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

MAGAZINE

TRANSPORTE LATINO®

MEDIA KIT 2027

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



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

A DEDICATED AUDIENCE. **REAL RESULTS.**

MULTIPLATFORM REACH THAT **DRIVES IMPACT.**

TARGETED SOLUTIONS. MEASURABLE **SUCCESS.**

TRANSPORTELATINO.COM

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

MAGAZINE TRANSPORTE LATINO

WHO IS MAGAZINE TRANSPORTE LATINO

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)** 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

CONNECTING BRANDS WITH THE **LATINO TRUCKING** COMMUNITY.

INFORM. INSPIRE. IMPACT.

MAGAZINE TRANSPORTE LATINO

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

MAGAZINE TRANSPORTE LATINO

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

MAGAZINE TRANSPORTE LATINO

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

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

MAGAZINE TRANSPORTE LATINO

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[1]

18.7%
OF THE U.S. POPULATION
IS LATINO[1]

$2.8 TRILLION
IN ECONOMIC OUTPUT (GDP) IN 2023[2]
THE 7TH-LARGEST ECONOMY
IN THE WORLD

$3.2 TRILLION
IN LATINO PURCHASING POWER
IN 2023[3]
PROJECTED TO EXCEED
$3.7 TRILLION BY 2027[3]

2ND LARGEST
LATINO ECONOMY IF IT WERE
A U.S. STATE
BEHIND CALIFORNIA[2]

29 YEARS OLD
MEDIAN AGE OF LATINOS
VS. 39 FOR NON-LATINOS[1]

50%+
OF U.S. LABOR FORCE GROWTH
OVER THE PAST DECADE
WAS DRIVEN BY LATINOS[4]

SOURCES: 1 U.S. Census Bureau, 2023 Population Estimates 2 U.S. Latino GDP Report 2023, Latino Donor Collaborative (LDC) 3 Selig Center for Economic Growth, 2023 4 U.S. Bureau of Labor Statistics, 2010–2020

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.

AVERAGE ANNUAL INCOME (2024)

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

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%

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%

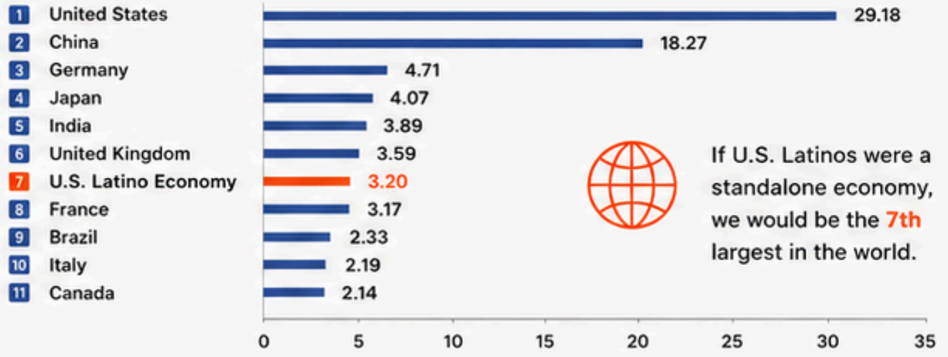
TRUCK BUYING PREFERENCES (2024)

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)

IN TRILLION USD



If U.S. Latinos were a standalone economy, we would be the **7th** largest in the world.

62 MILLION
Latinos in the U.S. 18.5% of total population[1]

18.5%
of the U.S. population is Latino[1]

$3.2 TRILLION
in Latino GDP (2024) 7th largest economy in the world[2]

$3.7 TRILLION
in Latino purchasing power (2024)[2]

2ND LARGEST
Latino economy if it were a U.S. state, behind only California[2]

29 YEARS OLD
Median age of Latinos vs. 39 for non-Latinos[3]

50%+
of U.S. labor force growth over the past decade was driven by Latinos[4]

SOURCES: 1 U.S. Census Bureau, 2024 Population Estimates | 2 Latino Donor Collaborative (LDC), 2024 | 3 U.S. Census Bureau, 2024 American Community Survey | 4 U.S. Bureau of Labor Statistics, 2010–2020 & 2013–2023

RATES & TERMS

RATES

Transporte Latino Rates based on 105,000 copies

AD SIZE	1X	3X	6X	9X	12X	SIZES: NON-BLEED	SIZES: 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"

** 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

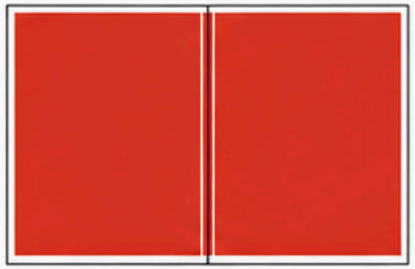
TERMS

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

SOURCE: Transporte Latino Magazine | Effective January 1, 2027 | Rates subject to change without notice.

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

300 DPI

SALES

Transporte Latino
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Los Angeles, CA 90012

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Fx: 213.620.6255
sales@transportelatino.com

SEND DIGITAL ART TO:

art@transportelatino.com

SOURCE: Transporte Latino Magazine | Effective January 1, 2027 | Specifications subject to change without notice.

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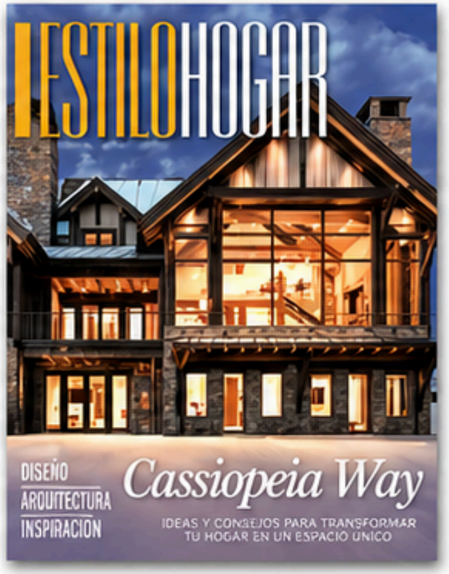
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