



El Tiempo Latino

is a free weekly Spanish language newspaper published on Fridays.

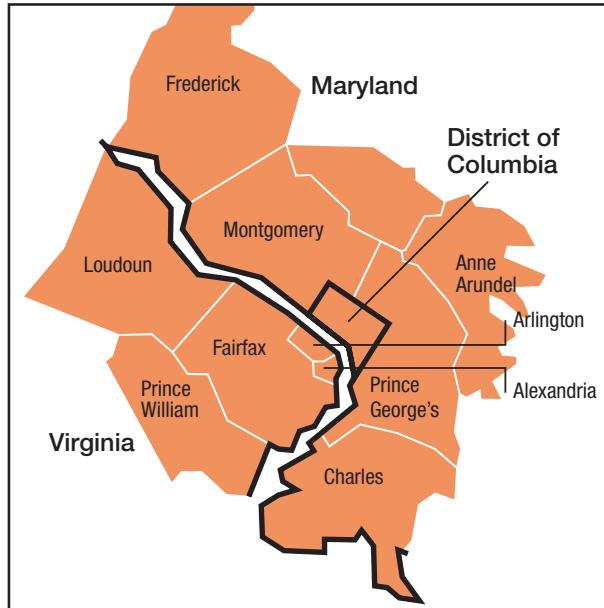
With a readership of over 100,000, El Tiempo Latino is the leading Spanish-language newspaper in Washington, and is read by more adults than all other Washington-area Spanish language newspapers combined.

El Tiempo Latino has been honored numerous times, including as "Outstanding Weekly," by the National Association of Hispanic Publications.

It is distributed in colorful news boxes at over 1,700 locations including Metro stations, bus stops, retail outlets, embassies, along highly traveled streets and in Hispanic neighborhoods.

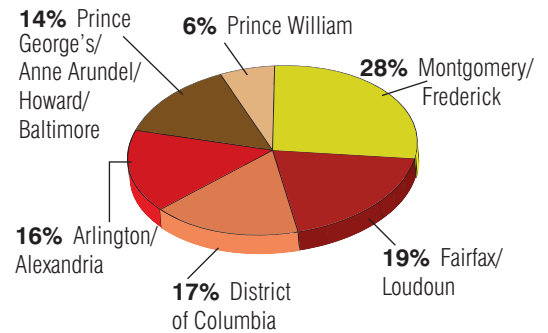
El Tiempo Latino is audited by the Audit Bureau of Circulations.

Circulation by County



Circulation

53,288



Readership

107,500

Sources: El Tiempo Latino distribution quotes, Scarborough 2009; ABC Audit, December 31, 2008.

County/District	Hispanic Households	Circulation	Percent Coverage
WASHINGTON, D.C.			
District of Columbia	14,427	9,050	63%
VIRGINIA			
Fairfax/Loudoun*	41,501	9,660	23%
Arlington/Alexandria	11,984	8,200	68%
Prince William**	23,620	3,400	14%
Subtotal	77,105	21,260	28%
MARYLAND			
Montgomery/Frederick	37,247	14,200	38%
Prince George's/Anne Arundel/Howard/Baltimore***	47,236	7,010	15%
Subtotal	84,483	21,210	25%
TOTAL	176,015	51,520	28%

Washington, D.C.

Latino Zip codes, Metro, government offices, embassies, educational institutions, international organizations.

Virginia

Arlington, Fairfax, Prince William & Loudoun counties, including cities of Alexandria, Fairfax, Falls Church and Manassas.

Maryland

Montgomery, Prince Georges, Howard, Anne Arundel and Baltimore City.

Source: Claritas 2008

*Includes Fairfax City and Falls Church

**Includes Manassas City and Manassas Park

***Includes Baltimore County and Baltimore City

For more information, contact your Washington Post Account Manager, or call 703-248-3667. To reach an El Tiempo Latino representative, call 703-527-7860.