

LATINOS MAGAZINE

Reaching the Hispanic Consumer in the Columbus Metro





For years national reports have shared story after story about the Hispanic boom in the United States. Over the past five years the Hispanic population has become the fastest growing demographic within the fastest growing segment in the Columbus area. Because of this, Latinos has been created to provide our community with a free lifestyle and entertainment magazine and our advertisers with to break through all the clutter and reach this key demographic. **Latinos Magazine simply has become the #1 magazine in EVERY MARKET THAT WE**

HAVE ENTERED. What make us so unique is the Latinos name, free distribution, full color gloss, and quality lifestyle and entertainment information that the Hispanic community embraces.

“Hispanics make up the largest growth segment in the Columbus Metro.”

Ohio Coalition

Hispanic Demographics

- Median age of Columbus Hispanics is 25.
- **125,000-plus** Hispanics live in the Columbus Metro
- 45% of Hispanics in the area have bilingual capabilities.
- 82% of Hispanics living in the Ohio region are US BORN.
- Fertility rates for Hispanics in the Columbus area more than doubled over the past 6 years.
- 87% of Hispanics speak Spanish at home.
- Average Hispanic household in Columbus has 3-4 people.
- Hispanics make up the largest growth segment in Columbus area.



HEAVILY POPULATED AREAS

Country of origin of local Hispanics

