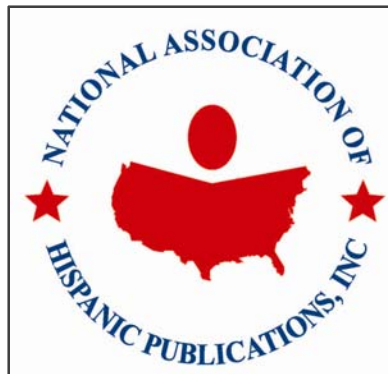


# Why Use Hispanic Newspapers?

Growing Your Share of Financial Services  
In the Hispanic Market





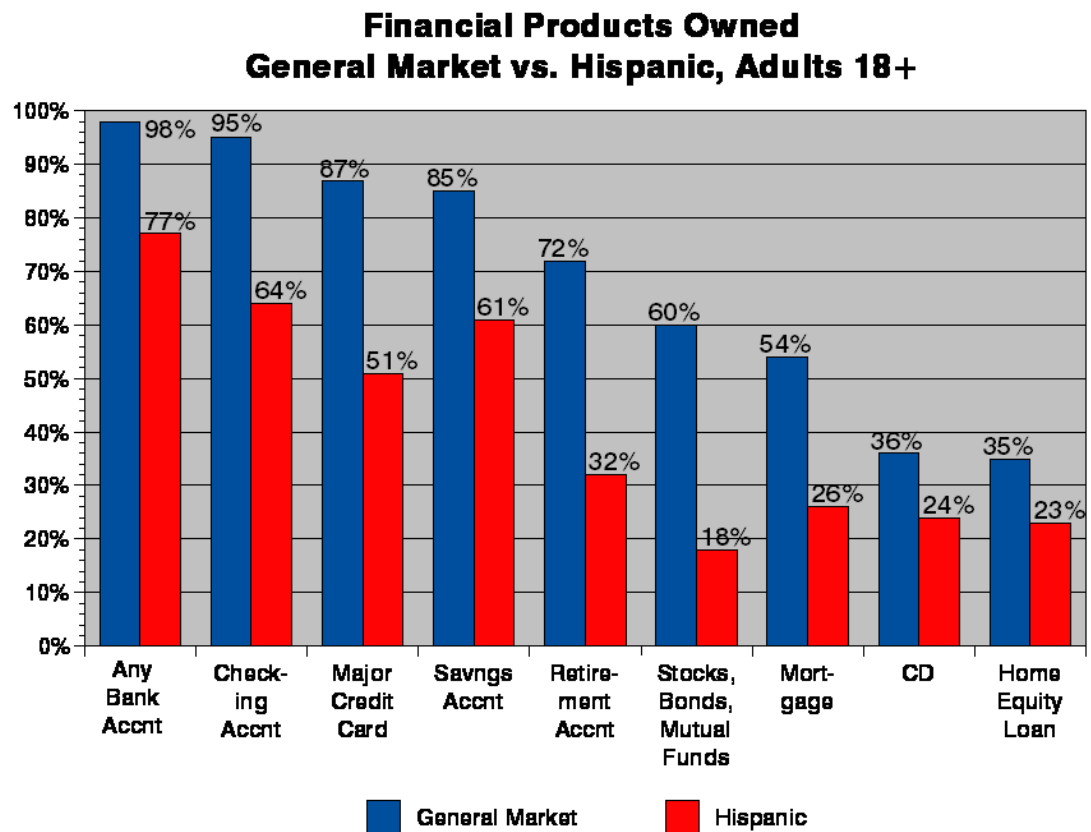
# **National Association of Hispanic Publications — Overview**

- **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 are “Under-Banked” Creating a Growth Opportunity in Financial Services

- Many Hispanics came from countries with problematic banking systems
- Monetary devaluations, lack of insured deposits, fund freezes, etc. created a history of low trust of banks
- Many Hispanics have carried this concern into the United States
- Opportunity is to demonstrate how US financial institutions are different



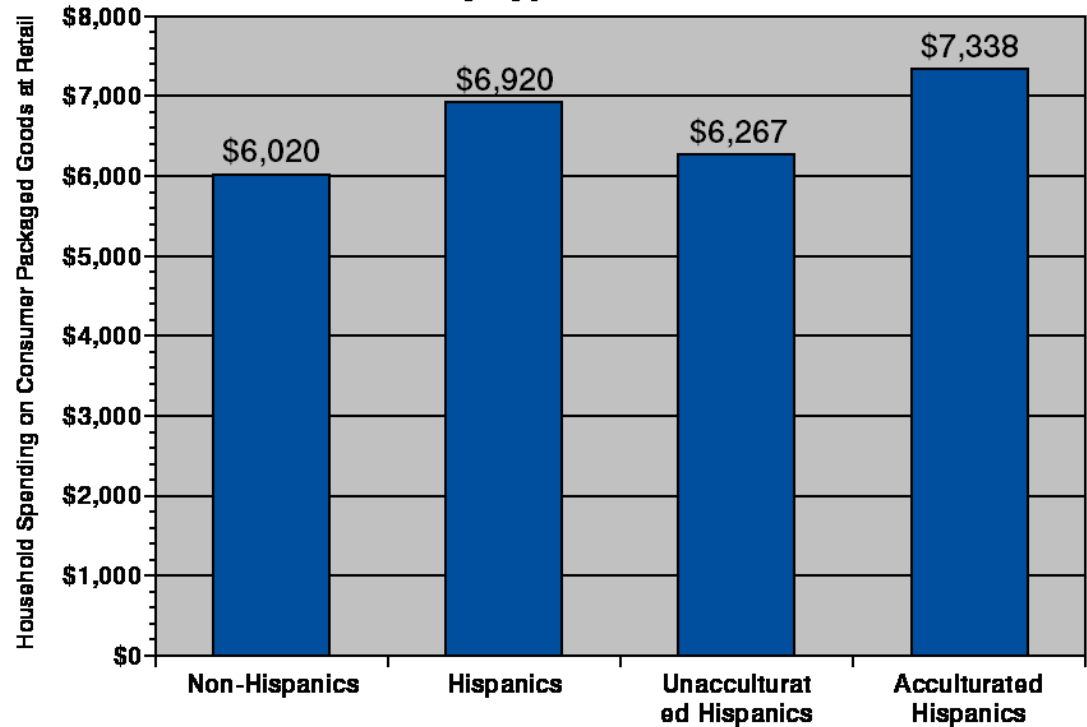
Data Source: Synovate - 2008 U.S. Diversity Markets Study  
Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



# Hispanics Spend \$800 Billion on Consumer Packaged Goods

- Expected to grow to \$1.2 Trillion by 2010
- Hispanics overall spend 13% more than non-Hispanics for CPG
  - Un-acculturated Hispanics spend 2% more than Non-Hispanics
  - Acculturated Hispanics spend 22% more than Non-Hispanics
- An indicator that Hispanics make good consumers

**Annual Household Spending on Consumer Packaged Goods by Type of Household**

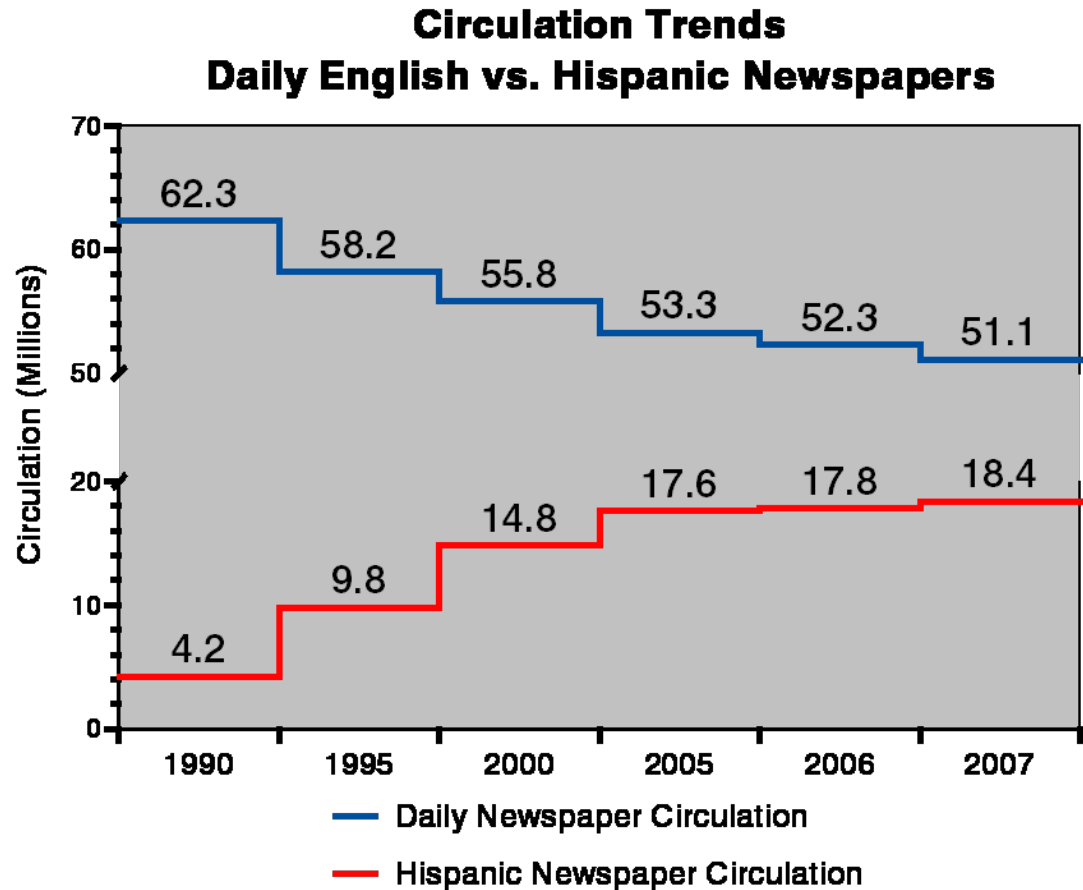


Data Source: IRI Multi-Outlet Panel Data, 52 wks. ending 8/5/2007  
Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



# 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

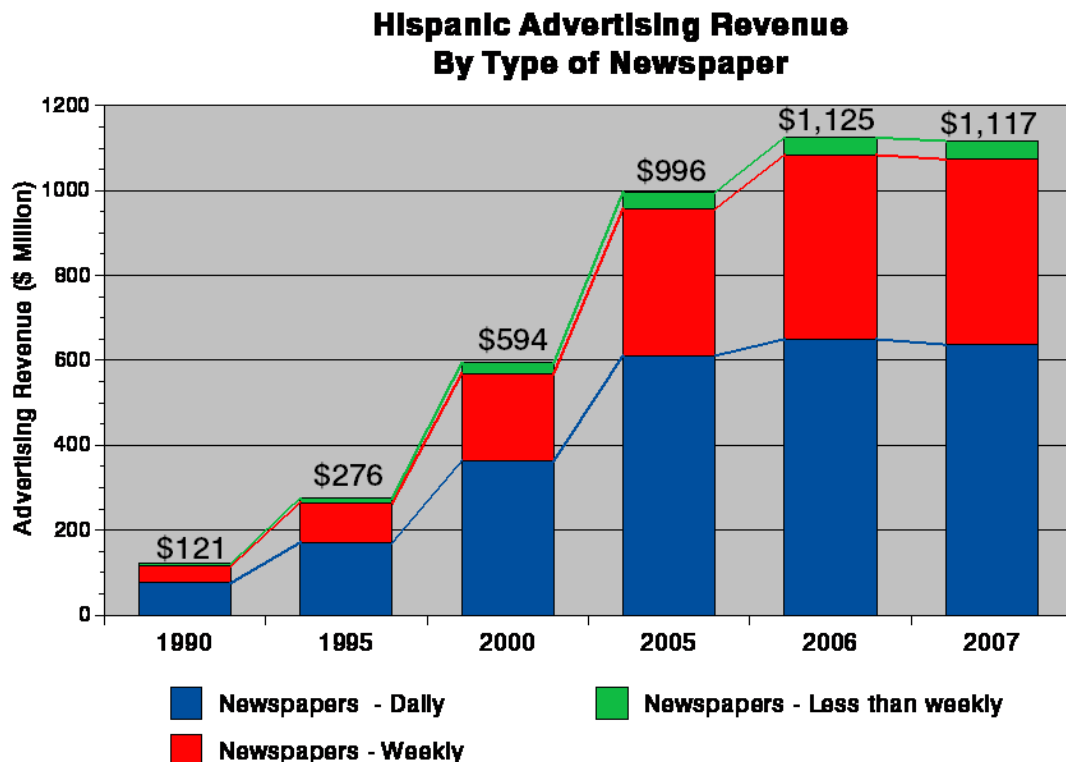


Sources: Daily Newspaper Circulation: Editor & Publisher Magazine  
Hispanic Newspaper Circulation: Latino Print Network  
Chart & Analysis by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



# 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



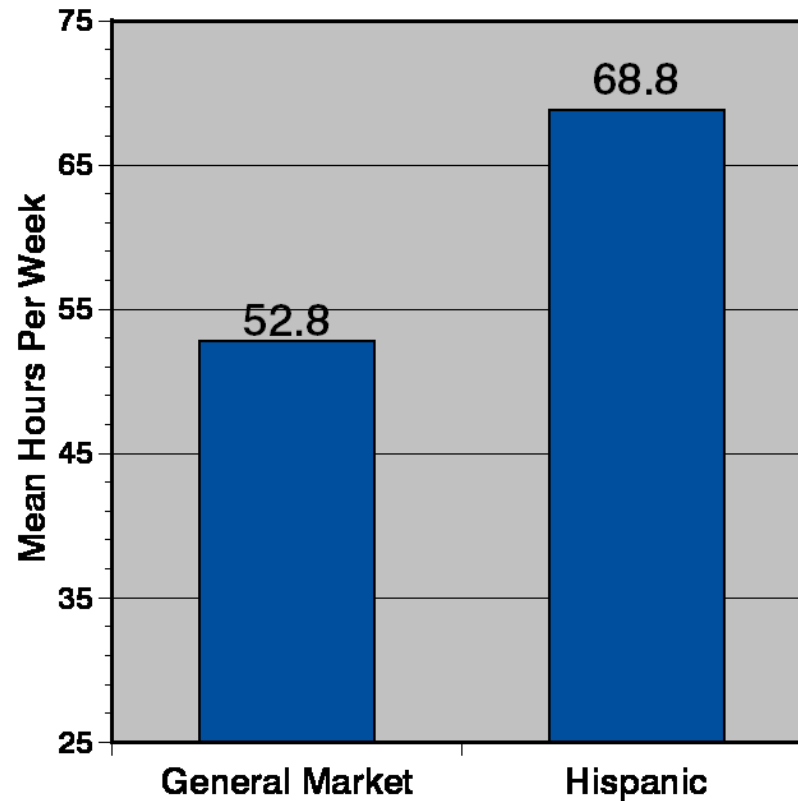
# **Community focus drives Hispanic newspaper success**

- **Community coverage is at the heart of most Hispanic newspapers**
- **Typical coverage includes**
  - **School news**
  - **Event coverage**
  - **Holiday celebrations**
  - **Local political coverage**
  - **Local sports**
  - **Features to help the reader avail themselves of community services**
- **Most coverage is locally produced and unique to a given newspaper**
- **Stories relates to the neighborhoods, families, and individuals**
  - **Creates hyper-local bond between the newspaper and the reader/family to the benefit of the advertiser**
  - **Newspapers are a primary vehicle to help individuals along their path towards acculturation**



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

## Total Mean Media Consumption (Hours per Week)

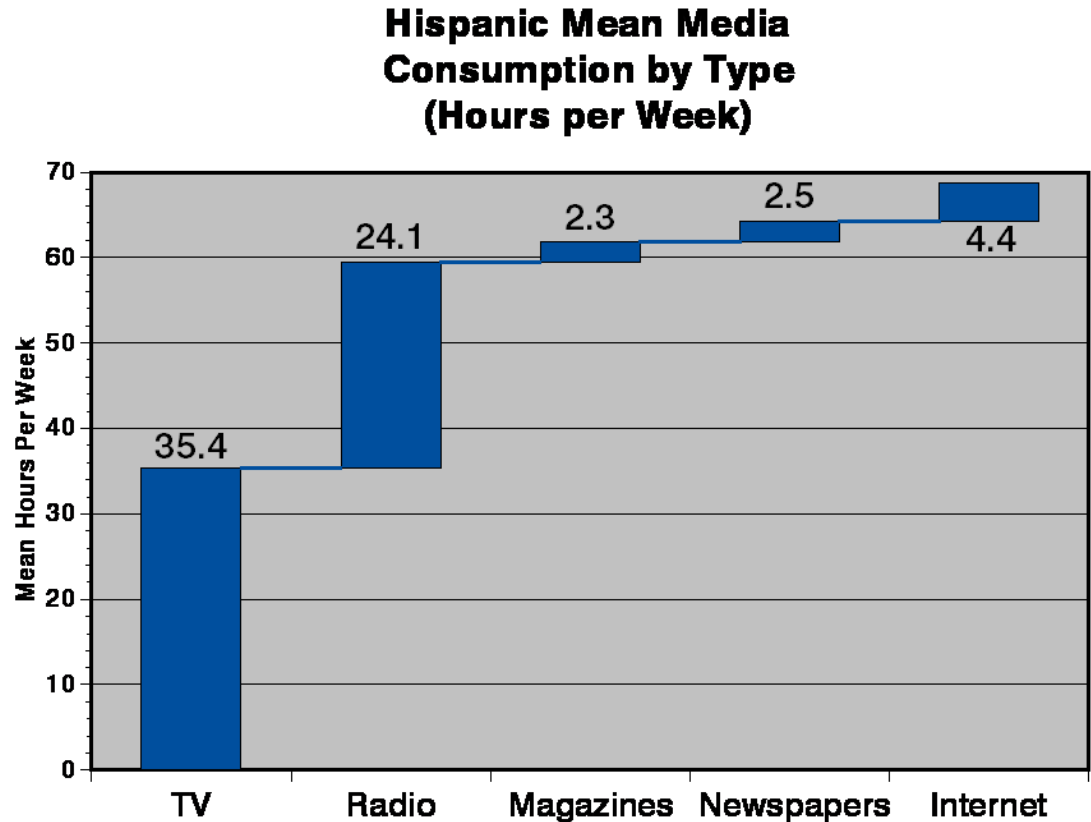


Data Source: Synovate - 2008 U.S. Diversity Markets Study  
Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



# 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 4<sup>th</sup> at 10%
- 52% see newspaper ads as valuable in planning shopping. Internet and direct mail are second at 13%

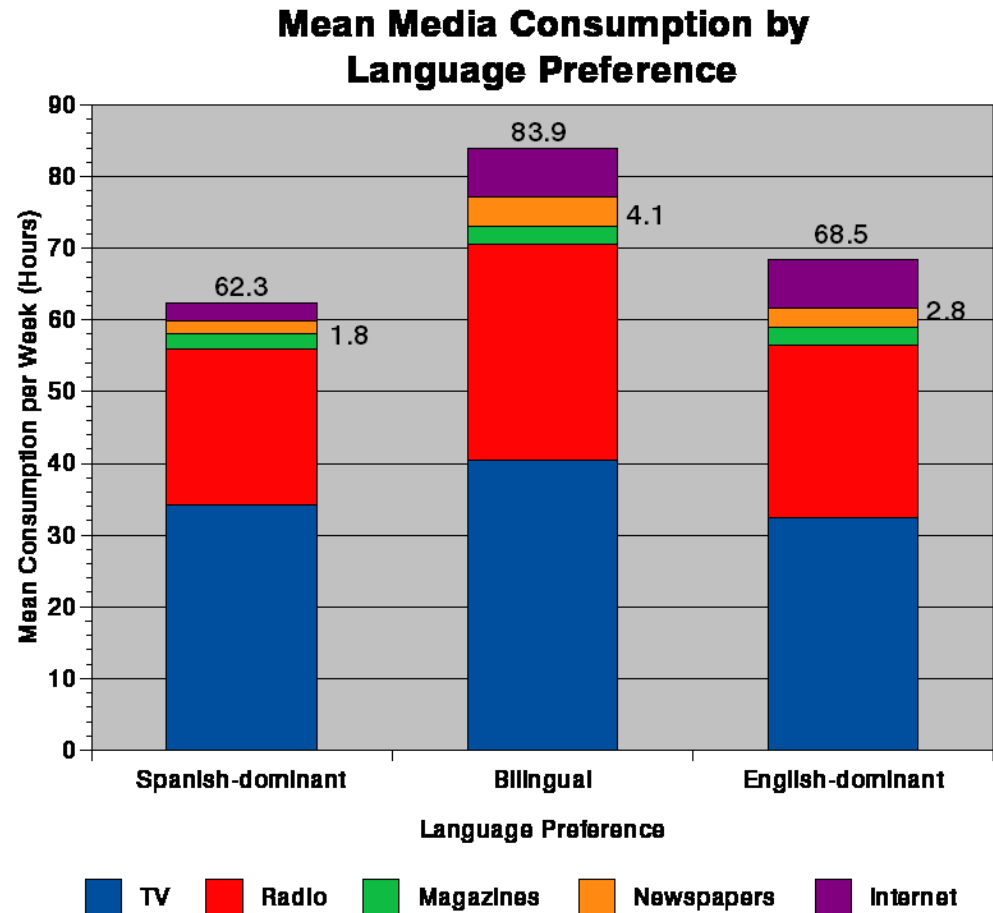


Data Source: Synovate - 2008 U.S. Diversity Markets Study  
Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



# 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



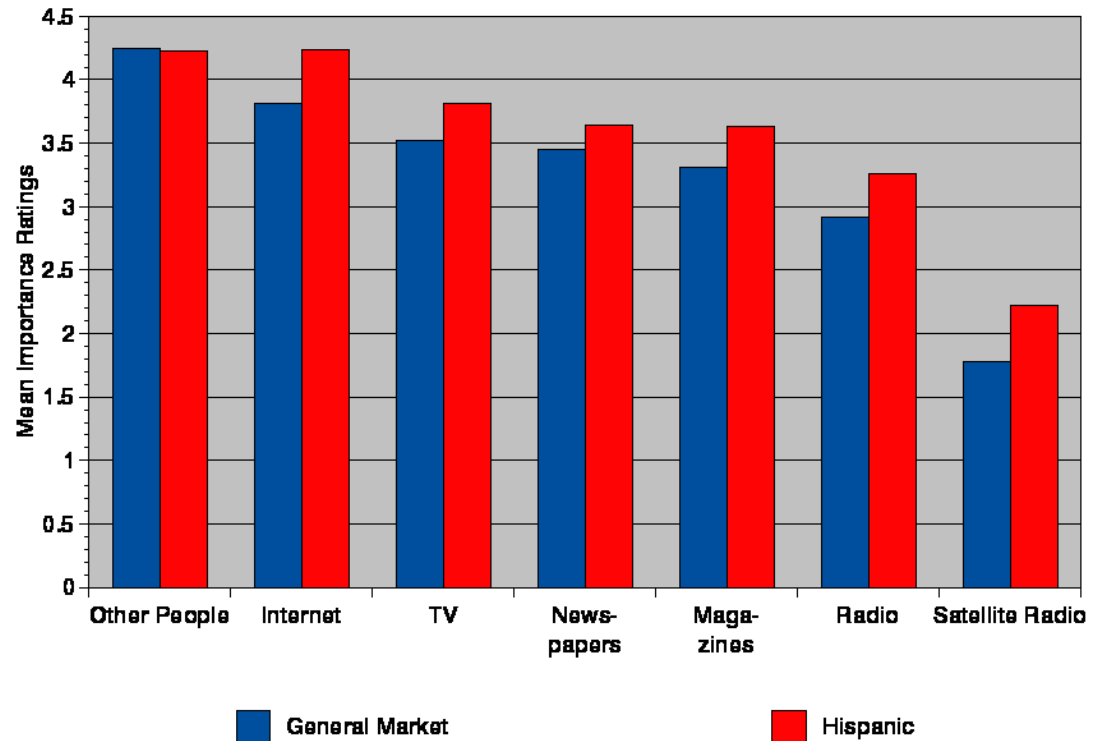
Data Source: Synovate - 2008 U.S. Diversity Markets Study  
 Chart by: Nile Wendorf, Extra Bilingual Newspaper, Chicago, IL



# 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 financial institutions since Hispanics are “under-banked”**
- **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**
- **Financial institutions can leverage the role of Hispanic newspapers to start a relationship with those consumers living closest to their branches and offices**



# Contributors



Nile Wendorf  
Associate Publisher  
nile@extranews.net  
www.extranews.net



Greg Anthony  
Senior Vice President, Sales  
ganhony@alloymarketing.com  
www.alloymarketing.com



Marcos Baer  
Publisher  
marcos@portada-online.com  
www.portada-online.com

# Data Sources



Synovate  
www.synovate.com



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  
<http://hmc.comm.fsu.edu/>