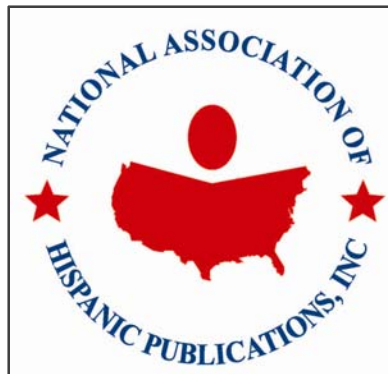


Why Use Hispanic Newspapers?

Growing Your Share in
the Hispanic Market





National Association of Hispanic Publications — Overview

- **NAHP is a nonprofit trade advocacy organization**
 - Founded in 1982
 - Represents Hispanic publications serving 41 markets with a combined circulation of over 14 million
- **NAHP member publications reach over 50% of the Hispanic households in the United States**
- **NAHP furthers the excellence, recognition and usage of Hispanic publications by providing them access to professional development opportunities to better serve and empower our Hispanic communities**



Hispanics – Fastest Growing Consumer Segment

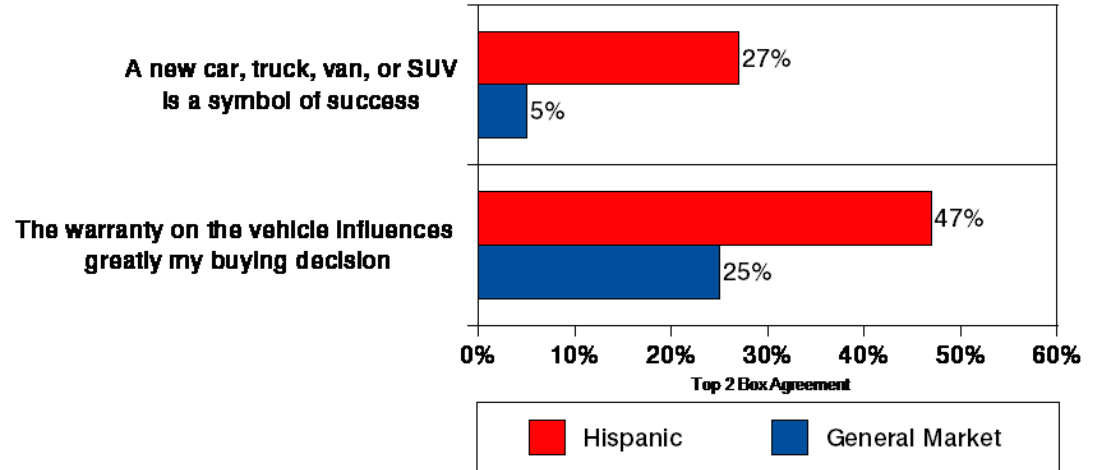
- **15% of population today**
 - 1 in 6 will be Hispanic by 2010
 - 1 in 5 will be Hispanic by 2020
- **Hispanic annual income exceeds \$700 billion in 2008**
 - Translates to \$52,600 average household income
 - Top 20 markets represent 73% of Hispanic total income
- **66% of adult Hispanics are employed as compared to 54% of General Market adults, 18+**
- **The Hispanic market is varied**
 - New immigrants and US residents across multiple generations
 - Broad range of language usage from Spanish only to predominately English with majority of Hispanics having some fluency with both languages
 - Varied Hispanic culture from 22 different countries with different customs, behaviors, and attitudes



Auto makers can target culturally relevant benefits by using Hispanic media

- Status and warranty are examples of two benefits that differentiate Hispanic buyers from the General Market.
- Auto makers can use Hispanic media as means to deliver different messages to different audiences
- Multicultural consumers currently comprise 22% of the auto market in 2007 and 2006

Vehicle Attitudes

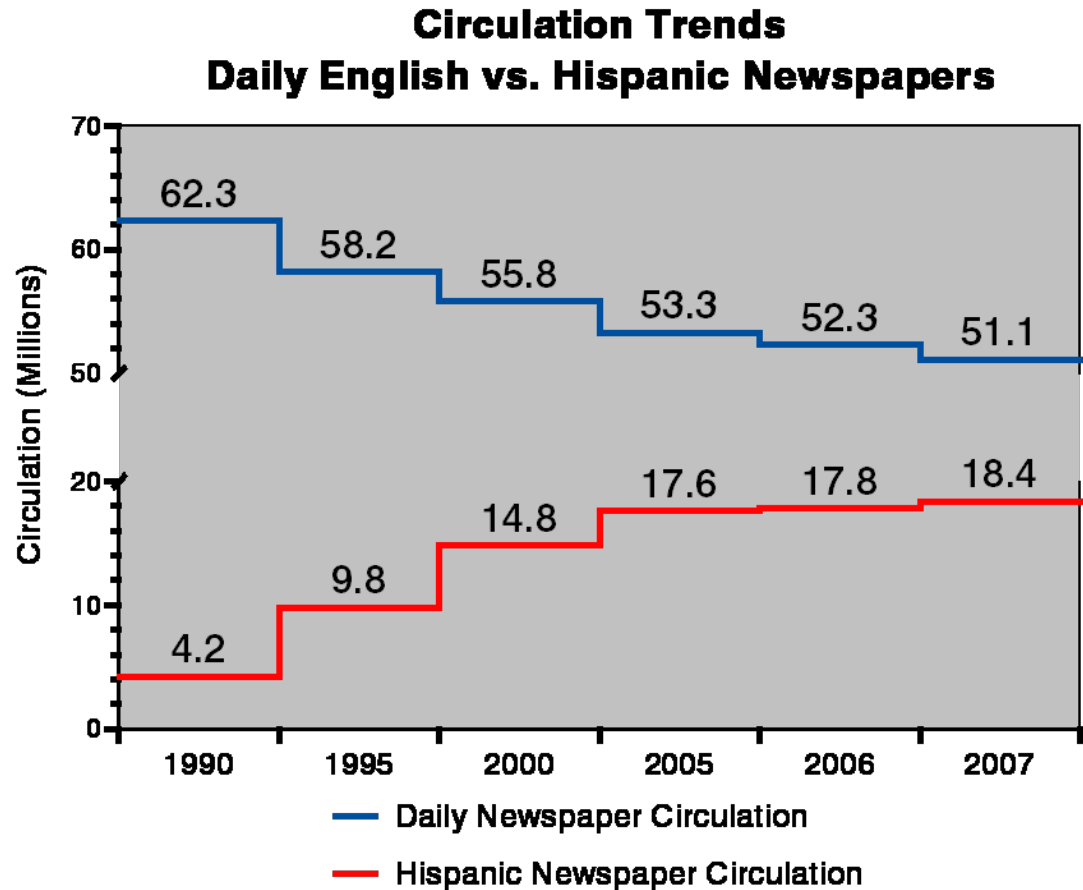


Data Source: Synovate - 2008 U.S. Diversity Markets Study
Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



Hispanic Newspaper's Circulation Continues to Grow

- Hispanic papers are not experiencing circulation declines like the Anglo dailies
- Growth of Hispanic population is a key driver
- Most Hispanic papers play important roles in the community which helps maintain their vitality

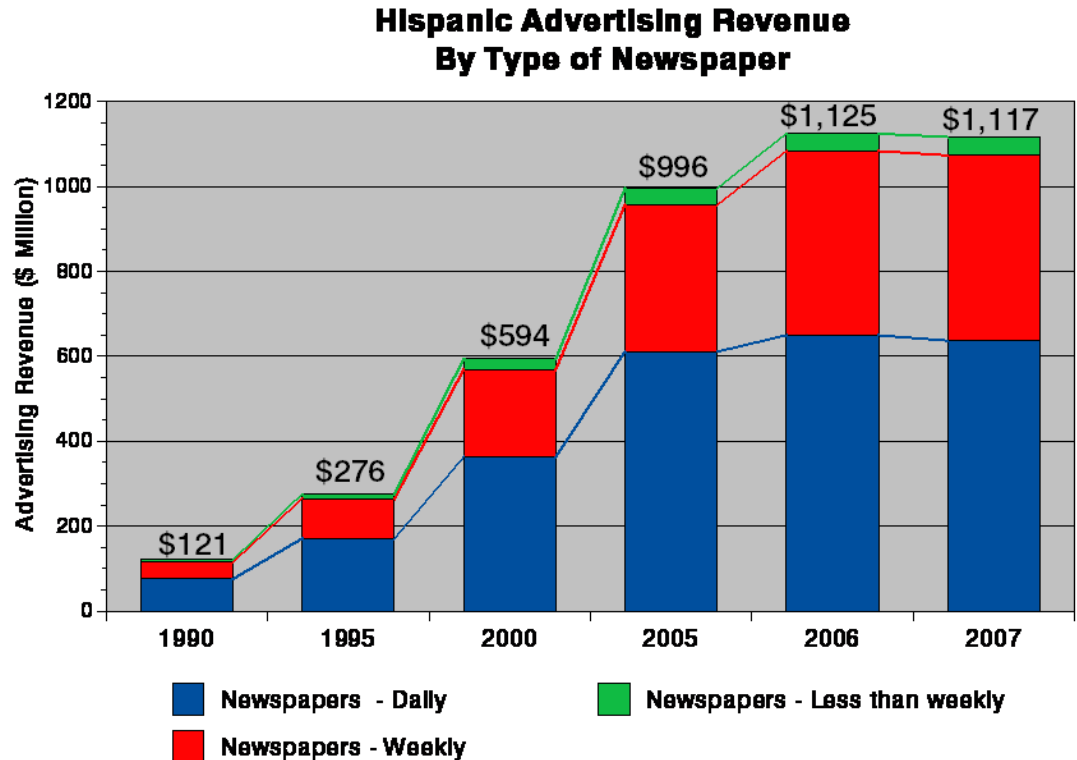


Sources: Daily Newspaper Circulation: Editor & Publisher Magazine
Hispanic Newspaper Circulation: Latino Print Network
Chart & Analysis by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



Hispanic Newspaper Ad Revenue Growth Up 12% since 2005

- Weeklies continue to exhibit advertising revenue growth
- Daily newspaper revenue declined in 2007 as several newspapers returned to a weekly format



Data Source: Latino Print Network, Carlsbad, CA
Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



Community focus drives Hispanic newspaper success

“Minority newspapers are an inseparable part of the local community. They deliver what no mass medium can: news that is specifically geared to the needs and concerns of individual minority communities.”

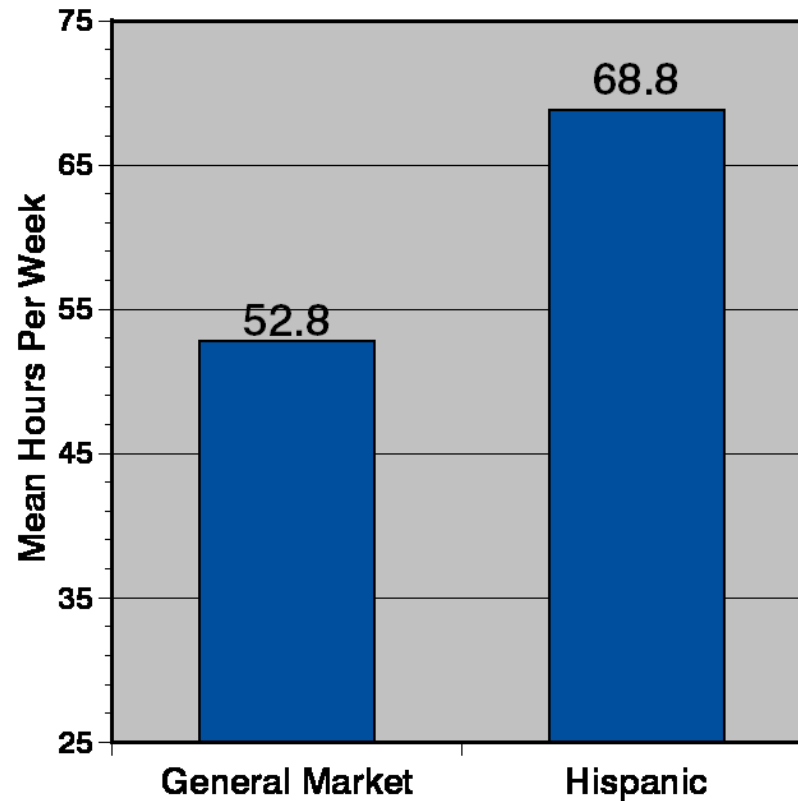
IPSOS Hispanic Presentation, May 2007

- Local coverage is unique to each newspaper
- Broad range of local stories
 - Event and School coverage
 - Holiday celebrations
 - Local politics
 - Neighborhood sports
 - Community Services
 - Non-profits
 - Advice and Education
- Stories written about the neighborhoods for families, and individuals
- Creates hyper-local bond between the newspaper and the reader/family to the benefit of the advertiser
- Newspapers help individuals along their path towards acculturation
- Advertisers benefit from deep reader involvement with their newspapers.



Hispanics consume 30% More Hours of Media per Week than the General Market

Total Mean Media Consumption (Hours per Week)



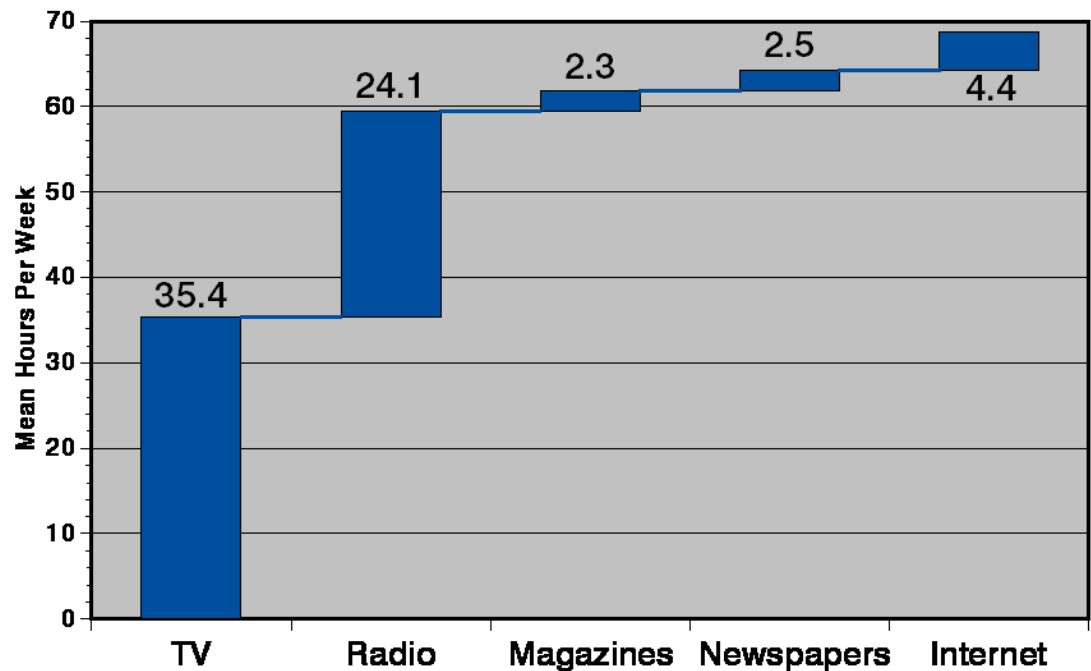
Data Source: Synovate - 2008 U.S. Diversity Markets Study
Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



Hispanics Average 2.5 Hours of Newspaper Reading per Week

- 52% of readers choose newspapers for their ads – 5 times more than any other medium
- 46% say that newspapers are preferred medium to receive ads. TV comes in 4th at 10%
- 52% see newspaper ads as valuable in planning shopping. Internet and direct mail are second at 13%

Hispanic Mean Media Consumption by Type (Hours per Week)

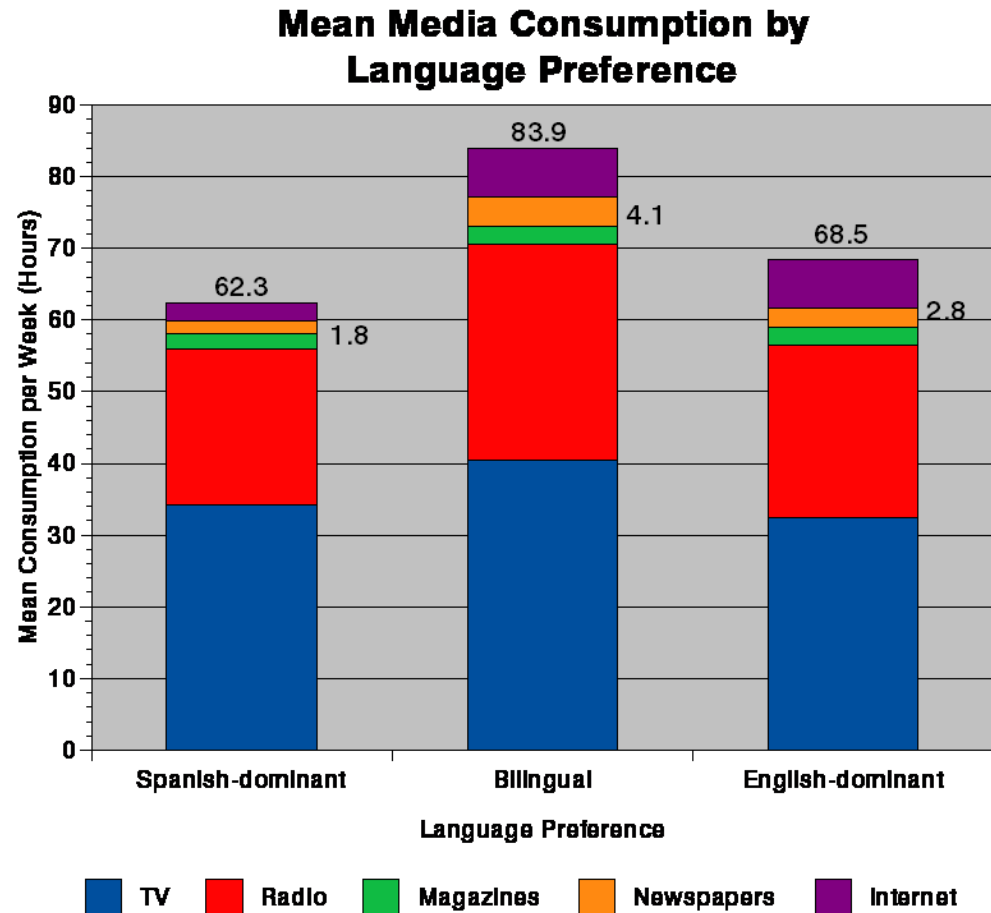


Data Source: Synovate - 2008 U.S. Diversity Markets Study
Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



Bilingual and English-dominant Hispanics consume the most media of all

- Bilingual Hispanics spend 4.1 hours per week reading newspapers, about the same as the General Market
- English-Dominant Hispanics spend 2.8 hours reading newspapers



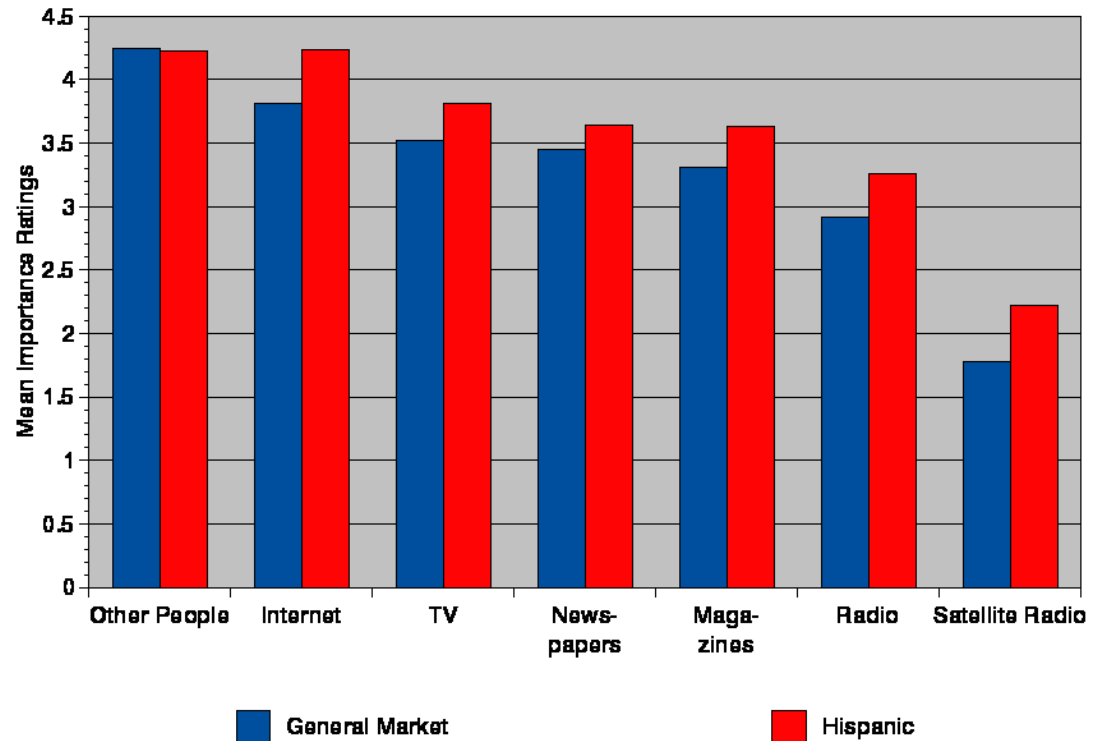
Data Source: Synovate - 2008 U.S. Diversity Markets Study
Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



Hispanics are More Influenced by the Media than the General Market

- Hispanics consistently rely on the media to help them sort out purchase decisions
- Newspapers significantly outperforms radio as a purchase influencer
- Newspapers are preferred outlet for shaping Hispanic opinions
 - PR Releases
 - New Products
 - Corporate Responsibility

**Importance of Media on Purchase Decisions
General Market vs Hispanic**



Data Source: Center for Hispanic Marketing Communication, Florida State Univ.
Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



Key Point Summary

- **Hispanics are a growth opportunity for auto makers**
- **Circulation and advertising revenues are growing for Hispanic newspapers**
- **Hispanics consume a lot of media in a week**
- **Hispanics rely on their newspapers to help them make purchase decisions**



Suggested Next Steps

- Request advertising agencies meet with NAHP Procurement Committee and then provide you with a point-of-view on the value of Hispanic print
- Request similar meeting with internal stakeholders responsible for multicultural marketing
- Assist NAHP Procurement Committee in building relationships with dealer associations to help them embrace value of Hispanic print to further their market initiatives
- Utilize Alloy Marketing to help create impactful solutions



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Data Sources



Synovate
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Latino Print Network
www.latinoprintnetwork.com



Editor and Publisher
www.editorandpublisher.com



Information Resources, Inc
www.infores.com



Readership Institute
www.readership.org



Center for Hispanic
Marketing Communication
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