

THE VOICE OF THE **LATINO TRUCKING** INDUSTRY IN AMERICA

● MAGAZINE ●  
**TRANSPORTE  
LATINO**

# MEDIA KIT 2026

CONNECTING BRANDS WITH  
OVER **870K LATINO**  
TRUCKING PROFESSIONALS  
ACROSS THE U.S.



A DEDICATED  
AUDIENCE.  
**REAL RESULTS.**



MULTIPLATFORM  
REACH THAT  
**DRIVES IMPACT.**



TARGETED SOLUTIONS.  
MEASURABLE  
**SUCCESS.**

YOUR BRAND'S  
NEXT MOVE  
**STARTS HERE.**

TRANSPORTELATINO.COM



# WHO IS **TRANSPORTE LATINO** MAGAZINE

HIGH-QUALITY PRINTING, **STRONG EDITORIAL**, AND NATIONWIDE DISTRIBUTION



Transporte Latino Magazine celebrates its **20th year** in the industry. It is the only media platform exclusively dedicated to Hispanic trucking professionals in the United States.



We understand the mindset, culture, needs, and priorities of Latino drivers. Our monthly publication distributes **92,500 copies** nationwide and is BPA Worldwide audited.



The magazine is distributed at independent truck stops, dealerships, service centers, and major trucking events across the country.



Transporte Latino delivers **relevant content** including product insights, maintenance tips, and business guidance tailored to professional drivers.



With a **90% retention rate** and a readership-per-issue rate of **4.6**, the publication stands out for both its production quality and audience engagement.



Our website ([transportelatino.com](http://transportelatino.com)) continues to grow, offering advertisers additional exposure through banners, digital placements, and audience insights.



**92,500**  
COPIES  
NATIONWIDE  
DISTRIBUTION



**90%**  
RETENTION RATE  
HIGHEST PRODUCTION  
QUALITY IN THE INDUSTRY



**4.6**  
READERSHIP  
PER ISSUE RATE

YOUR BRAND'S  
NEXT MOVE  
STARTS HERE.

# HISPANICS IN THE MARKET



**1.3 MILLION+**

HISPANIC COMMERCIAL DRIVER LICENSES (CLASS 3-8)



**950,000+**

HISPANIC TRUCK DRIVERS (CLASS 8 HEAVY TRUCKS)



**700,000+**

HISPANIC OWNER OPERATORS OF TRUCKS (CLASS 7-8 HEAVY TRUCKS)



**95,000+**

HISPANIC-OWNED TRUCKING COMPANIES

These numbers represent **40%** of the total trucking force in the United States.

These facts and data demonstrate that Hispanics are a fundamental part of the present and future of the trucking industry. Hispanics find opportunity in this industry because they can realize the "American Dream" and become independent business owners. Trucking and owning and operating your own transportation company brings higher income potential and higher self-esteem among their peers. Most Hispanics start as company drivers with the goal of owning their own truck. Once they are Independent Owner Operators they hire within the Hispanic community to also drive for them.

As the fastest growing minority group in the country, Hispanics in the trucking industry have the highest income of any other minority group. These entrepreneurs are home buyers (63%), married (68%), and drive Pickup trucks (62%). Proven hard workers that want to improve their family life. They are also the youngest group of Commercial Drivers in the country, with 36.9% under 35 compared to 9% of truckers overall. In addition, this profession is passed down to relatives and friends making trucking one of the most attractive and lucrative career choices among Hispanics.



**40%**

OF THE TOTAL TRUCKING FORCE IN THE UNITED STATES



**36.9%**

OF HISPANIC DRIVERS ARE UNDER 35



**63%**

ARE HOMEOWNERS



**62%**

DRIVE PICKUP TRUCKS

# THE TRUCKING INDUSTRY

## A LOOK AT THE NUMBERS

Trucking is a **\$1.3 TRILLION** industry in the United States, representing **48%** of the total logistics system. Without a doubt, trucking—and the men and women behind the wheel—haul over **80%** of the nation's freight, delivering the goods consumers rely on every day.

The industry is evolving to meet the demands of the future. Freight volume is projected to grow by approximately **10%** annually over the next decade. To keep up, companies are adapting their strategies—hiring more drivers and increasingly working with independent owner-operators and contractor teams, a profile where Latinos play a vital role.

Transporte Latino Magazine remains the leading communication bridge between the trucking industry and the fastest-growing segment of Latino professionals in the field.



**\$1.3 TRILLION**  
INDUSTRY IN THE  
UNITED STATES



**48%**  
OF THE TOTAL  
LOGISTICS SYSTEM



**80%+**  
OF FREIGHT MOVED  
ACROSS THE U.S.



**10%**  
PROJECTED GROWTH  
ANNUALLY OVER THE  
NEXT DECADE



**#1 COMMUNICATION  
CHANNEL**  
BETWEEN THE INDUSTRY AND  
LATINO TRUCKING PROFESSIONALS



**POWERING AMERICA.  
DRIVEN BY PROFESSIONALS.**



Essential to the  
nation's economy  
and supply chain



Built on the dedication  
of hard-working  
men and women



Backed by a growing  
network of independent  
business owners



Shaped by the strength  
and leadership of the  
Latino community

# THE U.S. HISPANIC POPULATION

## A LOOK AT THE NUMBERS



**SIZE:** The U.S. Hispanic population reached **62.1 million** in 2020, representing **18.7%** of the total U.S. population. Hispanics are the nation's largest ethnic or racial minority and the country's second-largest consumer market. Between 2010 and 2020, the Hispanic population grew by **23%**—adding more than 11.6 million people—accounting for more than half (**52%**) of the nation's total population growth.



**MINORITY-MAJORITY:** Hispanics are the majority population in the U.S. Southwest, making up over **56%** of the population in that region. The South (**41%**) and the West (**54%**) are home to the largest Hispanic populations.

California leads the nation with **15.8 million** Hispanics (39% of the state's population), followed by Texas (**11.7 million, 39%**), Florida (5.8 million, 27%), and Arizona (2.3 million, 32%). In states like Nevada and New Mexico, more than half of the children are Hispanic. Projections show Hispanics will account for nearly **30%** of the total U.S. population by 2030.



**INCOME & ECONOMIC IMPACT:** More than **40%** of Hispanic households earn over \$50,000 annually. The \$100,000+ income segment has grown from **7%** to **17%** over the past decade. Hispanic-owned businesses are one of the fastest-growing segments in the economy, increasing **44%** over a 5-year period compared to **14%** for non-Hispanic-owned businesses.

In California, Hispanic-owned businesses represent over half (**52%**) of all minority-owned businesses and generate more than **\$85 billion** in gross receipts.



**62.1 MILLION**  
HISPANICS IN THE U.S.



**18.7%**  
OF THE TOTAL U.S.  
POPULATION



**LARGEST**  
ETHNIC CONSUMER  
MARKET IN THE U.S.



**23% GROWTH**  
BETWEEN 2010-2020



**OVER 56%**  
OF CHILDREN IN THE SW  
ARE HISPANIC



**\$85+ BILLION**  
IN GROSS RECEIPTS FROM  
HISPANIC-OWNED BUSINESSES

# 62 MILLION U.S. LATINOS

## ARE AMONG THE WORLD'S LARGEST ECONOMIES

### LATINOS ARE DRIVING THE FUTURE OF THE U.S. WORKFORCE AND ECONOMY.



The economic output of U.S. Latinos reached **\$2.8 trillion** in 2023, making it the world's seventh-largest economy—just behind the United Kingdom and ahead of India. If U.S. Latinos were a standalone country, it would have the world's second-largest GDP, behind only California.



Latino purchasing power surpassed **\$3.2 trillion** in 2023 and is projected to exceed **\$3.7 trillion by 2027**, making it one of the fastest-growing economic forces in the U.S.



Latinos represent a young, dynamic workforce. The median age of Latinos is **29**, compared to 39 for non-Latinos. Over the past decade, Latinos accounted for more than **50%** of total U.S. labor force growth.



**62 MILLION**

LATINOS IN THE UNITED STATES  
18.7% OF THE TOTAL POPULATION<sup>1</sup>



**18.7%**

OF THE U.S. POPULATION  
IS LATINO<sup>1</sup>



**\$2.8 TRILLION**

IN ECONOMIC OUTPUT (GDP) IN 2023<sup>2</sup>  
THE 7TH-LARGEST ECONOMY  
IN THE WORLD



**\$3.2 TRILLION**

IN LATINO PURCHASING POWER  
IN 2023<sup>3</sup>  
PROJECTED TO EXCEED  
\$3.7 TRILLION BY 2027<sup>3</sup>



**2ND LARGEST**

LATINO ECONOMY IF IT WERE  
A U.S. STATE  
BEHIND CALIFORNIA<sup>2</sup>



**29 YEARS OLD**

MEDIAN AGE OF LATINOS  
VS. 39 FOR NON-LATINOS<sup>1</sup>



**50%+**

OF U.S. LABOR FORCE GROWTH  
OVER THE PAST DECADE  
WAS DRIVEN BY LATINOS<sup>4</sup>

# OUR EDITORIAL PILLARS

Content that informs, empowers, and connects the U.S. Latino trucking community.

**01**

## TRUCKS & EQUIPMENT

New models, technology, reviews and everything you need to know about the trucks that move America.



**02**

## INDUSTRY & NEWS

The latest news, trends, regulations and innovations shaping the trucking industry.



**03**

## MAINTENANCE & PERFORMANCE

Practical tips, maintenance advice and solutions to keep your truck running at its best.



**04**

## BUSINESS & GROWTH

Resources, strategies and financial advice for owner-operators and fleet owners to grow and succeed.



**05**

## LATINO COMMUNITY

Stories, culture and voices that celebrate and empower our Latino trucking family.



**06**

## LIFE ON THE ROAD

Lifestyle, travel, health and real stories from drivers living life on the road.



# DIGITAL PRESENCE

EXTENDING OUR REACH BEYOND PRINT

We connect with today's Latino trucking community wherever they are—online and in their inbox.



## WEBSITE

**TRANSPORTELATINO.COM**

Your go-to digital destination for the latest news, industry insights, equipment reviews, business strategies and lifestyle stories that drive our community forward.



## NEWSLETTER DISTRIBUTION

Our newsletter delivers the most relevant updates, breaking news and exclusive content directly to the inbox of an engaged audience of over 1 million truckers.

Smart targeting. High open rates.  
Real results for your brand.



**1M+**  
SUBSCRIBERS



**HIGH**  
ENGAGEMENT



**TARGETED**  
& RELEVANT



# HISPANIC TRUCKER PROFILE

## KEY INSIGHTS INTO AMERICA'S HISPANIC TRUCKING COMMUNITY

Latinos are the driving force behind the U.S. trucking industry—powering the economy, supporting communities, and driving America forward.

### LARGEST CONCENTRATION OF HISPANIC TRUCKERS BY STATE (2024)

California	35%
Texas	24%
Florida	11%
Arizona	6%
Illinois	4%
Georgia	3%
North Carolina	3%
New York	2%
New Jersey	2%
Other States	10%

### PURCHASING PROFILE (2024)

Owns a Pickup	70%
SUV	28%
Sedan	16%
Owns Home	68%
Motorcycle	14%
RV / Camper	9%
Boat	6%
Other	4%



### AVERAGE ANNUAL INCOME (2024)

Company Drivers	\$62,300
Owner Operators	\$89,600

### WEEKLY MILES DRIVEN AND WORK HOURS (2024)

500 to 1,500 miles	38%
1,501 to 2,500 miles	34%
More than 2,500 miles	28%
Less than 40 hours	19%
40 to 60 hours	41%
More than 60 hours	40%

### SERVICE PREFERENCES (2024)

	Oil Change & Wash	Repairs	Tires
Independent Truck Stops	45%	60%	55%
Dealership	25%	16%	25%
Chain Truck Stops	20%	16%	15%
Mobile Service	10%	8%	5%

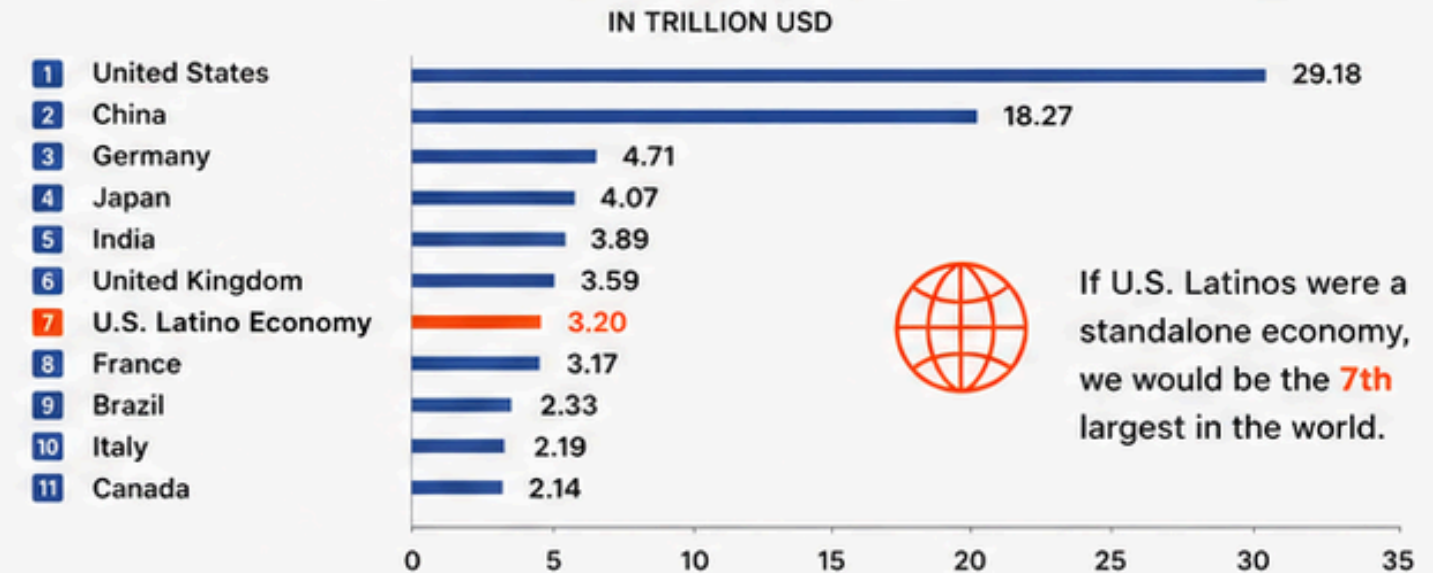
### DEMOGRAPHICS (2024)

Age	Owner Operator	Company Driver
21-29	6%	8%
30-39	22%	37%
40-49	36%	37%
50-59	26%	21%
60+	10%	7%


### TRUCK BUYING PREFERENCES (2024)

Reliability	78%	Warranty	40%
Fuel Economy	67%	Low Maintenance	36%
Comfort	58%	Resale Value	28%
Safety Features	53%	Technology	27%
Durability	47%	Brand Loyalty	24%

### GDP OF 10 LARGEST ECONOMIES & U.S. LATINO ECONOMY (2024)




 **62 MILLION**  
Latinos in the U.S.  
18.5% of total population<sup>1</sup>

 **18.5%**  
of the U.S. population is Latino<sup>1</sup>

 **\$3.2 TRILLION**  
in Latino GDP (2024)  
7th largest economy in the world<sup>2</sup>

 **\$3.7 TRILLION**  
in Latino purchasing power (2024)<sup>2</sup>

 **2ND LARGEST**  
Latino economy if it were a U.S. state, behind only California<sup>2</sup>

 **29 YEARS OLD**  
Median age of Latinos vs. 39 for non-Latinos<sup>3</sup>

 **50%+**  
of U.S. labor force growth over the past decade was driven by Latinos<sup>4</sup>

# RATES & TERMS

## RATES

Transporte Latino Rates based on 105,000 copies

AD SIZE	1X	3X	6X	9X	12X	SIZES	
						NON-BLEED	BLEED
2 PAGE SPREAD	\$31,576	\$28,418	\$25,260	\$22,103	\$18,945	16.75" x 10.5"	17.25" x 11.25"
FULL PAGE	\$19,735	\$17,761	\$15,788	\$13,814	\$11,841	7.80" x 10.40"	8.75" x 11.25"
2/3 PAGE	\$13,814	\$12,432	\$11,051	\$9,669	\$8,288	5.00" x 10.50"	N/A
1/2 PAGE	\$9,867	\$8,880	\$7,893	\$6,906	\$5,920	7.80" x 4.90"	N/A
1/3 PAGE	\$6,578	\$5,920	\$5,262	\$4,604	\$3,946	2.55" x 10.5"	N/A
1/4 PAGE	\$4,933	\$4,439	\$3,946	\$3,453	\$2,959	3.80" x 4.90"	N/A

## PREMIUM POSITIONS

25%	20%	15%	10%	5%	N/A	8.75" x 11.25"
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\*\* Please note Cover 2 and Cover 3 are spread positions, Cover 4 is the back cover.

If you opt for a cover position or opposite TOC then you opt out of any competitive spacing requirements your brand/client may have.



### CLOSING DATES

**AD CLOSING:** 10th day of previous month

**DISTRIBUTION DATE:** 1st week of current month



\*All rates are gross, and are subject to change. 15% Agency Discount available.



### PRINT RUN

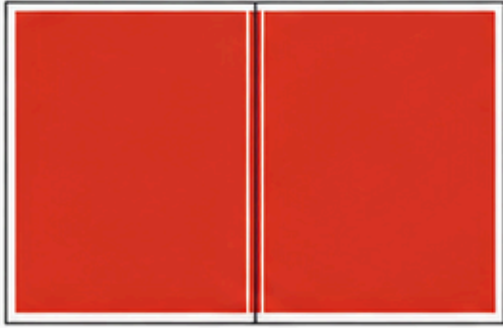
105,000 COPIES

## TERMS

- Contract signed before insertion. Service charge of 5% added to invoice over 30 days for each month or portion thereof.
- Inserts, special position rates are available upon request.
- Liability for content (text and work) of all advertisements is assumed by the advertiser and/or their advertising agency.
- Position of advertisement is subject to the Publisher's discretion except when specific preferred positions are available and covered by contract.
- Maximize exposure with our translation services. Our Advertising Dept. can translate and/or create your advertisement.

# 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:

Transporte Latino Magazine 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

**Transporte Latino**  
880 West First St. Suite #310  
Los Angeles, CA 90012

📞 Ph: 213.621.2188

📠 Fx: 213.620.6255

✉️ [sales@transportelatino.com](mailto:sales@transportelatino.com)



**SEND DIGITAL ART TO:**  
[art@transportelatino.com](mailto:art@transportelatino.com)

# CONTACT INFORMATION

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