

A SUPPLEMENT TO
AdvertisingAge

HISPANIC FACT PACK

**Annual Guide to Hispanic
Marketing & Media
2006 Edition**

crain

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Start something exciting.

More than 44 million Hispanics in the U.S.! Over \$736 billion in annual domestic purchasing power! Exhilarating, isn't it? If you want your share, it takes a lot more than knowing inverted exclamation points start off exclamatory sentences in Spanish. It takes rare insight into Hispanic culture and going beyond mere translations to crafting messages truly relevant to Latino life. It demands unrivaled expertise that comes from our 20-plus years of steering brands like Wal-Mart, Visa USA, Bank of America, Tyson Foods and Azteca Milling into the lives of millions of Hispanics. Give us a shout. We'll steer your brand right to the front.



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HISPANIC FACT PACK

Top line data on the Hispanic market in the U.S.

THE U.S. HISPANIC POPULATION continues to grow in numbers and influence, fueling another year of anticipated double-digit growth in spending by marketers. For 2006, TNS Media Intelligence is forecasting 12.9% growth in Spanish-language media, compared to 4.9% for all U.S. media (TNS doesn't yet measure the fast-growing English-language Hispanic media targeting bilingual and English-speaking Hispanics). Validating this optimistic outlook, TNS reported 14.2% growth in first quarter 2006 spending in Spanish-language media.

Among the top 50 Hispanic ad agencies, 28 posted double-digit growth in 2005. And of the top 50 advertisers to Hispanics, 26 increased their ad budgets by double-digit amounts for the year. Marketers aren't just spending more. They are also looking at new ways to sell more to Hispanic consumers. Home Depot, for example, successfully introduced a paint palette called Colores Origenes with vibrant colors and names that are not just in Spanish but evoke familiar Latin foods and images.

Advertising Age's third annual Hispanic Fact Pack presents data about marketers' ad spending by category and company, demographic trends, language usage and rankings for the leading TV, radio, newspaper, magazine and online media. *Ad Age* has also compiled an exclusive ranking of the top 50 U.S. Hispanic ad agencies, and a first-ever ranking of the top Hispanic media buying agencies. And from *Ad Age's* Hispanic Market Survey, there are charts on marketers' own spending forecasts.

In big changes for Spanish-language television, Univision Communications was put up for sale in February 2006 and in June announced a \$13 billion deal, scheduled to close in 2007. Spanish-language TV networks Univision, NBC Universal-owned Telemundo and Azteca America joined the Nielsen Television Index (NTI) in December 2005 after participating in a separate Hispanic TV service. The move allows more direct comparison with the English-language networks that Univision in particular is trying to pry viewers and ad dollars away from. The separate Nielsen Hispanic Television Index (NHTI) will be phased out by September 2007.

The biggest categories for Hispanic advertisers continue to be automotive and retail. Spending by the seven auto marketers among the top 50 grew 9.5% with Ford, Toyota, Hyundai and Honda showing growth in the double digits. Media spending by the top 50's retail category grew 4.3%, a tally weighed down by a 22.7% decline in outlays at Sears Holdings Corp. Without Sears in the mix, retail advanced 26.6%.

—Laurel Wentz

HOW TO REACH US

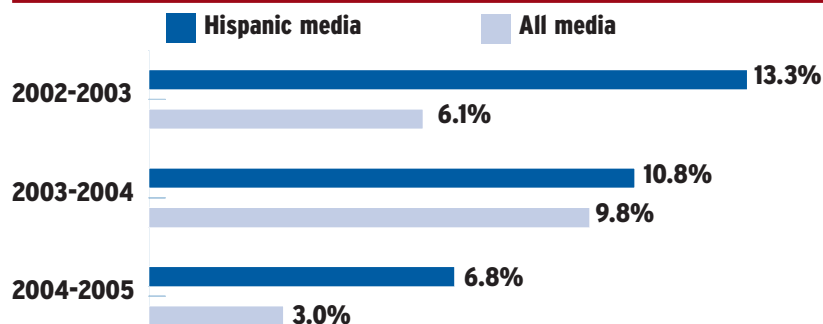
EMAIL DataCenter@AdAge.com; send mail to Advertising Age, 711 Third Ave., New York, N.Y. 10017 or call (212) 210-0100. Subscription and print single copy sales (888) 288-5900; Advertising (212) 210-0159.

Staff: R. Craig Endicott, Kevin Brown, Scott MacDonald, Mark Schumann, Mike Ryan, Laurel Wentz. This Hispanic Fact Pack is a supplement to *Advertising Age*, published July 17, 2006. Digital PDF versions of this document can be downloaded at AdAge.com.

ADVERTISING & MARKETING

HISPANIC MEDIA AD SPENDING GROWTH RATES

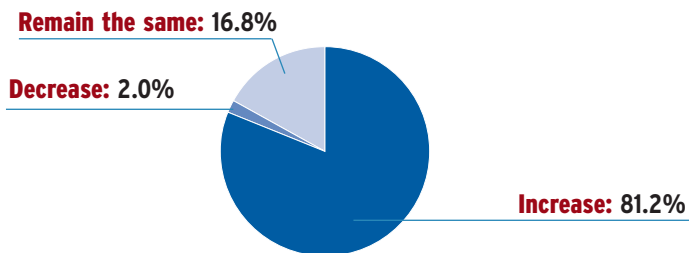
Versus all media ad spending growth 2002 to 2005



Hispanic media data from HispanTelligence, research arm of *Hispanic Business* based on input from TNS Media Intelligence, media industry experts, advertising agencies and public records. All media totals from TNS. TNS forecasts 12.9% growth for Spanish-language media in 2006 and 4.9% growth for all U.S. media over the same period. See Page 8.

HOW MARKETERS PLAN TO SPEND IN 2006

Expectations for 2006 Hispanic marketing and advertising budgets



Data from an *Advertising Age* and MPA Hispanic Market Research survey (conducted by Advantage Business Research in Sept. 2005.) Fielded Sept. 14 through Sept. 26, the survey queried 479 respondents (30.5% from marketers, 60.8% from agencies, 6.7% from media specialists and 2.1% from consultants). Validating this optimism was first quarter spending in Spanish-language media that grew 14.2%, according to TNS Media Intelligence.

WE ARE SPANISH RADIO (AND MORE)

NEW YORK: mega 97.9, 93.1 Amor

MIAMI: EL 95.7, Romance 106.7, Clave 91.3

LOS ANGELES: 97.9 RAZA, LATINO 96.3

SAN FRANCISCO: 93.3 RAZA

CHICAGO: LEY 107.9

PUERTO RICO: Stereo tempo, mega 106.9fm, Z 93, Reggaeton 94, Romance 96.5

WEB: lamusica.com

gbs logo

SPANISH BROADCASTING SYSTEM

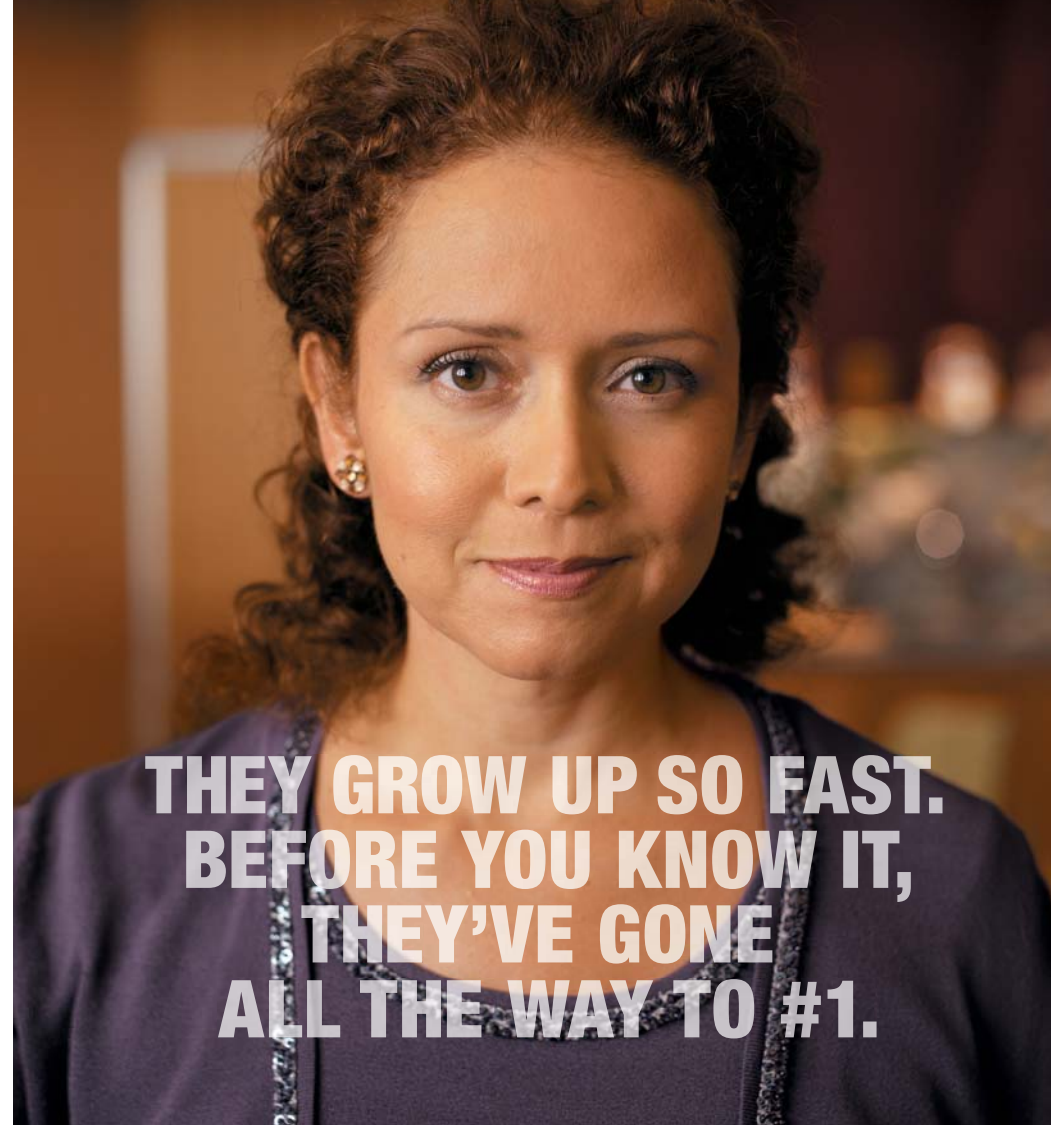
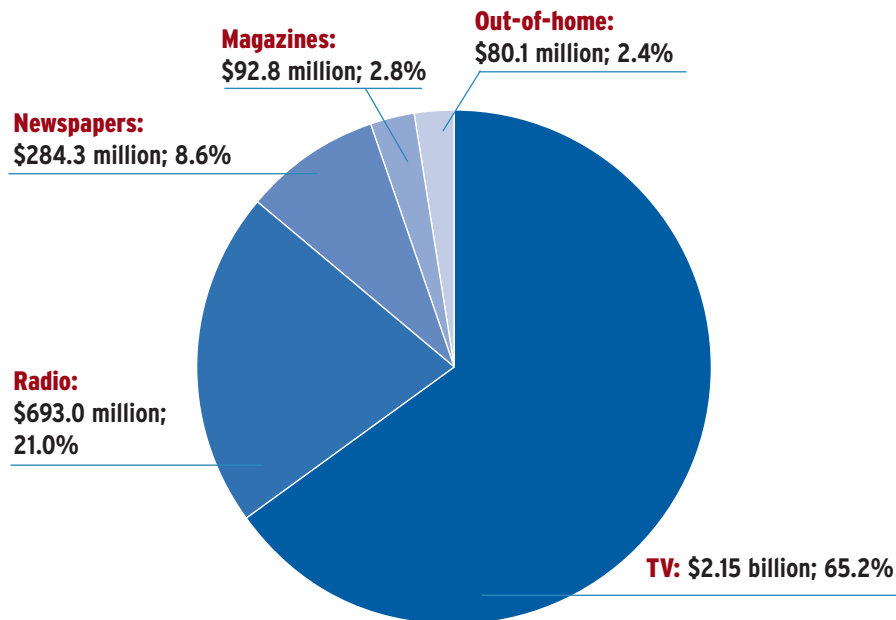
SBS TOWER • 2601 SOUTH BAYSHORE DRIVE, PH II, COCONUT GROVE, FLORIDA 33133 • NASDAQ SYMBOL-SBSA
 FOR SALES AND SYNDICATION INFORMATION, PLEASE CONTACT MARKO RADLOVIC (305) 441-6901
 FOR TELEVISION SALES INFORMATION, PLEASE CONTACT OLGA M. LUIS (305) 644-4800

WWW.SPANISHBROADCASTING.COM

HISPANIC MEDIA AD SPENDING

MEDIUM	MEASURED ADVERTISING SPENDING		
	2005	2004	% CHG
Network/national TV	\$1,512.0	\$1,387.2	9.0
Local TV	638.9	602.8	6.0
National radio	200.8	191.2	5.0
Local radio	492.2	473.2	4.0
National newspapers	113.5	110.2	3.0
Local newspapers	170.8	161.9	5.5
Magazines	92.8	88.3	5.0
Out-of-home	80.1	76.3	5.0
Total	3,301.1	3,091.2	6.8

Dollars in millions. Data from HispanTelligence, research arm of *Hispanic Business*. National totals based on input from TNS Media Intelligence, media industry experts, advertising agencies and public records. Figures are net (media-retained) ad expenditures.



**THEY GROW UP SO FAST.
BEFORE YOU KNOW IT,
THEY'VE GONE
ALL THE WAY TO #1.**

On fifty-five nights last year, Univision was the #1 network in any language among 18–34s. And on the majority of other nights, we beat at least one of the Big Four networks for this same audience. When you consider the fact that 74% of these Spanish-language viewers are more likely to buy a product advertised on Spanish-language TV, the choice for advertisers is clear.

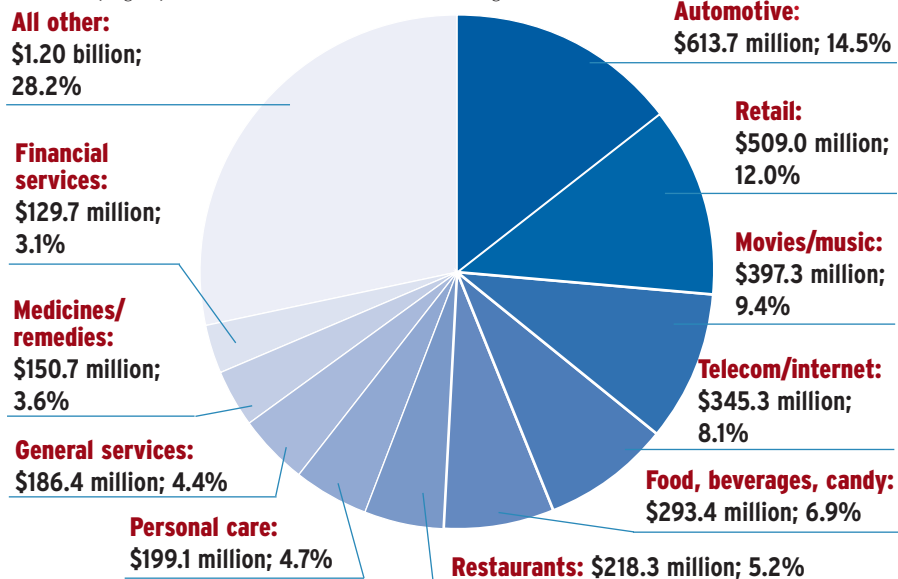


Keep growing. We are.

AD SPENDING BY CATEGORY IN HISPANIC MEDIA

CATEGORY	MEASURED ADVERTISING SPENDING		
	2005	2004	% CHG
Automotive	\$613.7	\$564.5	8.7
Retail	509.0	499.4	1.9
Movies, recorded video & music	397.3	316.2	25.7
Telecommunications & internet	345.3	298.5	15.7
Food, beverages & candy	293.4	254.4	15.3
Restaurants	218.3	206.3	5.8
Personal care	199.1	190.4	4.5
General services	186.4	209.2	-10.9
Medicine & remedies	150.7	163.3	-7.8
Financial services	129.7	133.9	-3.1
All other	1,195.3	1,135.3	5.3
Total	4,238.3	3,971.4	6.7

Dollars in millions. Media from TNS Media Intelligence and representing combined media totals from broadcast TV networks, Galavision (cable), Spanish-language magazines (including four PIB monitored Spanish-language magazines), Spanish-language newspapers and Spanish-language spot TV stations. Categories are aggregated by *Ad Age*. Totals differ from HispanTelligence's \$3.3 billion total (Page 8) because of measurement methodologies.



familia

Family. No matter how assimilated, how bilingual, family matters to Latinos and Latinas. And when it's time to buy the family a little something—say, a nice new doggie bed, or a cool new car to lean one's head out of—they get their information from our family: the #1 Spanish newspaper and online news publisher in the country. So when you recommend ImpreMedia to your client, tails will be wagging. And not just on the family *perro*. **ImpreMedia. Buy us and you'll own the market.**

impreMedia

#1 Spanish Language Newspaper and Online News Publisher

www.impremedia.com

Contact: Erich Linker, Senior VP National Advertising, (212) 807-4781
erich.linker@impremedia.com

TOP 50 ADVERTISERS IN HISPANIC MEDIA

By measured U.S. media spending

RANK	MARKETER	2005 AD SPENDING	% CHG
1	Lexicon Marketing Corp.	\$179.8	2.2
2	Procter & Gamble Co.	157.0	1.5
3	Univision Communications	131.7	8.2
4	General Motors Corp.	112.9	6.1
5	Sears Holdings Corp.	84.4	-22.7
6	Johnson & Johnson	74.3	11.2
7	McDonald's Corp.	69.8	6.8
8	Ford Motor Co.	68.5	12.0
9	PepsiCo	67.3	3.2
10	DaimlerChrysler	62.8	-7.5
11	Cisneros Group of Cos.	61.9	4.2
12	Wal-Mart Stores	61.7	11.8
13	Toyota Motor Corp.	58.5	38.6
14	Verizon Communications	56.8	5.6
15	AT&T	53.9	-44.2
16	Grupo Televisa	50.8	135.7
17	Hyundai Corp.	47.2	22.4
18	Walt Disney Co.	44.7	20.1
19	Home Depot	39.6	39.8
20	L'Oreal	38.0	13.2
21	Altria Group	37.6	-0.2
22	SABMiller	37.5	75.2
23	U.S. Government	33.6	-9.1
24	Yum Brands	31.7	3.7
25	Time Warner	30.3	-14.2

RANK	MARKETER	2005 AD SPENDING	% CHG
26	General Electric Co.	\$29.7	43.8
27	Deutsche Telekom	28.8	27.2
28	Coca-Cola Co.	28.8	7.6
29	DirecTV Group	28.0	50.4
30	Anheuser-Busch Cos.	26.6	30.3
31	Honda Motor Co.	26.3	18.3
32	Unilever	25.8	18.6
33	Kellogg Co.	25.7	5.6
34	Sprint Nextel Corp.	24.5	288.9
35	J.C. Penney Co.	24.4	47.8
36	Clorox Co.	24.1	23.6
37	Ventura Entertainment Enterprises	22.4	805.8
38	Bally Total Fitness Holdings Corp.	22.3	-8.3
39	Allstate Corp.	22.1	161.0
40	Target Corp.	22.0	27.3
41	Texas Pacific Group (Burger King)	20.8	-12.5
42	Americatel Corp.	20.7	-6.2
43	Wendy's International	20.2	3.7
44	Lowe's Cos.	19.8	32.1
45	Nissan Motor Co.	19.0	-14.9
46	Petrone Group	18.0	3.7
47	Southwest Airlines	17.8	4.6
48	Viacom	16.4	48.0
49	Visa International	16.4	63.6
50	EchoStar Communications Corp.	16.4	413.6

Dollars in millions. Media from TNS Media Intelligence and represent the sum of broadcast TV networks, Galavision (cable), Spanish-language magazines (including four PIB monitored Spanish-language magazines), Spanish-language newspapers and Spanish-language spot TV.

TOP 25 ADVERTISERS IN SPANISH-LANGUAGE SPOT TV

By measured U.S. spot TV ad spending

RANK	MARKETER	2005 AD SPENDING	% CHG
1	Ford Motor Co.	\$28,012.9	13.5
2	Univision Communications	21,823.2	-41.4
3	General Motors Corp.	21,127.5	4.5
4	DaimlerChrysler	20,505.4	24.7
5	Verizon Communications	15,781.1	-23.5
6	Cisneros Group of Cos.	15,265.3	-46.3
7	Yum Brands	13,130.9	1.7
8	Grupo Televisa	11,211.2	416.6
9	AT&T	10,007.9	-39.9
10	McDonald's Corp.	9,921.3	-12.8
11	Ventura Entertainment Enterprises	9,313.7	646.2
12	Federated Department Stores	9,236.5	5.8
13	Nissan Motor Co.	8,791.4	-29.4
14	Jack in the Box	8,689.6	0.5
15	Rooms To Go	8,287.2	125.5
16	Toyota Motor Corp.	7,776.8	10.2
17	Time Warner	7,305.3	181.9
18	Albertsons	6,718.5	-12.9
19	Anheuser-Busch Cos.	6,579.7	-27.7
20	Walt Disney Co.	6,239.8	19.8
21	Grupo Famsa	6,198.1	9.9
22	21st Century Insurance Group	6,156.5	0.6
23	Circuit City Stores	5,843.2	139.6
24	SC Johnson	5,809.5	-26.4
25	BellSouth Corp.	5,320.8	14.6

Dollars are in thousands. Measured spot TV ad spending from TNS Media Intelligence. Percent change is computed from 2004 data. Automotive dealers and associations are excluded.

TOP 10 ADVERTISERS ON HISPANIC WEB SITES

By measured U.S. web ad spending

RANK	MARKETER	2005 AD SPENDING	% CHG
1	General Motors Corp.	\$4,925.9	347.2
2	France Telecom	2,469.1	0.8
3	Ford Motor Co.	2,050.2	43.7
4	IAC/InterActiveCorp	1,847.7	-23.4
5	Allstate Corp.	1,740.5	NA
6	Englishtown School	1,693.5	55.4
7	AFP	1,654.4	NA
8	Toyota Motor Corp.	1,537.5	-11.7
9	Verizon Communications	1,535.0	131.5
10	Mosaico	1,521.6	-2.8

Dollars are in thousands. Measured web ad spending from TNS Media Intelligence. Percent change is computed from 2004 data. TNS monitors 17 Hispanic sites.

PEOPLE THINK WE'RE ALL ABOUT
DRINKING BEER,
PLAYING GAMES,
AND EATING PIZZA.



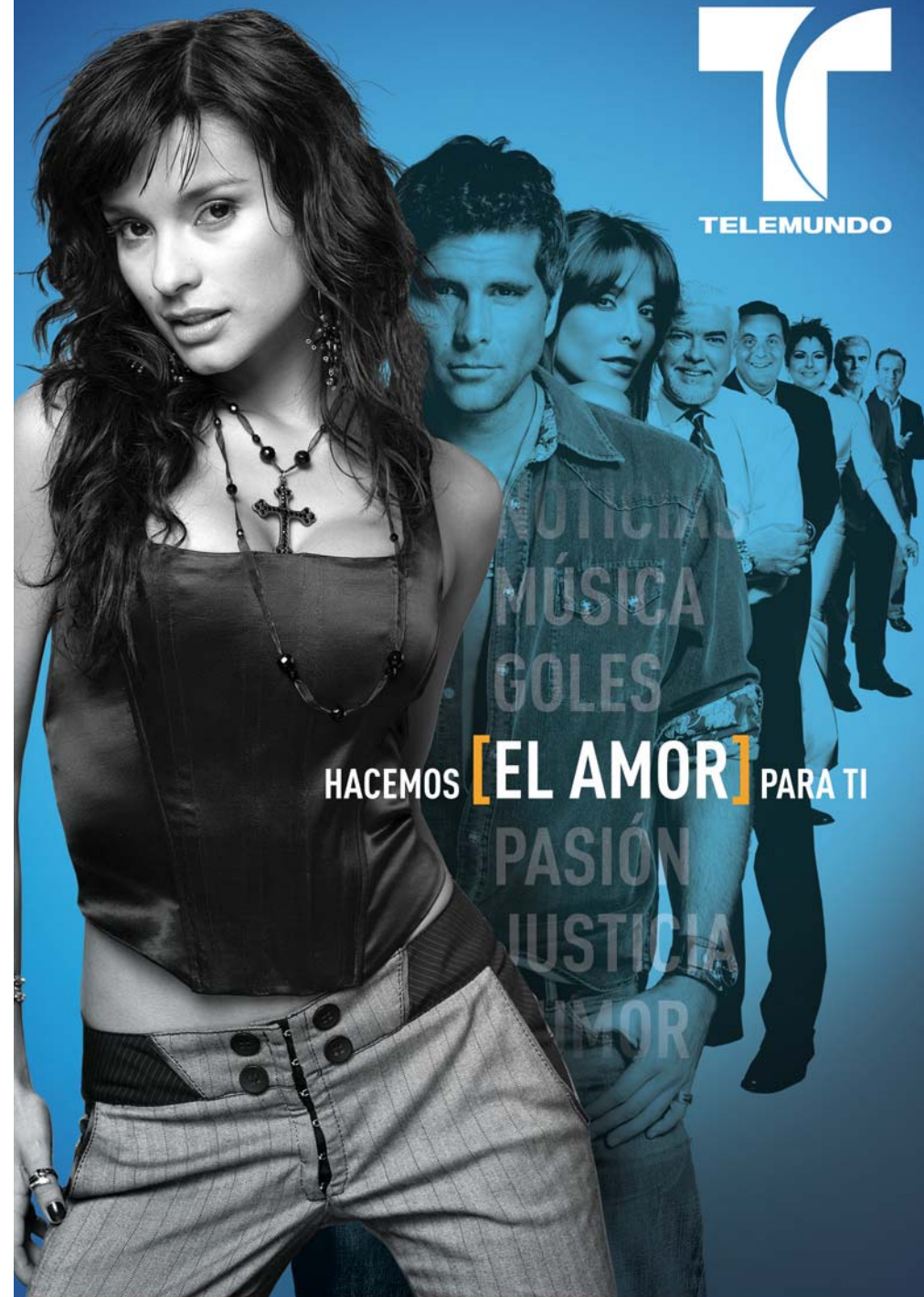
But we also love eating barbecue, talking on cell phones, and lots more. To talk about what we've done for brands like Budweiser®, Bud Light®, ESPN Deportes®, Domino's Pizza®, Stubb's Bar-B-Q, U.S. Cellular®, and many others, give us a call at 512.479.6200.

TOP 25 ADVERTISERS IN SPANISH-LANGUAGE NETWORK TV

By measured U.S. ad spending in broadcast and cable networks

RANK	MARKETER	2005 AD SPENDING	% CHG
1	Lexicon Marketing Corp.	\$181,410.5	3.7
2	Procter & Gamble Co.	149,363.2	3.1
3	Univision Communications	107,585.5	30.3
4	General Motors Corp.	80,709.3	5.3
5	Sears Holdings Corp.	77,975.3	-21.9
6	Johnson & Johnson	67,479.7	12.7
7	PepsiCo	64,024.9	3.3
8	Wal-Mart Stores	58,689.8	14.8
9	McDonald's Corp.	57,634.1	10.3
10	Toyota Motor Corp.	49,589.1	48.8
11	Cisneros Group of Cos.	48,068.2	51.7
12	Hyundai Corp.	40,922.0	34.4
13	SABMiller	39,789.8	94.2
14	AT&T	38,885.0	-46.1
15	Home Depot	38,068.3	42.6
16	Verizon Communications	37,869.3	29.9
17	Grupo Televisa	37,765.1	100.3
18	Walt Disney Co.	37,293.5	27.4
19	DaimlerChrysler	36,667.4	-22.6
20	Altria Group	35,406.7	3.6
21	Ford Motor Co.	35,104.2	23.6
22	Coca-Cola Co.	29,437.8	12.1
23	L'Oreal	29,141.4	18.2
24	U.S. Government	27,768.3	-10.1
25	Deutsche Telekom	27,763.0	60.3

Dollars in thousands. Measured ad spending from TNS Media Intelligence for Univision, Telemundo and TeleFutura TV networks and Galavisión cable TV network. Percent change is computed from 2004.



PUT THE POWER OF TELEMUNDO'S ORIGINAL PRODUCTIONS TO WORK FOR YOU.
Call Steve Mandala at 212.664.3599.

TOP 25 ADVERTISERS IN HISPANIC MAGAZINES

By measured U.S. magazine ad spending

RANK	MARKETER	2005 AD SPENDING	% CHG
1	Procter & Gamble Co.	\$12,869.0	12.4
2	General Motors Corp.	10,830.7	4.4
3	L'Oreal	9,334.0	9.6
4	Johnson & Johnson	7,388.6	23.4
5	DaimlerChrysler	5,798.1	0.1
6	U.S. Government	5,037.5	15.5
7	Ford Motor Co.	4,689.1	-37.7
8	Estee Lauder Cos.	3,699.3	17.4
9	Unilever	3,009.5	45.7
10	McDonald's Corp.	2,943.8	32.2
11	Altria Group	2,882.8	21.0
12	Sears Holdings Corp.	2,659.0	1.6
13	Time Warner	2,512.5	10.4
14	Clorex Co.	2,508.7	177.8
15	Kimberly-Clark Corp.	2,402.7	56.1
16	Wal-Mart Stores	2,308.5	9.0
17	Hyundai Corp.	2,084.8	65.8
18	Visa International	2,015.6	NA
19	Verizon Communications	2,003.6	64.7
20	Farley Industries	1,839.1	NA
21	Mosaico	1,789.8	71.8
22	Toyota Motor Corp.	1,692.7	-29.2
23	Tyson Foods	1,627.1	151.8
24	Grupo Televisa	1,520.1	NA
25	Reckitt Benckiser	1,486.9	60.2

Dollars in thousands. Magazine ad spending from TNS Media Intelligence, including two media classifications: Spanish-language magazines and four PIB-monitored Spanish-language magazines.



“GOOOOOOOOOL!”

REACHING LATINO SPORTS FANS WHEREVER THEY ARE

ESPN
DEPORTES

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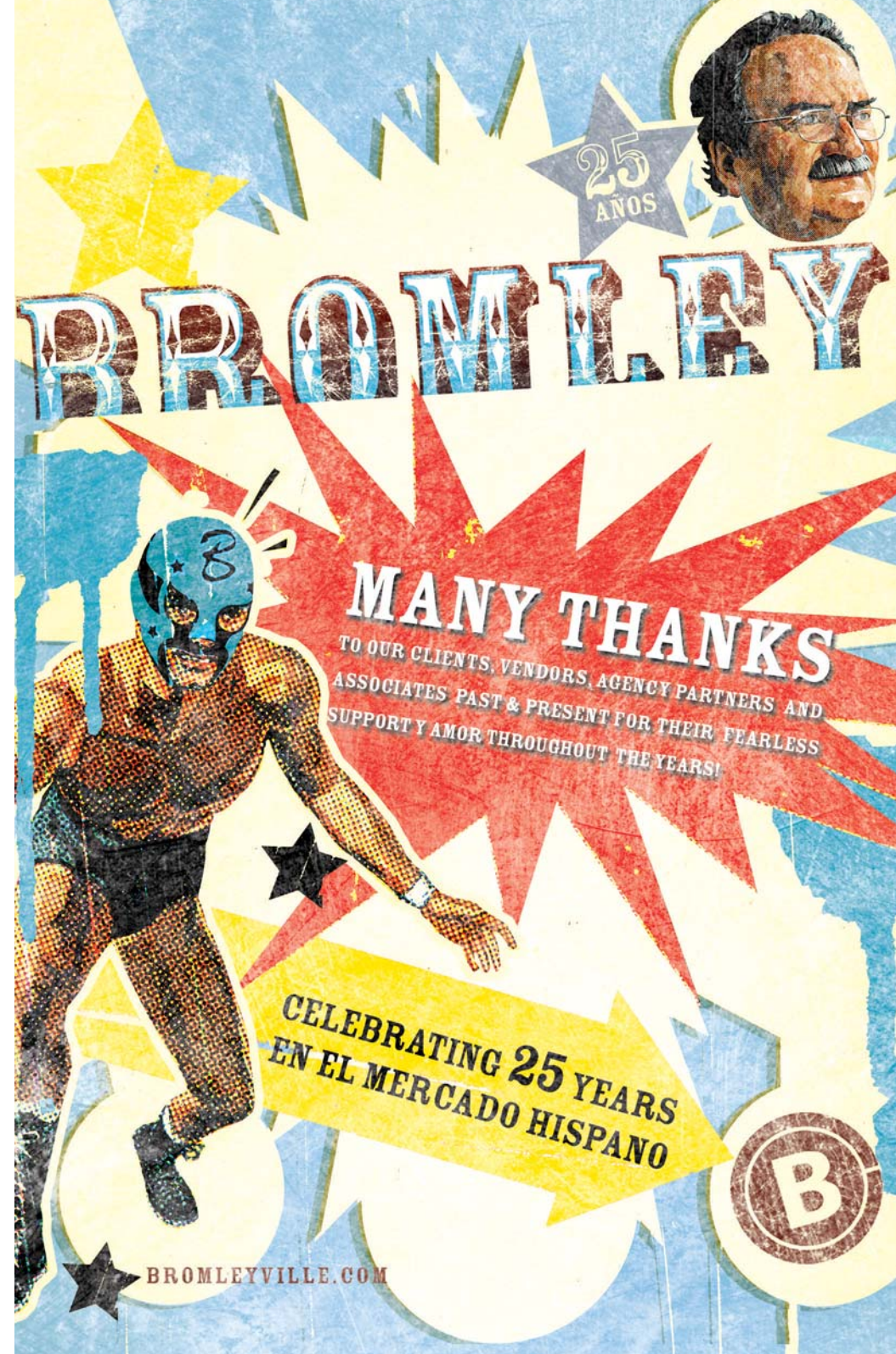
FOR ADVERTISING INFORMATION, CONTACT FELIX PEREZ, (212) 456-0268

TOP 25 ADVERTISERS IN HISPANIC NEWSPAPERS

By measured U.S. newspaper ad spending

RANK	MARKETER	2005 AD SPENDING	% CHG
1	Sprint Nextel Corp.	\$5,187.6	60.3
2	AT&T	4,495.7	-53.3
3	Verizon Communications	3,502.9	-9.1
4	Univision Communications	3,368.4	7.4
5	Sears Holdings Corp.	3,247.2	-17.9
6	General Motors Corp.	2,783.7	52.4
7	Citigroup	2,431.6	71.8
8	Rooms To Go	2,419.3	-0.6
9	U.S. Government	2,396.1	10.5
10	General Electric Co.	2,341.4	-5.9
11	Federated Department Stores	2,190.8	-12.4
12	Home Depot	2,092.0	5.2
13	Best Buy Co.	2,006.9	5.1
14	Washington Mutual	1,979.3	-12.1
15	Target Corp.	1,876.1	23.5
16	DaimlerChrysler	1,823.9	122.8
17	Walt Disney Co.	1,729.5	-29.4
18	Interbond Corp. of America	1,357.5	13.5
19	Medica Health Plans	1,205.1	NA
20	Time Warner	1,199.1	-32.5
21	MVP Health Plan (Preferred Care)	1,166.4	52.1
22	City of Miami	1,080.8	17.8
23	Publix Super Markets	1,059.0	3.8
24	EchoStar Communications Corp.	1,027.8	-1.1
25	Dillard	984.2	-29.0

Dollars in thousands. Measured newspaper ad spending from TNS Media Intelligence. Percent change is computed from 2004 data. Automotive dealers and associations are excluded.



MEDIA

TOP HISPANIC DMA'S BY MEDIA SPENDING

MARKET	TV		RADIO		PRINT		TOTAL	
	'05	% CHG	'05	% CHG	'05	% CHG	'05	% CHG
Los Angeles	\$317.8	3.4	\$172.9	3.6	\$93.6	4.8	\$584.3	3.7
Miami-Ft. Lauderdale	125.0	7.0	96.7	2.6	59.9	4.8	281.6	5.0
New York	101.3	2.0	86.9	2.9	50.9	2.2	239.1	2.4
Houston	58.1	4.0	59.2	5.2	8.8	7.4	126.0	4.8
Chicago	47.7	1.0	46.0	5.1	25.2	4.7	118.9	3.4
San Francisco*	43.4	3.0	28.4	4.2	5.1	2.2	76.8	3.4
Dallas	35.5	5.0	29.0	3.9	8.0	6.0	72.4	4.7
San Antonio	22.1	1.0	33.0	6.0	4.1	5.7	59.3	4.1
Phoenix	27.5	2.0	14.0	6.4	17.0	6.1	58.4	4.2
San Diego	28.0	3.0	19.0	5.4	5.1	4.1	52.1	4.0
Total	806.3	3.6	585.1	3.9	277.7	4.4	1,669.1	3.8

Dollars are estimated and are in millions. Data from HispanTelligence, the research arm of Hispanic Business. Market estimates based on information supplied by Spanish-language TV, radio and print outlets. *Includes Oakland and San Jose.

TOP 10 HISPANIC LOCAL TV MARKETS

RANK	MARKET	HISPANIC TV HH	TOTAL TV HH	HISP. % OF ALL*	DOMIN.**
1	Los Angeles	1,741,860	5,536,430	31.5%	46.3%
2	New York	1,218,940	7,375,530	16.5	55.3
3	Miami-Ft. Lauderdale	623,310	1,522,960	40.9	61.5
4	Houston	472,690	1,938,670	24.4	49.0
5	Chicago	438,490	3,430,790	12.8	46.8
6	Dallas-Fort Worth	413,030	2,336,140	17.7	51.6
7	San Antonio	352,910	760,410	46.4	25.1
8	San Francisco	332,460	2,355,740	14.1	40.8
9	Phoenix	317,480	1,660,430	19.1	43.6
10	Harlingen, Texas	262,970	318,800	82.5	47.2
	Total U.S.	11,230,000	110,200,000	10.2	45.9

Data from Nielsen Hispanic Station Index. *Estimates as of Jan. 1, 2006, **% of Hispanic households where only or mostly Spanish is spoken by all persons 2 yrs. old+ in the home.

A Mexican doesn't dance Tango and an Argentinean doesn't sing Rancheras

At Hispanic Group Advertising Agency we speak and know the cultural nuances of the Spanish language. We don't translate...we INTERPRET



hispanic group
DBA SUR ADVERTISING

Somos una Agencia de Publicidad Hispana

TOP 25 HISPANIC NEWSPAPERS

By measured advertising revenue

RANK	NEWSPAPER	2005 AD REVENUE	% CHG
1	El Nuevo Herald (Miami)	\$72,620.6	11.5
2	La Opinion (Los Angeles)	51,417.7	4.4
3	El Diario (Ciudad Juarez, Mexico)	30,571.2	24.1
4	El Diario La Prensa (New York)	24,005.2	-1.0
5	Hoy (New York)	12,289.0	-39.1
6	La Raza (Chicago)	12,037.3	19.8
7	Hoy (Chicago)	11,105.9	-48.1
8	Hoy (Los Angeles)	8,725.6	4.5
9	El Norte (El Paso, Texas)	8,688.9	10.5
10	Washington Hispanic	8,485.3	68.5
11	La Voz de Phoenix	7,519.9	72.7
12	Al Dia (Dallas)	7,120.2	33.4
13	TV y Mas (Phoenix)	7,032.9	-4.4
14	El Sentinel (Miami-Ft. Lauderdale)	6,312.0	-10.5
15	Diario Las Americas (Miami)	6,244.6	4.9
16	Diario La Estrella (Dallas)	6,017.8	20.5
17	Nuevo Mundo (San Jose, Calif.)	4,913.5	-30.3
18	Prensa Hispana (Phoenix)	4,735.1	9.9
19	El Latino (San Diego)	4,652.4	13.8
20	Lawndale News (Chicago)	4,572.0	-13.6
21	Al Dia (Philadelphia)	4,336.2	21.0
22	El Especial (New York)	3,189.4	-2.2
23	La Voz de Houston	3,180.9	14.2
24	Mundo L.A. (Los Angeles)	3,121.7	1.5
25	Vida en el Valle (Fresno, Calif.)	2,814.5	4.5

Dollars are in thousands. Measured newspaper ad spending from TNS Media Intelligence. Percent change is computed from figures for 2004.

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ALLOW US TO TRANSLATE
SEPTEMBER 2006

TOP 25 HISPANIC MAGAZINES

By measured advertising revenue

RANK	MAGAZINE	2005 AD REVENUE	% CHG
1	People en Español	\$38,651.5	12.8
2	Latina	29,497.9	20.9
3	Reader's Digest Selecciones	14,811.3	-1.1
4	TV y Novelas Estados Unidos	10,852.3	57.8
5	Vanidades	10,126.1	23.9
6	Hispanic Business	8,312.9	-7.1
7	Healthy Kids en Español	6,932.5	213.6
8	Ser Padres	6,787.3	-2.1
9	Hispanic Magazine	6,507.5	-14.1
10	Vista	5,625.1	8.2
11	Mira!	5,177.9	107.1
12	Futbol Mundial	4,923.9	28.1
13	Cosmopolitan en Español	4,369.8	46.9
14	Cristina La Revista**	3,280.6	-1.8
15	Selecta	3,180.5	-2.7
16	TV Notas	3,023.5	37.1
17	Shape en Español	2,925.9	-7.4
18	Ocean Drive en Español	2,825.0	21.5
19	Siempre Mujer*	2,813.7	NA
20	Sports Illustrated Latino*	2,505.9	NA
21	AARP Segunda Juventud	2,226.7	317.5
22	Nuestra Gente**	2,025.1	-57.4
23	Espera	1,886.1	-5.5
24	Estylo	1,870.5	0.8
25	Sobre Ruedas	1,778.7	-12.6

Dollars in thousands. Measured magazine ad spending from Media Economics Group's HispanicMagazineMonitor. *Launched in 2006. **Ceased publication.

TOP 10 HISPANIC MAGAZINES BY CIRCULATION

RANK	MAGAZINE	AVG. 2005 PAID CIRCULATION	% CHG
1	People en Español	469,110	3.3
2	Latina	416,162	17.7
3	Reader's Digest Selecciones	354,699	-2.1
4	TV y Novelas Estados Unidos	175,765	25.4
5	Vanidades	155,917	5.5
6	Cosmopolitan en Español	139,844	11.9
7	Mira!	116,866	-1.7
8	Hispanic Business	63,649	-1.0
9	TV Notas	56,666	2.1
10	Buenhogar	49,325	NA

Table includes Audit Bureau of Circulations monitored magazines only, for six months ended Dec. 31, 2005 versus six months ended Dec. 31 2004.

Your ears just got smarter.
Hear the first Hispanic podcast of its kind.
latincast.net

DIESTE PHARMEL
214-800-3500

TOP U.S. RADIO FORMATS BY AGE GROUP

With top five Spanish-language format breakout

RANK	FORMAT	SHARE % BY AGE GROUP				
		12+	12-17	18-24	25-34	35-44
ALL FORMATS						
1	News, talk, info	17.1	2.3	3.6	9.5	14.2
2	Adult contemporary	13.3	6.7	8.7	13.0	15.5
3	Spanish-language	11.5	9.2	17.1	18.9	11.9
4	Contemporary hits	11.1	40.2	25.6	14.9	8.0
5	Urban	10.2	17.5	13.8	11.2	11.0

SPANISH-LANGUAGE FORMATS

1	Mexican regional	4.0	2.7	7.7	7.7	3.9
2	Spanish contemporary	3.2	4.1	4.7	5.1	3.3
3	Spanish adult	1.6	0.6	1.7	2.7	2.0
3	Spanish tropical	1.6	1.3	2.3	2.3	1.7
5	Spanish news	0.7	0.1	0.1	0.3	0.6

Formats ranked by share of 12 plus listening audience. In reading the chart, the Spanish-language format holds a 11.5% share of all radio listening aged 12 and older and is strongest, at 18.9%, in the 25-34 age group. Data from Arbitron's American Format Listening Trends report for Winter 2006 covering 98 continuously measured markets.

TOP 5 SPANISH-FORMATTED RADIO STATIONS

By cumulative listeners

RANK	STATION (MARKET)	OWNER	LISTENERS
1	KLVE-FM (Los Angeles)	Univision Communications	1,432,600
2	WSKQ-FM (New York)	Spanish Broadcasting System	1,325,000
3	KSCA-FM (Los Angeles)	Univision Communications	1,141,900
4	WPAT-FM (New York)	Spanish Broadcasting System	1,062,200
5	KXOL-FM (Los Angeles)	Spanish Broadcasting System	1,002,400

Source: Arbitron. Exported report from MaximiSer Plus measured Monday to Sunday, 6am to midnight for all person ages 12 plus. Cumulative listeners are the total audience in a given week. From the Fall 2005 report.

HOW TO SPEAK SPANISH WITH MORE CONFIDENCE.



Talk to Rumbo and you'll talk directly to more valuable Spanish-speaking consumers than with any publication in Houston, San Antonio and the Rio Grande Valley. Rumbo newspapers now have a CAC certified circulation of 410,000 copies a week.

After just two years, our award winning content and design have made Rumbo newspapers into the leading Hispanic network in Texas and the largest in each of our markets. It's a media investment you can make with confidence.



HOUSTON • SAN ANTONIO • THE VALLEY

FOR MORE INFORMATION, CONTACT LYNNE COOK AT: 713-579-3780 OR LYNNE.COOK@RUMBONET.COM.

TOP 10 WEB PROPERTIES AMONG HISPANIC USERS

By language preference and number of unique visitors

SPANISH-LANGUAGE PREFERRED

RANK	PROPERTY	UNIQUE VISITORS IN THOUSANDS	% REACH
1	Yahoo! sites	2,873	84.4
2	MSN-Microsoft sites	2,762	81.2
3	Google sites	2,225	65.4
4	Time Warner Network	2,136	62.8
5	eBay	1,656	48.7
6	Univision.com	1,553	45.7
7	Terra Networks	1,216	35.7
8	Ask Network	1,043	30.7
9	Wanadoo sites	956	28.1
10	Amazon Sites	908	26.7

ENGLISH-LANGUAGE PREFERRED

RANK	PROPERTY	UNIQUE VISITORS IN THOUSANDS	% REACH
1	Yahoo! sites	6,352	77.2
2	Time Warner Network	6,116	74.3
3	MSN-Microsoft sites	5,976	72.6
4	Google sites	5,458	66.3
5	eBay	4,142	50.3
6	MySpace.com	3,926	47.7
7	Ask Network	2,588	31.5
8	Amazon sites	2,521	30.6
9	New York Times Digital	2,066	25.1
10	Viacom Online	2,055	25.0

Data from comScore Media Metrix. Unique visitors are in thousands. Percent reach is the percent of all Hispanic Internet users who prefer Spanish (3.4 million in the top table) or English (8.2 million in the bottom table) who visited the property for the month of May 2006.

TOP WEB PROPERTIES AMONG ALL HISPANIC USERS

By number of unique visitors regardless of language preference

RANK	PROPERTY	UNIQUE VISITORS IN THOUSANDS	% REACH
1	Yahoo! sites	12,519	78.9
2	MSN-Microsoft sites	11,729	73.9
3	Time Warner Network	11,169	70.4
4	Google sites	10,475	66.0
5	eBay	7,697	48.5
6	MySpace.com	6,326	39.9
7	Ask Network	5,019	31.6
8	Amazon sites	4,451	28.1
9	Viacom Online	3,621	22.8
10	Vendare Media	3,532	22.3

Data from comScore Media Metrix. Percent reach is of all Hispanic Internet users (15.9 million).

TOP 10 HISPANIC WEB SITES

By measured U.S. web ad spending

RANK	WEB SITE	2005 AD SPENDING	% CHG
1	Univision.com	\$23,267.4	10.4
2	Starmedia.com	9,292.1	14.7
3	Yahoo! En Espanol.com	9,003.7	267.6
4	MSN Latin America.com	3,339.9	-85.2
5	MSNLatino.com	2,416.7	-74.2
6	Terra Networks.com	686.5	76.2
7	La Opinion Digital.com	679.1	NA
8	El Nuevo Herald.com	437.4	79.0
9	CNN en Espanol.com	102.3	7.5
10	Latina Magazine.com	85.1	NA

Dollars are in thousands. Measured web ad spending from TNS Media Intelligence. Percent change is computed from 2004 data. TNS monitors 17 Hispanic sites.

TOP PRIME TIME NETWORK TV PROGRAMS

Ranked by May ratings among Hispanic viewers

SPANISH-LANGUAGE

RANK	PROGRAM [DAY]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
1	Bailando por un Sueño [Sun]	Univision	23.0	2,581	4,726
2	Fea Mas Bella [Mon]	Univision	20.1	2,259	4,066
3	Fea Mas Bella [Thu]	Univision	20.0	2,250	3,977
4	Fea Mas Bella [Tue]	Univision	19.8	2,227	3,984
5	Barrera de Amor [Mon]	Univision	19.6	2,202	3,833
6	Barrera de Amor [Tue]	Univision	19.5	2,186	3,753
7	Fea Mas Bella [Wed]	Univision	19.3	2,169	3,807
8	Barrera de Amor [Thu]	Univision	19.2	2,158	3,776
9	Reyes de la Pista [Sun]	Univision	18.9	2,119	4,012
10	Barrera de Amor [Wed]	Univision	18.5	2,075	3,624

ENGLISH-LANGUAGE

RANK*	PROGRAM [DAY/DATE]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
30	American Idol [Wed]	FOX	8.4	944	1,756
36	American Idol [Tue]	FOX	7.5	841	1,378
49	Grey's Anatomy [Sp 2 5/15]	ABC	6.8	762	1,218
50	House [Tue]	FOX	6.5	731	1,131
54	Desperate Housewives [Sun]	ABC	6.1	680	1,103
55	Family Guy [Sun]	FOX	5.9	661	1,128
61	So You Think You Can Dance [Thu]	FOX	5.4	610	1,118
61	American Dad [Sun]	FOX	5.4	610	1,069
63	Family Guy [Sp Finale 8:30p.m. 05/21]	FOX	5.3	597	918
64	House [Sp 8:00p.m. 05/03]	FOX	5.2	586	862
64	Grey's Anatomy [Sun]	ABC	5.2	585	912

Data from Nielsen Media Research, Nielsen Hispanic Television Index. Households and viewers are measured in thousands. Measurement period was 7p.m. to 11p.m., Monday through Sunday (05/01/06 - 05/28/06). *Rank among Hispanic viewers. Programs under five minutes and breakouts are excluded. Average Hispanic viewers (VWRs) are the number of persons in Hispanic households viewing the program. Sp indicates special. Viewing estimates include 7 days of DVR.

HISPANIC TV NETWORK VIEWERSHIP

RANK	NETWORK	HH RATING	HH SHARE	HH (000)	P 2+ VIEWERS
1	Univision	17.7	29.0	1,989	3,456
2	Telemundo	6.0	10.0	675	1,080
3	FOX	4.3	7.0	478	736
4	ABC	3.6	6.0	405	616
5	CBS	3.0	5.0	340	490
6	TeleFutura	2.9	5.0	325	529
7	UPN	2.6	4.0	295	453
7	NBC	2.6	4.0	289	419
9	WB	1.9	3.0	214	313
10	Azteca America	1.1	2.0	120	198

Data from Nielsen Hispanic Television Index based on Hispanic prime-time viewership from 7 p.m. to 11 p.m. from Sept. 19, 2005 to May 28, 2006. Rating is % of Hispanic TV HH; share is % of those HHs with TV sets in use and watching the network. P 2+ counts total viewing persons in thousands those Hispanic TV households tuned in to the network. Viewing estimates include 7 days of DVR.

The #1 Sports Network
in Spanish-Language Cable Television.

1 FOX SPORTS ESPAÑOL 1996-2006

AÑOS DE PASIÓN EN TU IDIOMA

TOP CABLE TV PROGRAMS

Among Hispanic viewers

SPANISH-LANGUAGE

RANK	PROGRAM [DATE]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
1	El Chavo II [5/22]	Galavision	3.0	337	744
2	El Chavo II [5/17]	Galavision	2.9	321	651
3	El Chavo II [5/18]	Galavision	2.8	317	507
4	El Chavo II [5/08]	Galavision	2.7	303	692
5	El Chavo II [5/16]	Galavision	2.6	291	597
5	Copa Libertadores Qtr Rd - Gml (2) [5/09]	Fox Sports en Espanol	2.6	288	463
7	El Chavo II [5/19]	Galavision	2.5	278	471
7	El Chavo II [5/12]	Galavision	2.5	278	467
9	El Chavo II [5/15]	Galavision	2.4	275	457
9	Noticiero Con P. Rojas-Wed [5/17]	Galavision	2.4	274	447
9	El Chavo II [5/09]	Galavision	2.4	270	427
9	El Chavo II [5/24]	Galavision	2.4	264	473

ENGLISH-LANGUAGE

RANK	PROGRAM [DATE]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
1	Drake & Josh [5/11]	Nickelodeon	4.7	525	678
2	Finding Nemo [5/05]	Disney Channel	4.6	512	736
3	SpongeBob SquarePants [5/03]	Nickelodeon	4.4	495	791
4	Drake & Josh [5/15]	Nickelodeon	4.3	479	702
5	SpongeBob SquarePants [5/13]	Nickelodeon	4.2	474	628
6	SpongeBob SquarePants [5/27]	Nickelodeon	4.1	455	721
7	SpongeBob SquarePants [5/06]	Nickelodeon	4.0	445	682
7	Fairly OddParents [5/06]	Nickelodeon	4.0	453	666
7	WWE Entertainment [5/22]	USA Network	4.0	454	703
7	Stuart Little [5/02]	Disney Channel	4.0	454	719
7	Adventures of Jimmy Neutron* [Sp 5/03]	Nickelodeon	4.0	450	607
7	Fairly OddParents [5/06]	Nickelodeon	4.0	444	741

Data from Nielsen Media Research, Nielsen Hispanic Homevideo Index. Households and viewers are measured in thousands. Measurement period was 24 hours, Monday through Sunday (05/01/06 - 05/28/06). Programs under five minutes and breakouts are excluded. Average Hispanic viewers (VWRs) are the number of persons in Hispanic households viewing the program. Viewing estimates include 7 days of DVR. *Adventures of Jimmy Neutron: Boy Genius, Attack of the Twonkies. Sp indicates special.

TOP SPANISH-LANGUAGE CABLE NETWORKS

RANK	CABLE NETWORK	CABLE COVERAGE % OF ALL HISPANIC TV HH	SHARE % OF HISPANIC CABLE HH
1	Galavision	59.9	79.8
2	Fox Sports en Español	36.4	48.5
3	Mun2	32.8	43.6
4	MTV Español	31.4	41.8
5	Discovery en Español	27.1	36.1
6	CNN en Español	26.7	35.5
7	Cine Latino	25.6	34.0
8	Gol TV	24.8	33.0
9	Canal Sur	23.2	30.9
10	TV Chile International	20.6	27.5
10	HITN	20.6	27.5

Data from Nielsen Media Research's NHTI for May 2006. There are 7,930,000 Hispanic cable households out of 11,230,000 Hispanic TV households. Networks are those with coverage of 20% or more.

To win new Hispanic consumers
Lay the right cards upfront

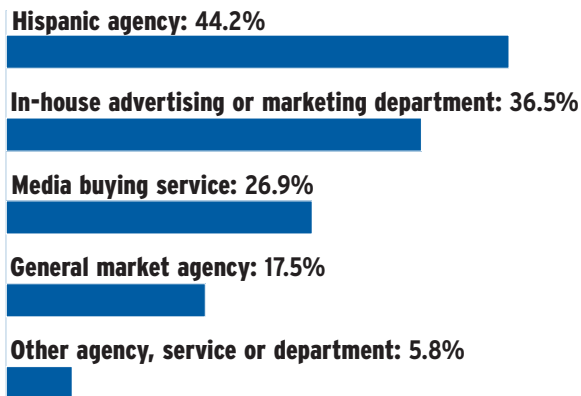


The five highly targeted TuTV cable networks can give you the "deal" you're looking for. Your winning hand can include the Televisa produced urban, lifestyle, music networks Telehit, Bandamax and Ritmoson Latino, or the Spanish-language movie channels De Película and De Película Clásico. Let our "dealers" help you achieve your championship strategy.

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BUYING RESPONSIBILITIES FOR HISPANIC MEDIA PLACEMENTS



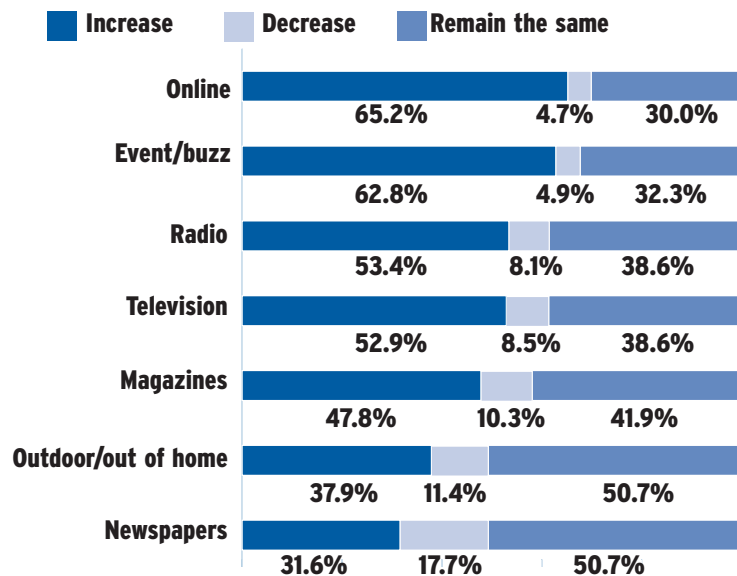
Data from an *Advertising Age* and MPA Hispanic Market Research survey (conducted by Advantage Business Research in Sept. 2005.) See Page 6 for more information.

we go **both** ways

Latinos live between two cultures. You need someone that masters the twists and turns of going both ways.

—We do.

HISPANIC AD SPENDING CHANGES BY MEDIA



Data from an *Advertising Age* and MPA Hispanic Market Research survey (conducted by Advantage Business Research in Sept. 2005.) See Page 6 for more information.

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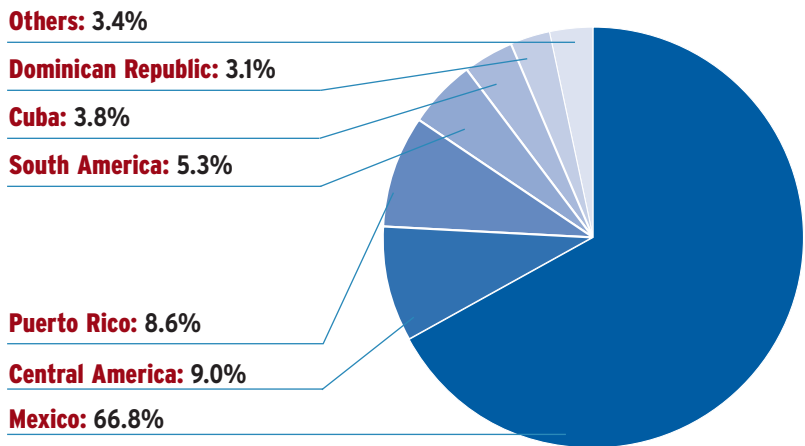
DEMOGRAPHICS

U.S. POPULATION BY RACE AND HISPANIC OR LATINO ORIGIN

	2005	2004	CHANGE	% CHG
Total Population	296,410,404	293,656,842	2,753,562	0.9
White	237,854,954	236,063,846	1,791,108	0.8
Black	37,909,341	37,496,357	412,984	1.1
Am. Indian/Alaska Native	2,863,001	2,825,460	37,541	1.3
Asian	12,687,472	12,320,873	366,599	3.0
Native Hawaiian/Pacific Islander	516,612	506,331	10,281	2.0
Hispanic (of any race)	42,687,224	41,337,762	1,349,462	3.3
Not Hispanic (of any race)	253,723,180	252,319,080	1,404,100	0.6

Source: U.S. Census Bureau, Annual estimates of the population by sex, race and Hispanic or Latino origin for the United States: April 1, 2000 to July 1, 2005, released May 10, 2006. Race totals do not include individuals reporting two or more races (4,579,024 in 2005).

U.S. LATINO POPULATION BY PLACE OF ORIGIN



Data from Synovate's 2006 U.S. Hispanic Market Report. Figures are 2006 estimates.

PROJECTED U.S. HISPANIC POPULATION

YEAR	HISPANIC	TOTAL U.S.	HISP. % TOT.
2000	35,621,721	282,124,631	12.6
2005	41,800,971	295,507,134	14.1
2010	47,755,585	308,935,581	15.5
2015	53,647,237	322,365,787	16.6
2020	59,755,555	335,804,546	17.8
2025	66,190,911	349,439,199	18.9
2030	73,055,166	363,584,435	20.1
2035	80,242,372	377,886,238	21.2
2040	87,584,907	391,945,658	22.3
2045	95,025,560	405,862,392	23.4
2050	102,559,846	419,853,587	24.4

Source: U.S. Census Bureau

Source: Made in America: Communicating with Young Latinos, New American Dimensions, Oct. 2005. TV viewing among Hispanics 14-29 born in the U.S. or arrived to the U.S. prior to five years old.

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96% of young Latino adults watch TV in English.

AT "HOLA."

Contact Steve Levin,
Senior Vice President
Advertising Sales: (323) 543-2782

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Live Latin.

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TOP 25 HISPANIC MARKETS

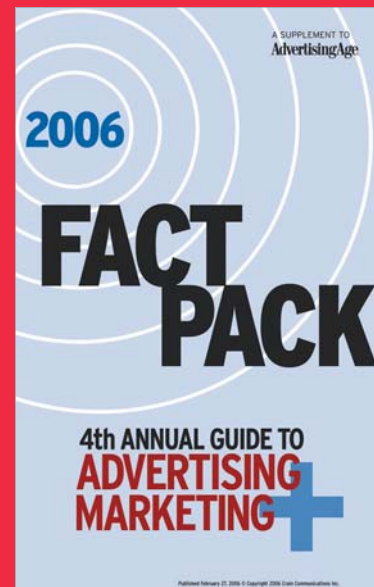
By estimated 2006 population

RANK	MARKET AREA	HISPANIC POPULATION	HISPANIC % OF TOTAL
1	Los Angeles	8,421,500	46.7
2	New York	4,389,600	20.7
3	Miami-Ft. Lauderdale	2,141,800	48.6
4	Chicago	1,922,700	19.5
5	Houston	1,913,000	33.6
6	San Francisco	1,665,300	23.7
7	Dallas-Ft. Worth	1,588,000	24.5
8	Phoenix-Prescott, Ariz.	1,228,400	26.6
9	San Antonio	1,192,000	53.8
10	McAllen, Texas	1,115,400	94.0
11	San Diego	951,200	31.7
12	Fresno-Visalia, Calif.	930,600	50.3
13	El Paso, Texas-Las Cruces, N.M.	839,700	87.8
14	Sacramento-Stockton-Modesto	827,600	21.7
15	Albuquerque-Santa Fe, N.M.	756,500	40.8
16	Denver	735,100	19.6
17	Palm Springs, Calif.	704,600	36.2
18	Washington, D.C.-Hagerstown, Md.	639,900	10.6
19	Philadelphia	563,500	7.2
20	Atlanta	499,800	8.9
21	Las Vegas	460,100	26.1
22	Orlando-Daytona Beach-Melbourne	456,800	13.7
23	Tampa-St. Petersburg-Sarasota, Fla.	455,200	11.0
24	Boston-Manchester, N.H.	450,200	7.2
25	Austin, Texas	437,500	28.1

Data from Synovate's 2006 U.S. Diversity Markets Report. Figures are 2006 estimates.

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To advertise in an Ad Age Fact Pack or to sponsor one online, contact Suzanne Hermalyn, Director, Business Development, at 508-497-8688 or sheramlyn@crain.com

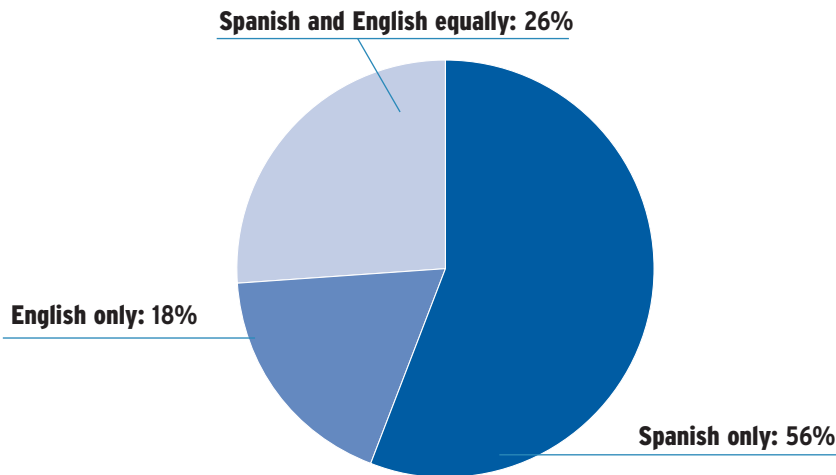
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HISPANIC LANGUAGE PREFERENCES

LANGUAGES SPOKEN AT HOME

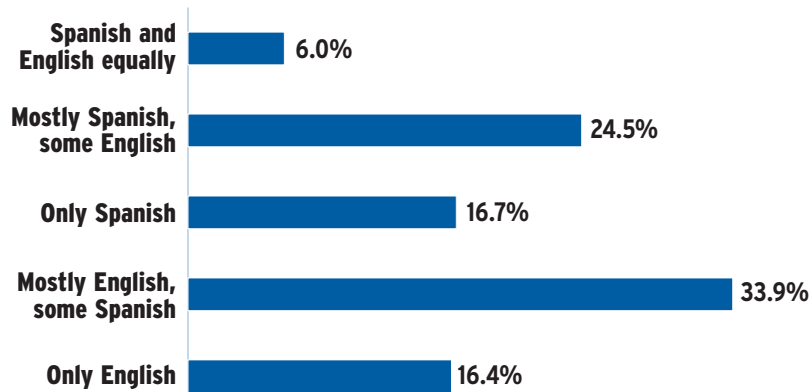
Hispanic preference is to speak Spanish at home



Data from Synovate's 2006 U.S. Diversity Markets Report via Editorial Televisa.

LANGUAGES SPOKEN OUTSIDE THE HOME

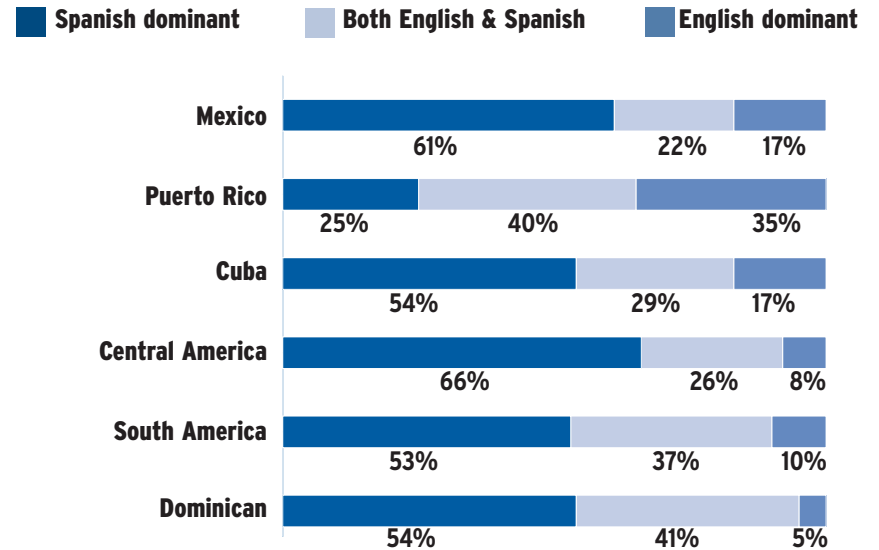
Speaking both Spanish and English



Data from Simmons NCS/NHCS: Fall 2005 Adult Full Year (Jan. 2005 - Sept. 2005) Hispanic Adults 18+ via Editorial Televisa.

LANGUAGE DOMINANCE BY COUNTRY

Or region of origin



Data from Synovate U.S. Hispanic Market Report 2006 via Editorial Televisa.

LANGUAGE ATTRIBUTES BY GENERATION

First language learned

	FOREIGN-BORN	FIRST GENERATION	SECOND GENERATION	THIRD+ GENERATION
ENGLISH	3%	20%	36%	60%
SPANISH	97%	79%	63%	39%

Language most comfortable speaking

	FOREIGN-BORN	FIRST GENERATION	SECOND GENERATION	THIRD+ GENERATION
ENGLISH	8%	45%	62%	84%
SPANISH	73%	25%	15%	5%

Data from Data from Synovate's 2006 U.S. Diversity Markets Report.



AGENCIES & WORK

HISPANIC CREATIVE ADVERTISING AWARDS



TUNDRA 2005. TODAVÍA MÁS GRANDE. **TRUCKS** MANEJA CONFIAO



ADVERTISER OF THE YEAR: **TOYOTA**

TOYOTA MOTOR CORP. was named Advertiser of the Year in *Ad Age's* Hispanic Creative Advertising Awards. The first-time honor is based on Toyota's award-winning Spanish-language TV,



newspaper, multimedia and online creative work done by three different agencies in the mainland U.S. and Puerto Rico. This year, Toyota won one Gold, three Silver and six Bronze awards.

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GOLD AWARD WINNERS

Of Ad Age's 2005 Hispanic Creative Advertising Awards

ADVERTISER OF THE YEAR

TOYOTA

BEST OF SHOW BROADCAST	MARKETER/BRAND	CAMPAIGN
La Comunidad, Miami	VH1	"Parents Day"

BEST OF SHOW NONBROADCAST

JWT Puerto Rico, San Juan, P.R.	Delivery Car Wash	"Wash Me"
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GOLD/TV

Badillo Nazca Saatchi & Saatchi, San Juan, P.R.	Toyota	"Enseres"
Lapiz, Chicago	Kellogg's Frosted Mini-Wheats	"Fiber Cycle"
JWT Puerto Rico, San Juan, P.R.	Unilever's Ragu	"Father & Son"
Grupo Gallegos, Long Beach, Calif.	Energizer Batteries	"Japanese"
Dieste Harmel & Partners, Dallas	Anorexia Treatment Clinic	"Reality"

GOLD/MAGAZINES

BBDO San Juan, P.R.	Laboratorio Garden House	"Hallmark Cards"
Conill, New York	Procter & Gamble Co.'s Tide No Stain	"Juice," "Chocolate," "Ice Cream"
McCann Erickson Puerto Rico, San Juan, P.R.	Ogar	"Loca"

GOLD/RADIO

Badillo Nazca Saatchi & Saatchi, San Juan, P.R.	Blockbuster	"Saturday Night Fever," "Bodyguard," "Grease"
Lapiz, Chicago	Coca-Cola Classic	"Aca & Alla"
in-house	Viscom Int'l Best Mexico Phone Cards	"Mujeres," "Chente," "Son"

GOLD/NEWSPAPER

McCann Erickson, Puerto Rico, San Juan, P.R.	Ogar	"Loca," "Vago"
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GOLD/OUT-OF-HOME

LatinWorks, Austin, Texas	History Channel en Español	"Ernesto," "Eva," "Doroteo"
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GOLD/NONTRADITIONAL, GUERRILLA MARKETING

BBDO Puerto Rico, San Juan, P.R.	Partnership for a Drug-Free Puerto Rico	"Jail"
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GOLD/INTERACTIVE

Garcia 360, San Antonio	Garcia 360	"12 Days" Christmas card
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TWENTY-SIX DIFFERENT agencies won awards chosen from 715 entries, competing for Gold, Silver and Bronze in *Advertising Age's* 7th annual Hispanic Creative Advertising Awards contest in 2005. The contest was held in cooperation with the Association of Hispanic Advertising Agencies. This year's winners were honored at an awards show Sept. 30.

Awards were reported in the Marketing to Hispanics Special Report (AA, Oct 3, 2005). The full report with playable video of winning spots can be found on AdAge.com.

A record 900-plus agency entries will compete for the 8th annual Hispanic Creative Advertising Awards. Winners will be announced in an awards ceremony Thursday, Sept. 21, 2006 in Miami. A Special Report and AdAge.com report will announce the winners Sept. 25, 2006.

SILVER AWARD WINNERS

SILVER/TV	MARKETER/BRAND	CAMPAIGN
Vidal Partnership, New York	Heineken	"No Kiss for You"
C.O.D., Coral Gables, Fla.	Volkswagen of America	"Love Thing"
Badillo Nazca Saatchi & Saatchi, San Juan, P.R.	Toyota Tacoma	"Big"
Vidal Partnership, New York	DirecTV Para Todos	"Baseball," "Talk Show"
La Comunidad, Miami	VH1	"Melons," "Parents Day," "Grandma"
EJE Sociedad Publicitaria, San Juan, P.R.	Unilever's Knorr	"Fonda"
Zubi Advertising, Miami	American Airlines	"Empacados"
Bromley Communications, San Antonio	Continental Airlines	"Encargos"
Del Rivero Messianu DDB, Coral Gables, Fla.	McDonald's Corp.	"Pretty Smart"

SILVER/MAGAZINES

Bromley Communications, San Antonio	Procter & Gamble Co.'s Dawn	"Silhouette"
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SILVER/RADIO

Casanova Pendrill, Costa Mesa, Calif.	California Lottery Scratchers	"More Opportunities"
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SILVER/NEWSPAPER

Badillo Nazca Saatchi & Saatchi	Toyota Tundra	"Servi Carro," "Vendedor," "Paeje"
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SILVER/OUT-OF-HOME

La Comunidad, Miami	Citibank	"Live Richly"
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SILVER/NONTRADITIONAL, GUERRILLA MARKETING

JWT Puerto Rico, San Juan, P.R.	Hogar Niño Jesus	"Lost Letter"
La Finca Creativa, New York	New York Latino Film Festival	"Fake Tickets"
Concept Cafe, Miami	Hispanics Against Drunk Driving	"Cinta," "Sello," "Permiso"

SILVER/INTERACTIVE

Nobox Marketing Group, San Juan, P.R.	Toyota Tacoma	"Ahora Mas Grande"
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TOP 50 HISPANIC AGENCIES

By U.S. revenue in 2005

RANK	AGENCY [HOLDING COMPANY AFFILIATION]	HEADQUARTERS	REVENUE	% CHG
1	Bromley Communications* [Publicis]	San Antonio	\$40,000	1.3
2	Bravo Group* [WPP]	New York	39,400	5.1
3	GlobalHue** [Interpublic]	Southfield, Mich.	36,260	17.5
4	Dieste, Harmel & Partners* [Omnicom]	Dallas	35,000	12.9
5	Vidal Partnership*	New York	23,950	84.2
6	Accentmarketing* [Interpublic]	Coral Gables, Fla.	21,041	15.6
7	Lopez Negrete Communications	Houston	20,250	22.7
8	Lapiz* [Publicis]	Chicago	18,200	11.7
9	Zubi Advertising Services	Coral Gables, Fla.	18,000	5.9
10	La Agencia de Orci & Asociados	Los Angeles	15,159	7.9
11	Conill* [Publicis]	New York	14,500	31.8
12	De la Cruz Group	Guaynabo, P.R.	13,725	-8.6
13	Casanova Pendrill Publicidad* [Interpublic]	Costa Mesa, Calif.	13,453	20.1
14	Del Rivero Messianu DDB* [Omnicom]	Coral Gables, Fla.	12,612	0.1
15	Winglatino* [WPP]	New York	12,500	30.2
16	Reynardus & Moya Advertising	New York	8,625	13.9
17	Arvizu Advertising & Promotions	Phoenix	8,070	11.1
18	LatinWorks Marketing	Austin, Texas	7,387	34.4
19	Hispanic Group Corp.	Miami	7,276	25.8
20	Images USA	Atlanta	7,200	24.1
21	HeadQuarters Advertising	San Francisco	6,900	0.0
22	Machado Garcia Serra	Coral Gables, Fla.	6,880	6.2
23	Cartel Group	San Antonio	6,807	-4.6
24	Castells & Asociados Advertising	Los Angeles	6,801	5.9
25	Grupo Gallegos [Richards Group]	Long Beach, Calif.	6,700	91.4

Dollars are in thousands. *Figures are *Ad Age* estimates. Data is from the 62nd Agency Report (AA, May 1, 2006). Agencies are ranked by 100% of U.S. revenue unless Hispanic activities are less than 75% of revenue, in which case they are ranked at that percent of revenue. Holding companies may own only a minority stake.

RANK	AGENCY [HOLDING COMPANY AFFILIATION]	HEADQUARTERS	REVENUE	% CHG
26	San Jose Group	Chicago	\$6,576	2.5
27	Al Punto	Tustin, Calif.	6,100	17.3
28	Siboney USA [Interpublic]	Miami	5,800	13.7
29	Cultura	Dallas	5,600	33.3
30	Acento	Los Angeles	5,565	10.0
31	Abece* [Interpublic]	Miami Beach, Fla.	5,500	292.9
32	Creative Civilization*	San Antonio	5,122	19.1
33	Maya Advertising & Communications	Washington	5,000	11.1
34	La Comunidad*	Miami Beach, Fla.	4,800	6.7
35	Anita Santiago Advertising	Santa Monica, Calif.	4,330	9.3
36	Euro RSCG Latino* [Havas]	New York	4,200	5.0
37	Cruz/Kravetz:Ideas	Los Angeles	3,600	28.6
38	CreativeOnDemand*	Coral Gables, Fla.	3,400	13.3
39	La Gente de RLR	Pasadena, Calif.	3,370	0.0
40	OLE	New York	3,050	34.3
41	Viva Partnership*	Miami	3,027	5.1
42	Media8 Digital Marketing	Miami	2,410	9.5
43	Ethnic Marketing Group	Valencia, Calif.	1,905	131.0
44	Revolucion	New York	1,750	3.0
45	Prime Access*	New York	1,667	9.2
46	Rives Carlberg	Houston	1,463	-23.1
47	Enlace Communications	Los Angeles	1,456	-3.5
48	Español Marketing & Communications	Cary, N.C.	1,129	12.7
49	:30 Segundos	New York	1,000	-4.8
50	PM-Publicidad	Atlanta	600	71.4

***Ad Age* estimates total GlobalHue multicultural revenue at \$74 million (Hispanic represents 49% of the total), up 17.5%. Hispanic activities represent 50% of revenue at Images USA and La Comunidad and 40% at Prime Access.

TOP HISPANIC MEDIA AGENCIES

By billings from media planning and buying

RANK	MEDIA AGENCY	PARENT (OWNERSHIP)	2005 HISPANIC MEDIA BILLINGS
1	Tapestry*	Publicis Groupe (100%)	\$382.0
2	Vidal Partnership	Independent	175.0
3	Casanova Pendrill	Interpublic (49%)	170.0
4	Dieste Harmel & Partners	Omnicom Group (100%)	146.0
5	Bravo Group	WPP Group (100%)	140.0
5	GlobalHue	Interpublic (49%)	140.0
7	OMD Latino	Omnicom Group (100%)	126.0
8	Zubi Advertising	Independent	110.0
9	Carat	Aegis Group (100%)	90.0
9	Lopez Negrete	Independent	90.0
11	Conill	Publicis Groupe (100%)	60.0
12	MediaComLatino	WPP Group (100%)	59.0
13	MPG Diversity	Havas (100%)	50.0

Dollars are in millions. *Includes some media buying for Bromley Communications clients. Source: Figures are *Ad Age* estimates, from a ranking published Feb. 6, 2006.

TOP 10 CITIES FOR HISPANIC AGENCIES

By 2005 revenue from Hispanic ad agencies

RANK	CITY	REVENUE	% CHG	COUNT
1	New York	\$110.6	24.0	10
2	Miami	90.7	14.7	11
3	Los Angeles	68.4	18.2	11
4	San Antonio	51.9	1.9	3
5	Dallas	40.6	15.3	2
6	Detroit	36.3	17.5	1
7	Chicago	24.8	9.1	2
8	Houston	21.7	18.0	2
9	Guaynabo, Puerto Rico	13.7	-8.6	1
10	Phoenix	8.1	11.1	1

Dollars are in millions. Data is from the 62nd Agency Report (AA, May 1, 2006), based on the Top 50 Hispanic agencies (see ranking on Pages 48 and 49).

TOP 10 AMAZING FEATS OF ONE ARTFUL HISPANIC AGENCY*

RANK	FEAT
1	We've survived three different CMO's in eight years at El Pollo Loco.
2	If our receptionist is out for lunch, our CEO will take your call.
3	Our ex-CMO clients still love us. That's how we landed Denny's.
4	No holding company has ever held us.
5	We don't claim to have a proprietary brand strategy with a fancy trademarked name and a flow chart clogged with colorful arrows. We just do our homework, think clearly and deliver results.
6	We've had H&R Block in our corner for three tax years.
7	Our entire staff is quadrilingual. We speak Spanish, English, Spanglish and Fútbol.
8	The nation's largest health insurer came to us for advertising; we backed it up with consulting on customer service and operations. That's Wellpoint, Inc.
9	Our Creative Director frames your sales results, not her awards.
10	It's only taken a few good men and women to build four national brands.

*Data from cruz/kravetz:IDEAS

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