TWITTER HANDLE:

@PQmonthly

@ElHispanicNews
Reach 340,000 Latino’s Brilliantly

El Hispanic News

135,000 monthly readers

16,000+ Twitter users

16,000+ Facebook users

200,000 monthly web users
Reach 300,000+ LGBTQ & Allies Brilliantly

- 18,000+ Twitter users
- 17,600+ Facebook users
- 97,000 monthly readers
- 200,000+ monthly web users

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SU PÚBLICO
CULTURALLY RELEVANT MARKETING

Clients:

University of Oregon
Verizon
Travel Portland
METRO
Denny’s
NW Ford Dealers
SU PÚBLICO
CULTURALLY RELEVANT MARKETING

• Who is/should be your target?
• Which media outlet does the community TRUST?
• And what makes Su Público different is we cast people in the roles they live...not actors in a role.
WHY IS THIS IMPORTANT?
NICHE PUBLICATIONS HAVE BEEN AROUND SINCE THE PRINTING PRESS WAS INVENTED...
Why are niche publications trusted?

Because niche publication tells the story from an US perspective, rather than a “THEY” perspective.
TWITTER HANDLE:

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@ElHispanicNews
Reach

Community Brilliantly

OUR