

**MILE**

**Miami Latin Elite**

**Media Guide**

# CONCEPT

## **Miami Latin Elite – Your Bridge to the Affluent Latino**

Miami Latin Elite is the destination website and reference for the wealthy Hispanic and Latin Community that lives or have a second home in South Florida. Our loyal readers have trusted us with their contact information because they know we provide them with just the information they want. We know the culture, tradition, ethnicity and background of each of our readers and we cater to that in their own language and terms.

We approach our readers with respect, intelligence and refinement guided by a sense of elegance and good taste. We only work with the most exclusive products and services in the market, the best shows, the most sophisticated resorts, hard to get items and the most luxurious goods money can buy.

Miami Latin Elite is the most efficient way to reach the refined and sophisticated individuals in the Latin community. An individual that is experienced, culturally sophisticated, both with a high purchasing power as well as an innate desire for luxury and everything surrounding it, who likes to live well, feel good about himself and seeks to enjoy the best lifestyle that the world has to offer. Let us be your guide to reach them.

Our VIP Concierge Service is the most personalized, dedicated, exclusive and friendship service of its kind. Our readers look for the best experiences while here in South Florida and know we can cater to any of the most sophisticated desires and needs. These active and affluent individuals seek quality, exclusivity and elite access.

Your website in our site! Our Microsites provide a highly effective way to pair your message with Miami Latin Elite brand. Microsites have the flexibility to showcase products, services, special offers, feature destinations, seasonal events or any other communication. This gives you the opportunity to reach the Latin Community in its own language and terms. The layout features videos, images, text descriptions and direct lead generation forms.

# **READER PROFILE**

**9,000+ active contacts/readers/viewers**

## **LOCATION**

52% Resides in South Florida

40% Resides in Latin America but owns a second home in South Florida  
(75% spends more than 2.5 months a year in South Florida)

8% Resides in Latin America but travel at least once a year to South Florida

## **AGE**

14% are between 18 to 33 years of age

40% are between 34 to 49 years of age

46% are 50 or more years of age

## **GENDER**

44% Male

56% Female

## **HOUSEHOLD SIZE**

23% Single household

40% Two-person household

37% Three or more

## **NET WORTH**

33% report household net worth over \$1,000,000

45% report household net worth between \$500,000 to \$1,000,000

## LIQUID ASSETS

29.7% report liquid assets greater than \$1,000,000  
55% report liquid assets between \$500,000 and \$1,000,000

## EDUCATION

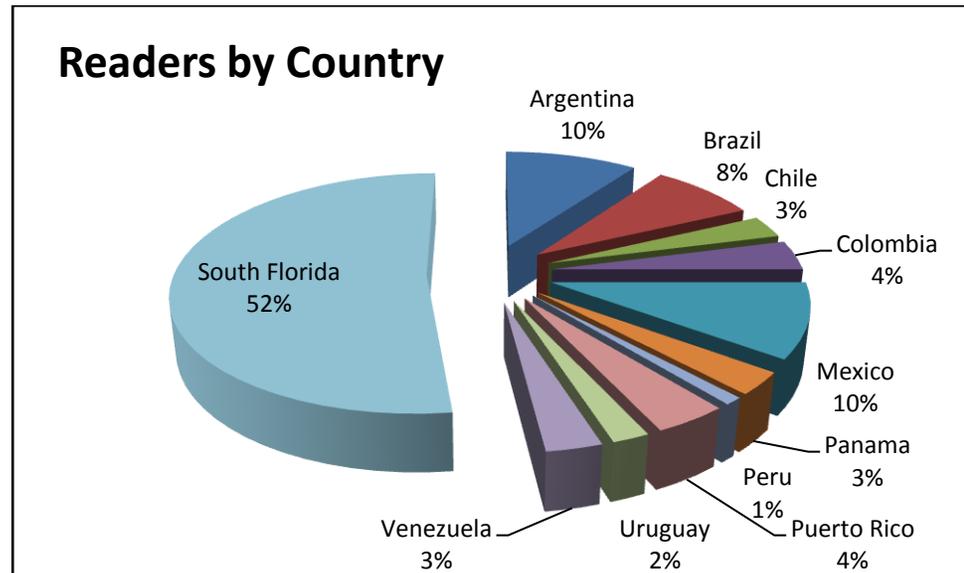
55% attended college  
15% post-graduate degree

## EMPLOYMENT

65% Professional/Managerial  
68% Owner/Partner  
47% Self-employed

## LIFE STYLE

90% take 2+ leisure trips a year  
50% stay in hotels for leisure 10+ times per year  
60% dine in a sit-down restaurant 7+ times per month  
27% golf at least twice a month  
66% own a second home  
74% own investment real estate  
87% holds gold or platinum cards  
79% are loyal to quality products



## **VIP Concierge Services**

Our VIP Concierge Service is the most personalized, dedicated, exclusive and friendship service of its kind. Our readers look for the best experiences while here in South Florida and know we can cater to any of the most sophisticated desires or needs. These active and affluent individuals seek quality, exclusivity and elite access.

Our loyal readers contact us with their travel plans and we offer them a wide range of exclusive services; including hotel accommodations, transportation, yacht rentals, show and event tickets, VIP passes, spa reservations, exceptional shopping experiences, or any hard to get items and the most extravagant goods and services money can buy.

Our agents speak Spanish, Portuguese and English and can arrange and manage anything our clients might desire, saving them precious time and money. The privacy and comfort of our clients is our top priority and we pride ourselves on the close relationship we maintain with them. "Tell us what you want and consider it Done!"

*" Absolutely fabulous! This is a wonderful service and saves me much of my precious time and has turned an ordinary stay in Miami into an extraordinary one. The staff is quick, professional, and has always been able to accommodate my needs."*

**Ariel Koch – Partner Ernst &Young Consulting – Santiago, Chile**



FLORIDA GRAND **opera**™



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