

HISPANIC AMERICAN CONSUMERS

15,431,198	HISPANIC HOUSEHOLDS	\$55.00/M
25,837,066	HISPANIC INDIVIDUALS	\$55.00/M
	6 MONTH HOTLINE	+\$5.00/M
	3 MONTH HOTLINE	+\$10.00/M
	1 MONTH HOTLINE	+\$15.00/M
	EMAIL ADDRESSES - INQUIRE	

HISPANICS ARE THE FASTEST GROWING MINORITY GROUP IN THE U.S. WITH MORE THAN \$300 BILLION IN BUYING POWER. HISPANIC HOUSEHOLDS RECEIVE AN AVERAGE OF 50 DIRECT MAIL PIECES PER YEAR, COMPARED TO 500 OR MORE IN THE GENERAL POPULATION. HISPANIC CONSUMERS ARE NOT AS JADED AS THE GENERAL MARKET AND ARE MUCH MORE LIKELY TO READ AND RESPOND TO DIRECT MAIL. DEMOGRAPHIC DATA SUGGESTS THAT DIRECT MAIL IS THE ONLY EFFECTIVE MARKETING MEDIUM TO ACCESS THIS LUCRATIVE MARKET.

UTILIZING A RULE BASED SYSTEM THAT APPLIES COMPUTER RULES FOR FIRST NAMES, SURNAMES, SURNAME PREFIXES AND SUFFIXES, AND GEOGRAPHIC CRITERIA IN A SPECIFIC ORDER IDENTIFIES THE ETHNICITY, RELIGION, AND LANGUAGE PREFERENCE OF AN INDIVIDUAL.

GENDER IS
SELECTABLE
ADDRESSING:
MINIMUM ORDER:
5,000
SAMPLE REQUIRED
UPDATES MONTHLY

HOUSEHOLD/DEMOGRAPHIC SELECTIONS AT \$5.00/M INCLUDE:

AGE	INCOME
WEALTH	GENDER
HOUSEHOLD COMPOSITION	LENGTH OF RESIDENCE
MARITAL STATUS	NUMBER OF CHILDREN
OCCUPATION	

INTEREST SELECTIONS AT \$10.00/M INCLUDE:

ADULT DATING SERVICES	APPAREL INTEREST
ATHLETIC LIFESTYLE	AUTO INTEREST
CABLE INTERNET SERVICES	VEHICLE MARKET VALUE
COMPUTER PRODUCTS	COUNTRY OF ORIGIN
CULTURAL LIFESTYLE	DATE OF BIRTH
DEBT CONSOLIDATION	DO-IT-YOURSELF
HOME VALUE	HEALTH & FITNESS
HOME IMPROVEMENT	INTERNET USER
INVESTOR	LANGUAGE PREFERENCE
MEMBERSHIP CLUBS	MILITARY
MOTORCYCLE OWNER	NEW VEHICLE PURCHASER
NUMBER OF CARS	ONLINE AUCTION
OPPORTUNITY SEEKER	OUTDOORS LIFESTYLE
RELIGION	SURVEYS & SWEEPSTAKES
TECHNOLOGY	TELECOMMUNICATIONS
TRAVEL	TRUCK OWNER
WEIGHT LOSS	

ADDITIONAL SELECTIONS AVAILABLE AT \$20.00/M INCLUDE:

CREDIT CARD TYPE	CONTRIBUTORS
PRODUCT BUYER	PRODUCT RESPONDER

(CONTINUED ON NEXT PAGE)

HISPANIC AMERICAN CONSUMERS (CONT'D)

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: COMPILED AND SELF-REPORTED DATA

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
HOUSEHOLD SELECTS	\$5.00/M
DEMOGRAPHIC SELECTS	\$5.00/M
INTEREST SELECTS	\$10.00/M
CREDIT CARD BY TYPE	\$20.00/M
PRODUCT BUYER/RESPONDER	\$20.00/M
CONTRIBUTORS	\$20.00/M
PHONES	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

LIST MANAGER CONTACT: scott@midwestdm.com