



HMONG TIMES

MEDIA KIT

2024





Now reaching Minnesota's 90,000 Hmong Americans every week!

ABOUT US

The Hmong Times Newspaper is the newspaper of the Hmong Community. Founded in 1998, and based in the Twin Cities, the Hmong Times provides current news and lifestyle information for the Hmong Community.

The Hmong Times' mission is to provide timely news and information focused on community empowerment and education while promoting Hmong culture, tradition and values. More than just a newspaper, the Hmong Times creates content that not only informs, but also inspires, educates and encourages conversations that go beyond today's news headlines.

The Hmong Times is designed to provide:

- Valuable information for the Hmong Community.
- The tools to promote togetherness in the Hmong Community.
- A forum for the Hmong Community.
- The means for businesses, schools, organizations and government agencies to make a connection with Minnesota's (and coming soon, California and Wisconsin's), Hmong Community.

OUR REACH

Hmong Times' current comprehensive reach includes (as of 10/10/23):

- **Hmong Times Newspaper Print Readership**
15,000 copies biweekly (every other Wednesday) to 650 locations in the Twin Cities
- **Digital (www.hmongtimes.com)**
 - Website Visits - 20,000 unique monthly visits
 - Page Views - Averaging 100,000/month
 - Online Business Directory - Coming 2024
 - Hmong Times' Events Calendar - Coming 2024
- **Social Media Dashboard** - 200,000+/month followers reached
- **Email Marketing** - 55,000+ per blast (Organic + Opt in Amplified subscribers to highly populated zip codes by Hmong American families and inclusive of diverse ethnic communities.)
- **Hmong Times Weekly** - Weekly e-newsletter emailed to 55,000+ Organic and Opt in subscribers.
- **Hmong Times News Network** - Indoor Digital Billboards where the Hmong Community lives, works, shops, and dines. 492,000 estimated impressions.

HMONG TIMES NEWSPAPER



HMONG TIMES NEWSPAPER

Hmong Times Newspaper

The Hmong Times began publishing in May of 1998 and is the oldest Hmong newspaper in the U.S. The Hmong Times is distributed free of charge to more than 650 businesses, organizations, libraries and schools in the Twin Cities metro area where Minnesota's Hmong community lives, works, and shops.

15,000
Copies Delivered To
Over 650 Locations
Every Two Weeks!

ADVERTISING OPPORTUNITIES

Advertisement	Size	Rate*
Full Page Back Cover Color Ad	10.000" w x 15.750" h	\$4,255
1/2 Page Back Cover Color Ad	10.000" w x 7.813" h	\$2,025
1/4 Page Front Cover Color Ad	10.000" w x 3.688" h	\$2,025
Full Page Color Ad	10.000" w x 15.750" h	\$3,400
1/2 Page Color Ad	10.000" w x 7.438" h	\$1,620
1/3 Page Color Ad	10.000" w x 4.938" h	\$1,080
1/4 Page Color Ad	4.938" w x 7.438" h	\$810
1/6 Page Color Ad	4.938" w x 4.938" h	\$540
1/8 Page Color Ad	3.250" w x 5.563" h	\$405

*Rates are per issue.

Inserts available: \$95/thousand. Minimum: 5,000

Frequency discounts available. 2-5 times = 5%, 6-12 times = 10%, 13-25 times = 15%, 26+ times = 20%.

HMONG TIMES ONLINE



HMONG TIMES DIGITAL

Hmong Times
Digital
www.HmongTimes.com

The Hmong Times' website launched in 1999. It is home to thousands of stories relating to the Hmong community locally, nationally and internationally. The Hmong Times' website has had millions of visitors since it's inception and currently has visitors from the United States, and several countries throughout the world.

20,000

Unique Visitors Each Month

Over 100,000

Page Views Each Month!

ADVERTISING OPPORTUNITIES

Advertisement	Size	Rate*
Banner Ad	820 px w x 150 px h	\$1,495
Skyscraper Ad	216 px w x 540 px h	\$1,175
Tile Ad	216 px w x 270 px h	\$825
Sponsored Content	700 words, 1 image or video	\$1,500
Branded Content	1,000 words, 2 images or video	\$3,000
Events Calender**	250 words	\$250
Online Business Directory**	3 Lines	\$125

*Rates are per month. Rates can be prorated with a two week minimum.

**Coming 2024

Frequency discounts available. 2-4 times = 5%, 5-6 times = 10%, 7-11 times = 15%, 12+ times = 20%.

SOCIAL MEDIA DASHBOARD



HMONG TIMES SOCIAL MEDIA DASHBOARD

Hmong Times' Social Media Dashboard

The Hmong Times' Social Media Dashboard enables community organizations, agencies and businesses to organically reach larger Hmong audiences, connect to multiple media platforms and brings awareness for businesses, organizations, government agencies, initiatives and more.

Available in Minnesota, Wisconsin and California.



Now Reaching Over

200,000

Followers via
Social Media Every Month!

Social Media Dashboard:

- Single Post (1x post over Facebook, Twitter, Instagram channels)
 - \$500 - Approximate reach; 20,000
- Mini Series (2x posts)
 - \$1,000 - Approximate reach; 40,000
- 4 Week Campaign - (2x per week)
 - \$3,000 - Approximate reach; 160,000

Engagement report with reach, impressions and engagement analytics available for monthly campaigns.

Prices are per market.

SPONSORED & BRANDED CONTENT



HMONG TIMES CONTENT

Hmong Times' Sponsored and Branded Content

Sponsored and Branded Content provides custom content solutions to effectively communicate your initiatives, events and business services to the Hmong Community. Our staff can create and distribute your branded advertorial content authentically for increased engagement.

Sponsored Content

Drive awareness of your brand. As a legacy news institution with over 24 years of community engagement experience, we are uniquely positioned to deliver your brand to the growing diverse audience that is the Hmong community.

Branded Content

We create premium branded content solutions designed to build deep connections between brands and their target audience.

Tell your brand's story by harnessing the power of The Hmong Times. As the voice of the Hmong community for more than 25 years, we take great pride in having access to the grassroots community as well as connections to established relationships with influencers and opinion leaders.

Sponsored and
Branded Content is
22X^{more}
engaging
than display ads.

Sponsored Content:

(Customer provided) - 700 words and 1 image or video

- \$1,500/Outlet - (Hmong Times Newspaper, www.hmongtimes.com, or Hmong Times Weekly)
- \$3,995 to be placed in all three media outlets

Branded Content:

(Hmong Times provided) - 1,000 words, 2 images, video or 1 image and 1/2 page display advertisement

- \$3,000/Outlet - (Hmong Times Newspaper, www.hmongtimes.com, or Hmong Times Weekly)
- \$7,995 to be placed in all three media outlets



JPMORGAN CHASE & CO.

CENTURY
COLLEGE



HMONG TIMES WEEKLY



HMONG TIMES WEEKLY AND EMAIL BLASTS

Hmong Times' Weekly Newsletter (And Amplified Email Blasts)

Hmong Times Weekly, the weekly newsletter produced by the Hmong Times, connects businesses with loyal readers looking to support local businesses.

We feature current news and events, small businesses, organizations, schools, government agencies, community initiatives, spotlight on leaders, videos and lead with the day's headlines.

Hmong Times Weekly Newsletter

The Hmong Times Weekly reaches over 5,000 opt-in subscribers in Minnesota every week, we provide direct access to 1 out of 4 Hmong households and decision makers.

Amplified Email Blasts, Amplified Newsletter

With over 55,000 opt-in subscribers in Minnesota (in the Twin Cities metropolitan area) and 50,000 opt-in subscribers across Wisconsin (Appleton, Eau Claire, Green Bay, LaCrosse, Madison, Milwaukee, OshKosh, Sheboygan, Stevens Point, Wausau and Wisconsin Rapids), we provide direct access to the Hmong community in both states.

Our average open rate is over 13% with an average click rate of 7%.

Audiences can be geo-targeted based on age, household income, gender, number of children and more.

Available in Minnesota and Wisconsin.

Now Reaching Over

105,000

Subscribers in

Minnesota and Wisconsin
via Targeted Email Marketing

Hmong Times Weekly (Minnesota):

- Weekly Newsletter (5,000 opt-in per market)
- \$1,500 email sponsor with newsletter topper
- \$750 ad insert

Amplified Email Blasts:

- Amplified Email Blast (55,000 opt-in Minnesota)
- Amplified Email Blast (50,000 opt-in Wisconsin)
- Dedicated \$3,500/blast per market

Amplified Newsletter:

- Amplified Email Blast (55,000 opt-in Minnesota)
- Amplified Email Blast (50,000 opt-in Wisconsin)
- \$2,500 email sponsor with newsletter topper
- \$1,500 ad insert

All prices are per market

HMONG TIMES



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ADVERTISING

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