

# DelfinoCo Negocios

DelfinoCo Media

# MediaKit

Sponsor Our Business Journal and  
Reach Our Passionate Audience

**DelfinoCo**  
Business Development

# DelfinoCo

Business Development

DelfinoCo is focused and dedicated to support small business success in the Washington Metro Area. Founded in Montgomery County (MD), March 2013, DelfinoCo has guided, connected, and informed decision makers through decentralized business programs such as consulting, seminars, workshops, networking, research, and marketing services.

▶ MISSION STATEMENT

To unleash entrepreneurship and innovation in the Americas.

▶ VISION STATEMENT

To become the preferred platform to small businesses success in the Americas.



DelfinoCo HQ in Bethesda, MD

# DelfinoCo Media

In 2016, DelfinoCo Media was launched to publish valuable information tailored to the small business community, and partnering with business and economic development organizations to help promoting their resources to the community.

▶ OBJECTIVE

DelfinoCo Media is a multi-channel media that integrates brands into the lives of passionately engaged business decision makers.



Washington Metropolitan Area

# DEMOGRAPHICS

Washington is one of the most economically successful regions, among the country's largest metro areas, with a regional economy of 500 billion dollars, home of more than 100 thousand businesses.

According to the **US Census Bureau** (2012), Hispanic-owned businesses in the Washington, DC Metropolitan Area have doubled since 2007 to almost 66,000. One of the largest sectors among Hispanic-owned businesses is construction with almost 18,000 companies (Marino, 2016).

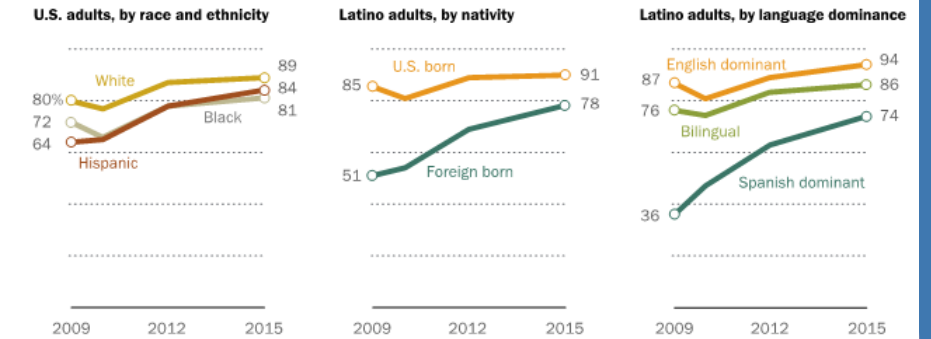
According to the **Pew Research Center** (2015), 84% of Hispanics in the U.S. use the internet, 91% of U.S. Born Hispanic Adults and 78% of Foreign Born Hispanic Adults use the internet, and 74% of Latino Spanish Dominant Adults and 86% of Latino Bilingual Adults use the Internet (Brown, López, & Lopez, 2016). The same research also found that 94% of Hispanic internet/email users access the internet on a cellphone, tablet or other mobile device.

Marino, S. (2016, May 13). GWHCC - LOCAL CHAMBER OF COMMERCE HONORS LARGEST HISPANIC-OWNED INDUSTRY DURING ITS 40TH ANNIVERSARY. Retrieved January 5, 2017, from GWHCC, <http://www.gwhcc.org/news/2016/06/06/chamber-news/local-chamber-of-commerce-honors-largest-hispanic-owned-industry-during-its-40th-anniversary/>

Brown, A., López, G., & Lopez, M. H. (2016, July 20). Digital divide narrows for Latinos as more Spanish speakers and immigrants go online. Retrieved January 5, 2017, from Pew Research Center, <http://www.pewhispanic.org/2016/07/20/digital-divide-narrows-for-latinos-as-more-spanish-speakers-and-immigrants-go-online/>

## Immigrant and Spanish-dominant Latinos drive narrowing of gap in internet use

% saying they use the internet

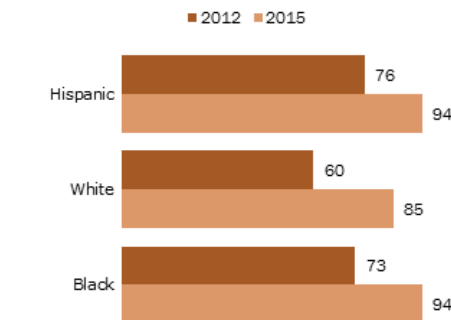


Note: Blacks and whites include only non-Hispanics. Hispanics are of any race.  
 Source: National Survey of Latinos, conducted Oct. 21-Nov. 30, 2015, and Pew Research Center surveys conducted Oct. 13-Nov. 15, 2015; May 9-June 3, 2012; Aug. 9-Sept. 13, 2010; and Aug. 18-Sept. 14, 2009.  
 "Digital Divide Narrows for Latinos as More Spanish Speakers and Immigrants Go Online"

PEW RESEARCH CENTER

## Mobile internet use on the rise among internet users

% of internet/email users saying they access the internet on a cellphone, tablet or other mobile device, at least occasionally



Note: Blacks and whites include only non-Hispanics. Hispanics are of any race.

Source: National Survey of Latinos, conducted Oct. 21-Nov. 30, 2015, and Pew Research Center surveys conducted Oct. 13-Nov. 15, 2015, and May 9-June 3, 2012.

"Digital Divide Narrows for Latinos as More Spanish Speakers and Immigrants Go Online"

PEW RESEARCH CENTER

# OUR AUDIENCE

Washington DC, Maryland, and Virginia  
**Hispanic Business Decision Makers**

## ▶ The Breakdown

- ▶ Construction: 25.1 percent
  - ▶ Professional, Science & Technology Services: 22 percent
  - ▶ Wholesale Trade: 13.9 percent
  - ▶ Admin. and Waste Management: 11.6 percent
  - ▶ Other: 27.4 percent
- 
- ▶ Total (#): 66 thousand businesses
  - ▶ Total (\$): 10 billion dollars

*Source: Census Bureau, 2012 Survey of Business Owners*

# Hispanic Business Decision Makers

# INTEGRATED MEDIA VEHICLES

## PACKAGES INCLUDE

### ▶ **Business Journal** (Online and Printed Publications)

Get your advertisement targeted to the right audiences, through out our business informational media channels.

- ▶ One (1) BrandStudio production per period (within the 3-month seasonal publication).
- ▶ One (1) Ad on our periodic printed publication (3-month seasonal publication).

### ▶ **Events** (Forums, Seminars, Networking Groups, and more)

- ▶ Get your brand showing support at the events that move the Hispanic business community (your logo displayed at our sponsors-banner and printed publication distributed at the events).

### ▶ **Social Media** (Facebook, Google+, LinkedIn, YouTube)

- ▶ We build strong relationships with our engaged audience, for you to take advantage (BrandStudio production published and promoted through our social media channels).

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# SPONSORSHIP PACKAGES

## FULL PAGE package

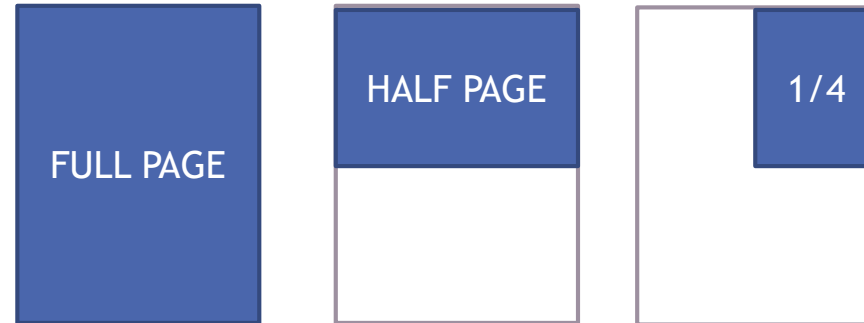
- ▶ Printed Ad: 8.75" x 11.25"
- ▶ Cost: \$9,000

## 1/2 PAGE package

- ▶ Printed Ad: 8.75" x 5.63"
- ▶ Cost: \$4,500

## 1/4 PAGE package

- ▶ Printed Ad: 4.38" x 5.63"
- ▶ Cost: \$2,250



LOOK FOR BRANDSTUDIO PACKAGE FOR DETAILS ABOUT YOUR BRANDSTUDIO PRODUCTION INCLUDED.

BLEED INCLUDED ON THE AD SIZE PROVIDED (0.25")

# CONTACT US

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# Thank you!

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