



SOYE FASHIONISTA

Soy Vida - Amor - y Orgullo



# I am Fashionista

## Soy Estilo

Her beauty doesn't come standard; she comes in different shapes and sizes, and with that she builds her style. Reflecting and growing is what she does best, open to new ideas of life and building from them with pride.

## Soy Orgullosa

She is bilingual, (at times speaking Spanish unknowingly), having been born in the U.S., but raised in her home with her family's traditions. Never confused of her direction, she went to school in hopes of becoming the first in her family to graduate.

## Soy Unica

She is a professional in whatever she does. Whether it's work, school or nightlife: she manages it all well. She is never afraid to try new things, at times making things better.

She's got it all, and  
proud to be Latina!

# Website Features

## Features

-Ezine (editorial content below):

- News, Gossips, Articles, Blogs, Weekly Polls, Q&A, Contests

-Free Members Business Directory

-Online Shopping

-Free Weekly Email Newsletter

-Social Network:

- Interactive Calendar
- Weather
- Blogs
- Bulletins
- Daily Horoscope
- Messaging
- Light Box

-Collecting Coupon

-Personal shopping Guide

-Tracking Deals

-Collecting Recipes

-Collecting Gifts

-Interactive Commentary

-Mobile Options

A. Interaction in real time with the Ezine, Social Network and their options.

B. Promotional Campaign

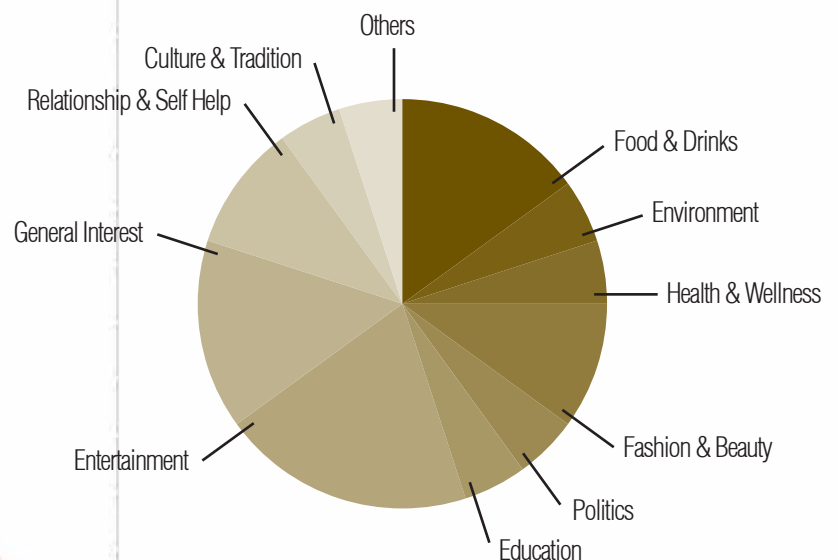


"Every day, through our ezine, Latinas will be able to interact and express their views about what's going on with other Latinas on a day-to-day basis. We believe that in this day and age, as Latinas, we have not only managed to keep our traditions and cultures alive, but have continued to evolve as we have become more and more career minded and successful. As diverse as we come, we all share one common goal: to create a better future for ourselves and our daughters."

**-Sandra Gonzalez, Founder**



## Editorial Content



# I am Latina

We are part of the 45 million Hispanics in the U.S.

\*\*Source: U.S. Census Bureau, annual estimates of the population by sex, race and Hispanic or Latino origin for the United States: April 1, 2000, to July 1, 2006.

We account for \$704.5 billion of the nations buying power.

\*\*Source: U.S. Census Bureau, annual estimates of the population by sex, race and Hispanic or Latino origin for the United States: April 1, 2000, to July 1, 2006.

Internet Hispanic Media ad Spending has increased 4.7% In 2006, bringing in 132 million from 200, with 100 million in ad sales...

\*\*Dollars in millions. Data from HispanTelligence, research arm of Hispanic Business. National totals based on input from TNS Media Intelligence, media industry experts, advertising agencies and public records. Figures are net (media-retained) ad expenditures.

31% of us use social networking sites

23% read blogs up

13% of us enter competitions or sweepstakes

58% of us research products online for purchase

47% of us watch internet video or stream video

\*\* Source: Forrester Research Hispanic Technographics © Consumer Technology And Marketing Phone Survey, Q1 2007. Headlines are from Forrester's analysis. \*Source: North American Technographics Benchmark Survey, 2007. Base: 1,477 online Hispanic adults \*Base: 36,494 online non-Hispanic adults. 1) Such as MySpace or LinkedIn. 2) Such as iTunes and Movielink. 3) Includes forums or chat rooms. More info: <http://www.forrester.com/adagehispanic>

