

SERVICIO AUTOMOTRIZ



Servicio Automotriz has a mission to provide technical repair instruction for the Spanish-speaking professional technician. Delivered 4 times a year, *Servicio* provides instruction in Spanish with the intent of improving the technical repair skill set of the fastest growing audience in the automotive aftermarket.

Servicio Automotriz Distribution & Audience

Servicio Automotriz serves Hispanic aftermarket professional by providing high quality technical information in Spanish to help readers advance in their automotive careers and stay current with the latest automotive technology. *Servicio Automotriz* reaches key markets for the Hispanic technician by being polybagged four times a year with the industry leading magazine – *ShopOwner*.



MAGAZINE

Total Audience: **59,400**

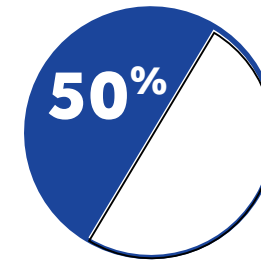
Total Circulation: **18,000**

Frequency: **4x**

February/March, April/May, July/August, October/November

Established: **2008**

AUDIENCE SNAPSHOT



Servicio Automotriz serves Spanish-speaking technicians at shops located in markets where the Hispanic population is **50% or higher**.

PRIMARY MARKETS BY POULATION

RANK	AREA	TOTAL	RANK	AREA	TOTAL
1	Los Angeles-Long Beach-Anaheim, CA Metro Area	5,959,874	11	San Francisco-Oakland-Berkeley, CA Metro Area	1,036,265
2	New York-Newark-Jersey City, NY-NJ-PA Metro Area	4,804,046	12	Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area	1,023,754
3	Miami-Fort Lauderdale-Pompano Beach, FL Metro Area	2,842,751	13	Orlando-Kissimmee-Sanford, FL Metro Area	831,999
4	Houston-The Woodlands-Sugar Land, TX Metro Area	2,685,133	14	Austin-Round Rock-Georgetown, TX Metro Area	726,029
5	Riverside-San Bernardino-Ontario, CA Metro Area	2,422,979	15	Las Vegas-Henderson-Paradise, NV Metro Area	716,282
6	Dallas-Fort Worth-Arlington, TX Metro Area	2,218,929	16	Denver-Aurora-Lakewood, CO Metro Area	691,367
7	Chicago-Naperville-Elgin, IL-IN-WI Metro Area	2,137,478	17	Atlanta-Sandy Springs-Alpharetta, GA Metro Area	662,062
8	Phoenix-Mesa-Chandler, AZ Metro Area	1,548,788	18	Tampa-St. Petersburg-Clearwater, FL Metro Area	658,135
9	San Antonio-New Braunfels, TX Metro Area	1,420,885	19	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro Area	604,141
10	San Diego-Chula Vista-Carlsbad, CA Metro Area	1,138,371	20	Boston-Cambridge-Newton, MA-NH Metro Area	570,143

Source: U.S. Census Bureau, 2019 American Community Survey