Since 1986, The Filipino Express has been the Filipino American community's best source of news about issues affecting their lives in the United States and their families back home.

Each week, The Filipino Express publishes the latest business, entertainment, local and overseas news, as well as fair and factual commentaries.

The Filipino Express
2711 John F. Kennedy Boulevard
Jersey City, NJ 07306

Tel. 201-434-1114
Fax 201-434-0880
email: filexpress@aol.com
www.filipinoexpress.com
The Filipino Express Mobile Digital Edition
Perfect for the iPad    Perfect for your Smart Phone

As an added bonus to our dear print edition advertisers**, your ads will also appear in our mobile digital edition FREE-OF-CHARGE.

More exposure means good results for your business.

** Full page and half page print advertisers with a minimum of 13 insertions per year.
Demographics

According to the United States Census Bureau, there are about 2 million Filipinos and Filipino Americans nationwide.

In New York and New Jersey alone, there are 300,000 Filipinos and Filipino Americans with the largest concentration in Jersey City, New Jersey. In California, Filipinos number about 300,000.

By the next decade, the total number of Filipinos and Filipino Americans is expected to double making them the nation's largest Asian group.

They likewise make up one of the fastest growing immigrant groups with a current citizenship of 73%.

They also possess the highest average income and the highest degree of education compared to all other minority groups.

Predominantly well-educated professionals, affluent, determined and ambitious Filipino Americans are expected to become a major force in the country in this new century.

Readership Profile

<table>
<thead>
<tr>
<th>AGE</th>
<th>75% are between 18 and 45 years old. These are the years of achievement, ambition and acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>40%</td>
</tr>
<tr>
<td>25-34</td>
<td>35%</td>
</tr>
<tr>
<td>35-44</td>
<td>35%</td>
</tr>
<tr>
<td>45-54</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEX/MARITAL STATUS</th>
<th>The Express readership is almost equally divided between men (51%) and women (49%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>35%</td>
</tr>
<tr>
<td>Married</td>
<td>50%</td>
</tr>
<tr>
<td>Separated/ widowed/divorced</td>
<td>10%</td>
</tr>
<tr>
<td>Living together</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>Express readers have far more education than the national average. As consumers they are discerning and well informed. 30% attended adult education classes this year. Clearly, Express readers make education a lifelong priority.</th>
</tr>
</thead>
<tbody>
<tr>
<td>College educated</td>
<td>97%</td>
</tr>
<tr>
<td>College degree</td>
<td>90%</td>
</tr>
<tr>
<td>Post-graduate work</td>
<td>50%</td>
</tr>
<tr>
<td>Post-graduate degree</td>
<td>35%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIFESTYLE PROFILE</th>
<th>Entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movies</td>
<td>90%</td>
</tr>
<tr>
<td>Bar/Restaurant with live entertainment</td>
<td>70%</td>
</tr>
<tr>
<td>Live theater</td>
<td>65%</td>
</tr>
<tr>
<td>Rock/jazz/pop concert</td>
<td>20%</td>
</tr>
<tr>
<td>Classical concert</td>
<td>15%</td>
</tr>
<tr>
<td>Dance performance</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEALTH AND FITNESS</th>
<th>Aerobics</th>
<th>Jogging</th>
<th>Tennis</th>
<th>Backpacking/camping</th>
<th>Cycling</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>45%</td>
<td>30%</td>
<td>30%</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INCOME</th>
<th>Average household income is an impressive $32K.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$35,000+</td>
<td>60%</td>
</tr>
<tr>
<td>$50,000+</td>
<td>20%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>13%</td>
</tr>
</tbody>
</table>
Print Edition Circulation

The readership base of The Filipino Express is primarily in the New York-New Jersey area but also extends across the Eastern Seaboard and all the way to the Southwest, Midwest and the West Coast.

As of January 2010
Total circulation is 25,000 and distribution is as follows:

- NEW YORK: 7,900
- NEW JERSEY: 9,500
- EASTERN SEABOARD: 1,750
- SOUTHWEST: 1,650
- MIDWEST: 1,800
- WEST COAST: 3,400
ADVERTISING RATES FOR PRINT EDITION

I. ONE-TIME AD PLACEMENT

<table>
<thead>
<tr>
<th>Ad Size (rates are per issue basis)</th>
<th>Black and White</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (10 inches x 14 inches)</td>
<td>$800</td>
<td>$1,000</td>
</tr>
<tr>
<td>Half Page Horizontal (10 inches x 7 inches) or Half Page Vertical (5.75 inches x 10 inches)</td>
<td>$400</td>
<td>$600</td>
</tr>
<tr>
<td>Quarter Page Horizontal (10 inches x 3.5 inches) or Quarter Page Vertical (3.75 inches x 7 inches)</td>
<td>$250</td>
<td>not available</td>
</tr>
<tr>
<td>Business Card (3.5 inches x 3 inches)</td>
<td>$100</td>
<td>not available</td>
</tr>
</tbody>
</table>

II. TWO-TIME AD PLACEMENT (Consecutive Issues)

<table>
<thead>
<tr>
<th>Ad Size (rates are per issue basis)</th>
<th>Black and White</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (10 inches x 14 inches)</td>
<td>$600</td>
<td>$900</td>
</tr>
<tr>
<td>Half Page Horizontal (10 inches x 7 inches) or Half Page Vertical (5.75 inches x 10 inches)</td>
<td>$300</td>
<td>$550</td>
</tr>
<tr>
<td>Quarter Page Horizontal (10 inches x 3.5 inches) or Quarter Page Vertical (3.75 inches x 7 inches)</td>
<td>$175</td>
<td>not available</td>
</tr>
<tr>
<td>Business Card (3.5 inches x 3 inches)</td>
<td>$85</td>
<td>not available</td>
</tr>
</tbody>
</table>

The above rates are in NET amount.
All rates are per issue basis. Please call us for package deals for more than two insertions.

AD SIZE ILLUSTRATIONS

Note: Due to space constraints, the above ad size illustrations do not reflect the actual dimensions of the advertisement.

CLASSIFIED ADS RATE: $30 FOR THE FIRST 25 WORDS.
$0.50 PER WORD AFTER THE 25th WORD.

Check payments should be made payable to: The Filipino Express
Mail check to: The Filipino Express, 2711 Kennedy Boulevard, Jersey City, NJ 07306