000

weekly readers in a market of 400,000 Hispanics

**A total weekly distribution of 12,000 copies with a readership of at least 4 people per copy**



**Our coverage includes 17 counties of Florida or more precisely 124 zip codes**

**90% of the copies are placed in establishments that are visited by the market we focus on**

**The other 10% are distributed by a free suscrption to fans around the country, especially soccer league presidents**

**There are about 44.2 million Hispanics in the US**

**It is redundant to say that Hispanic advertisement is a great opportunity to increase market and sales**

**Half of all Hispanics are under 27 years**

**Soccer is an even greater tool to reach not only this half of the market, but also the adult population that brought their fan base from their country**

**Florida is not exempt from these statistics**

**Florida has the second largest Hispanic population in the US Our market is mainly of Mexican origin, second being Central American**

**This market works in leading industries in Florida: Construction, Agriculture and Services. Their earnings are incredibly high and increasing. Notice the amount of remittances sent to their countries and their participation in the mainstream economy.**



# Quality

**La Cascarita has a reliable distribution**

**Mexisport  
Distribution  
has a database  
of more than  
1,000 Mexican and Hispanic  
establishments in Florida**



**We also distribute other promotional materials  
such as posters and flyers for events, or products.  
Even distribution of merchandising and sampling products.**

## **Original and unique content**

**Up-to-date, and custom photo shoots brings  
to our readers this fresh content they  
look for; with several sections that include  
Mexican Soccer, International Soccer, News  
Music section, Local Leagues and standings,  
artists and our now famous Soccerscopes ( Soccer Horoscopes)**

## **World Class colaborators and Truthful Opinions**

**La Cascarita has exclusive colaborators such as  
Mr. Pablo Ramirez, sports anchor from Univision.  
Heard weekly throughout the nation as commentator  
of the Mexican Pro Soccer League. We also have  
opinion from college students that live in Mexico  
and have a first hand experience with soccer,  
its latest news, and gosips, exclusive for us.**





# Impact

La Cascarita along with Mexisport Media  
**The best channel to reach the  
Mexican market of Florida**

Our designer do a blend of innovation with traditional  
custom advertisement, that are for sure an eye catcher.

**TAQUERIA Y PANADERIA** 536 W Sample Road, Pompano Beach Fl. 33064 Tel: (954) 785-5997

**MEXICANA**

**Antojitos Mexicanos**

**Pan Mexicano** **Desayunos**  
Huevos al gusto  
con jamón con chorizo  
a la mexicana, fritos

Tortas Tostadas Sopas  
Tacos Tamales Burritos

Chorizo  
Pollo  
Milanesa  
Asada  
Jamón y Queso  
Lengua  
Pastor  
Barbacoa  
Carnitas

The use of pictorial advertisement, large print and  
traditional Mexican colors to which the reader is acquainted.

## Opportunity to get your product known

Mexisport Media does advertisement and promotional  
consulting to Mexican stores to increase their profits and  
their business relations with distributors.



Organizing events on special dates and store  
anniversaries to promote products, do sampling,  
market placement and merchandising.





# Passion

Soccer is the sport with most influence

**Every year new soccer publications enter the market**



La Cascarita has captured week by week all the passion that soccer involves, we cover the most important leagues around the world and the news that bring that passion to our pages.

## **Value Added opportunities**

With all this in hand, La Cascarita delivers the best service to our readers and customers, with the use of all these events, parties, gatherings and sports we can make sure we get to know your product in the market.

We also count with services such as insertions, sampling pouches, promotional posters, and calendars. Sports schedules and calendar with logo or legend, promotional CD's, and coupons redeemable for products or services.



# Social

Responsibility is a key feature of La Cascarita

**The promotion of soccer is a very positive externality to the community**

**By supporting La Cascarita and all the events that are organized by the company, you not only are able to reach the market for product placement, but you become part of social responsibility**



**The Hispanic population is very sensible to being labeled in certain manners, such as delinquent, lazy, or unreliable. Hispanic soccer communities support fundamental values**

- Family Values through family weekends**
- Cooperation with each other**
- Sense of community**
- Cleaner fields and not to pollute**
- Promote sports against infant obesity**
- Prevention of crime**
- Avoid youth falling into drugs and many more...**





# Reach

like nobody else does upon the market



**We create marketing and promotional programs to fit the desired reach**

**Bud Light® brand has been a strong supporter and participant of our soccer events, and programs.**



**Tents and T-Shirts** ⚽

**Products and sampling** ⚽

**Promotions and programs** ⚽

**Music and spokesmodels** ⚽



**For three years Bud Light has seen their sales increase through their local distributors thanks to the Hispanic Soccer Program, which includes not only the support of local leagues with promotional T-shirts and other promotional materials, but with the use of a discount card that along with stores, participants get discounts on products and information is gathered about the market.**







# Programs

that will create brand loyalty and a better relationship with the community

**Discount Card** ⚽

**Hero Poster** ⚽

**Coach Training** ⚽

**Soccer Clinici** ⚽

**Soccer Balls** ⚽

**Team pictures** ⚽

**In-store promotions** ⚽

**Distributor tour** ⚽

**Bud Light® has engaged in the Distributor tour in which players and coaches visit the Bud plants to be more familiar with the product and get acquainted to the company works. A small introduction and a tour with many gifts like sports bags and T-shirts make a great evening**



**Coach training and Soccer clinics has being a great opportunity to reach to adults and kids. Bringing a soccer star that would teach them new skills and strategies has being of great success to reach to the community. Burger King® has started to believe in this program and with others too.**

**The opportunities are endless and the ideas for new programs and promotions are the best way to reach this market. With a good advertisement through La Cascarita and these programs we guarantee a successful campaign**





# Talk to us

for more detailed information

**Remember what**

**La Cascarita has to offer**

**Quality publication**

**Target a specific market**

**Product placement**

**Promotional events**

**Distribution of merchandise**

**and sampling products**

**Social difference and community support**

**Request any other material from**

**other products Mexisport Media has**

