

A SUPPLEMENT TO
AdvertisingAge

HISPANIC

FACT PACK

2007 Edition

Annual Guide
to Hispanic
Marketing
and Media



crain

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that nothing is more important
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THEY DO FOR
YOU?

OR BOTH?

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HISPANIC FACT PACK

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

IN A SLUGGISH YEAR for the U.S. advertising industry, TNS Media Intelligence cut its 2007 forecast for Spanish-language media spending to 3.7% growth in June from a more optimistic 5.4% at the beginning of the year.

But that's still double TNS's 1.7% growth outlook for overall U.S. measured media spending, down from an earlier 2.6% projection, as Hispanic advertising continues to outperform the general market. (TNS's Hispanic figures are for Spanish-language TV, newspapers and magazines and don't include marketers' growing use of English-language media aimed at bilingual and English-speaking Hispanics.)

Advertising Age's fourth annual Hispanic Fact Pack includes data about marketers' 2006 ad spending by company and category, demographic trends, language use and detailed rankings of the top TV, radio, newspaper, magazine and online media.

Ad Age also compiled an exclusive ranking of the top 50 U.S. Hispanic ad agencies and the second annual ranking of the top 15 Hispanic media-buying agencies. Multicultural media specialists, accounting for seven of the 15 top media buyers in 2006, are finally gaining on the full-service Latino ad agencies that have continued to dominate Hispanic media buying.

This year's Fact Pack includes extensive data about online and mobile activities. Hispanics outpace their general market counterparts in areas like instant messaging and entertainment-related activities such as listening to internet radio and downloading music.

Among the top 50 Hispanic ad agencies, 29 saw double-digit growth in 2006. More than half—26—of the top 50 Hispanic marketers boosted their ad spending by double-digit amounts. Automotive advertising continued to be the biggest category, followed by retail and telecommunications. Thanks to cellphone advertising, telecommunications marketers saw some of the largest spending increases, with AT&T, Verizon Communications and Deutsche Telekom's T-Mobile growing their Hispanic budgets by 116%, 51% and 44%, respectively, in 2006.

In the biggest-ever Hispanic media industry sale, private-equity investors completed the \$13 billion acquisition of Univision Communications in March 2007. (NBC paid \$2.7 billion for the No. 2 Spanish network, Telemundo, in 2002.) In April 2007, Joe Uva joined Univision as CEO from OMD Worldwide, the world's second-largest media agency, where he was president-CEO, in a move expected to help Univision win more ad dollars from major marketers.

—Laurel Wentz

HOW TO REACH US

E-mail 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-

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Saturday, 5:38pm

Augusto and his dad are still in the park, as always. They play every Saturday here, from early morning. If it rains, they come on Sunday.

They ride on the swings together, laugh together, hug more than average, and play some soccer.

Augusto lives with his mom and dad, and his three sisters, in an old house with two bedrooms, just three blocks south of the park.

He does his homework while playing games online, and listening to whatever his mother is watching on tv, always as loud as possible.

He knows she's never going to change that, but then again, she's been through enough changes since she came from Puebla.

Augusto's life, on the other hand, hasn't changed much. He was born and raised here. He lives comfortably in two worlds at the same time, with two languages. Or make it three, if we consider the one he uses to communicate faster with his online friends.

For Augusto, this is his home. And this is his park. Just come by any Saturday, and you will see him playing with his dad, for hours.

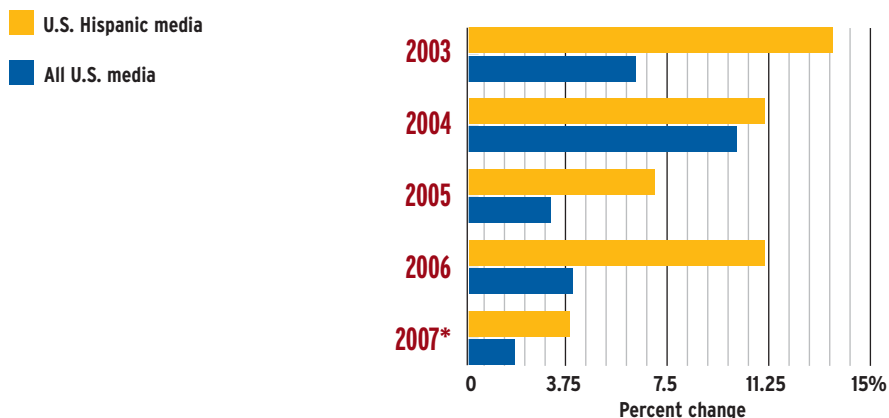
Now you see them.



ADVERTISING & MARKETING

HISPANIC MEDIA AD SPENDING GROWTH RATES

Versus all U.S. media ad spending growth, 2003 to 2007



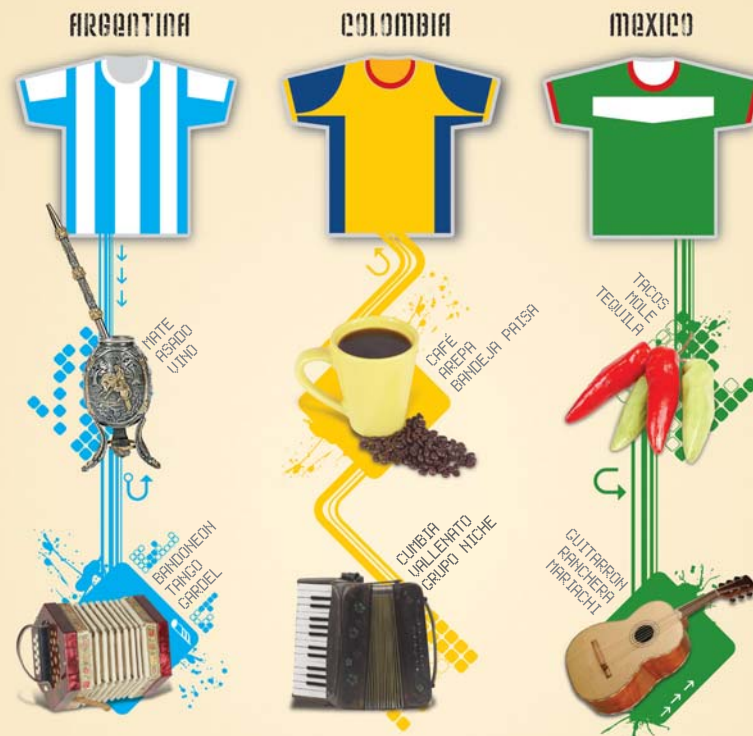
Hispanic media data from HispanTelligence, research arm of Hispanic Business, based on input from TNS Media Intelligence, media industry experts, advertising agencies and public records. *The 2007 Hispanic media growth rate is a forecast from TNS. All U.S. media totals from TNS.

AD SPENDING BY CATEGORY IN HISPANIC MEDIA

RANK	CATEGORY	2006 U.S. MEASURED ADVERTISING SPENDING		
		TOTAL	TV	PRINT
1	Automotive	\$699,235	\$628,934	\$70,301
2	Retail	592,059	507,349	84,710
3	Telecommunications, internet services and ISP	500,368	466,601	33,766
4	Movies, recorded video & music	348,872	343,970	4,902
5	Food, beverages & candy	326,422	313,786	12,636
6	Restaurants	250,114	240,604	9,510
7	Personal care	235,639	187,466	48,173
8	General services	210,768	150,278	60,491
9	Medicine & remedies	168,057	152,616	15,441
10	Beer, wine & liquor	140,239	131,952	8,288

Dollars in thousands. Media from TNS Media Intelligence and representing combined media totals for TV from broadcast TV networks, Galavision (cable) and Spanish-language spot TV stations; print from Spanish-language magazines (including four PIB-monitored Spanish-language magazines) and Spanish-language newspapers. Categories are aggregated by Ad Age. Only the top 10 are shown.

IF INDEED IT'S TRUE
THAT WE ALL SPEAK THE SAME LANGUAGE...



...EACH ONE OF US WEARS HIS OWN COLORS,
HAS DISTINCT TASTES AND SOUNDS DIFFERENT.

At Hispanic Group we recognize the cultural nuances of the Spanish language.
We don't translate...we INTERPRET.



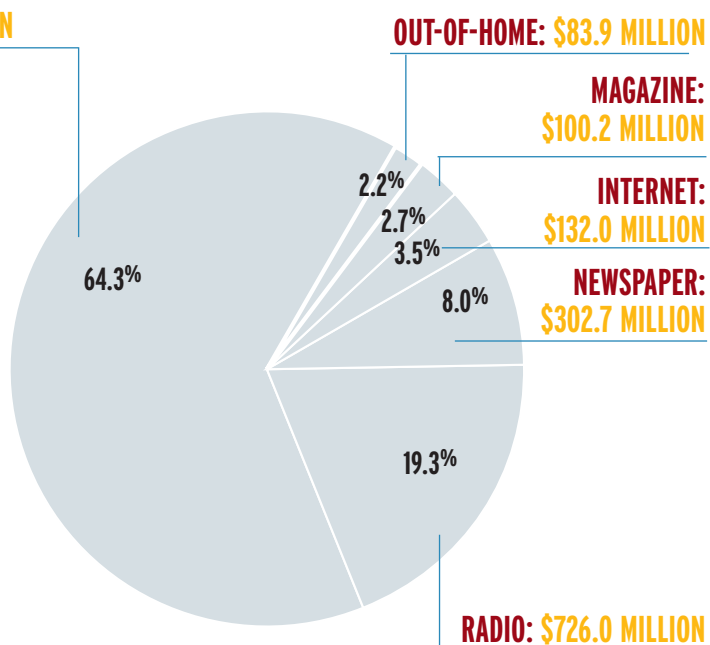
SOMOS UNA AGENCIA DE PUBLICIDAD HISPANA

HISPANIC MEDIA AD SPENDING

MEDIUM	ADVERTISING SPENDING		
	2006	2005	% CHG
Network/national TV	\$1,733.9	\$1,512.0	14.7
Local TV	690.1	638.9	8.0
National radio	214.3	200.8	6.7
Local radio	511.7	492.2	4.0
National newspapers	120.7	113.5	6.4
Local newspapers	182.0	170.8	6.6
Internet	132.0	100.0	32.0
Magazines	100.2	92.8	8.0
Out-of-home	83.9	80.1	4.7
Total	3,768.7	3,401.1	10.8

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.

TV: \$2.42 BILLION



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FOR TELEVISION SALES INFO, PLEASE CONTACT OLGA M. LUIS (305) 844-4800
FOR INTERNET SALES INFO, PLEASE CONTACT GREG DIAZ (310) 229-8782

TOP 50 ADVERTISERS IN HISPANIC MEDIA

By measured U.S. media spending

RANK	MARKETER	2006 AD SPENDING	% CHG
1	Lexicon Marketing Corp.	\$175,226.3	-4.0
2	Procter & Gamble Co.	169,963.7	3.2
3	AT&T	129,513.1	116.0
4	Univision Communications	106,431.6	-32.5
5	General Motors Corp.	96,693.3	-15.7
6	Verizon Communications	88,809.5	51.1
7	McDonald's Corp.	83,667.0	18.5
8	Sears Holdings Corp.	83,134.5	-2.2
9	Johnson & Johnson	78,956.5	2.2
10	Ford Motor Co.	70,192.7	3.0
11	Wal-Mart Stores	66,062.5	3.6
12	Toyota Motor Corp.	65,833.2	11.3
13	Walt Disney Co.	63,698.7	38.8
14	DaimlerChrysler	61,864.7	-3.2
15	Hyundai Motor Co.	60,996.6	27.2
16	Ventura Entertainment Enterprises	58,785.3	4.7
17	PepsiCo	57,918.1	-15.9
18	Coca-Cola Co.	51,420.0	70.4
19	Grupo Televisa	49,631.1	-6.6
20	Home Depot	48,201.3	19.1
21	TVAtlas.com	47,960.3	507.0
22	L'Oreal	46,128.4	18.8
23	America Directo	45,899.1	NA
24	SABMiller	45,799.2	12.2
25	Unilever	43,930.7	60.2

Dollars in thousands. Media from TNS Media Intelligence and represent the sum of broadcast TV networks, Galavision (cable), Spanish-language magazines (including

RANK	MARKETER	2006 AD SPENDING	% CHG
26	Deutsche Telekom	43,212.7	44.4
27	Anheuser-Busch Cos.	41,416.0	50.2
28	Cisneros Group of Cos.	39,825.3	-41.3
29	Allstate Corp.	37,069.0	63.2
30	Nutri-Salud	36,754.9	24.1
31	J.C. Penney Co.	32,541.9	28.8
32	Nissan Motor Co.	32,147.7	66.9
33	Time Warner	32,061.5	4.5
34	Target Corp.	31,473.7	42.1
35	Clorox Co.	30,387.8	23.0
36	Yum Brands	30,348.3	-4.4
37	Kraft Foods	28,109.1	-23.4
38	U.S. Government	27,840.1	-33.5
39	Honda Motor Co.	27,789.8	4.9
40	Lowe's Cos.	27,357.9	31.2
41	AstraZeneca	26,191.6	459.0
42	Sprint Nextel Corp.	24,291.0	-2.7
43	Macy's	24,265.2	102.6
44	Echostar Communications Corp.	23,555.0	40.5
45	Kellogg Co.	22,875.7	-13.4
46	Visa International	22,801.4	36.7
47	Bally Total Fitness Holdings Corp.	22,431.0	-1.0
48	General Electric Co.	21,598.6	-18.2
49	Domino's Pizza	20,859.1	49.2
50	Wendy's International	20,243.4	-4.4

four PIB-monitored Spanish-language magazines, Spanish-language newspapers and Spanish-language spot TV.

TOP 25 ADVERTISERS IN HISPANIC NEWSPAPERS

By measured U.S. newspaper ad spending

RANK	MARKETER	2006 AD SPENDING	% CHG
1	AT&T	\$6,053.7	23.8
2	Verizon Communications	4,514.1	31.5
3	Sears Holdings Corp.	4,143.9	28.6
4	Macy's	3,404.2	57.7
5	Best Buy Co.	3,374.2	68.1
6	Citigroup	3,299.1	45.7
7	Target Corp.	3,165.7	69.2
8	Sprint Nextel Corp.	3,142.8	-41.7
9	Rooms To Go	3,140.4	29.8
10	Univision Communications	2,677.4	-23.2
11	Washington Mutual	2,540.0	37.9
12	Home Depot	2,424.0	27.0
13	Bank of America Corp.	2,336.9	316.2
14	Walt Disney Co.	2,170.3	33.3
15	Gobierno del Estado/Chihuahua	1,978.3	15.5
16	U.S. Government	1,788.3	-31.4
17	General Electric Co.	1,714.8	-23.7
18	Anheuser-Busch Cos.	1,570.8	148.6
19	DaimlerChrysler	1,519.4	-16.7
20	Interbond Corp. of America	1,474.8	8.6
21	City of Miami	1,439.0	32.6
22	General Motors Corp.	1,377.7	-48.6
23	Skyland Communications	1,351.2	-13.1
24	Lowe's Cos.	1,195.3	239.4
25	TV Azteca	1,140.3	263.5

Dollars in thousands. Measured newspaper ad spending from TNS Media Intelligence. Percent change is computed from 2005 data. Automotive dealers and associations are excluded.



Ads for Tide: Messy Wine.



Messy Coffee.



Valentine's Day.



Ads for Tide: Stains Attack: Soup.



Stains Attack: Jam.



TV Spot for Toyota 4Runner: Worldwide Adventures.



Interactive for Toyota Yaris: MundoYaris.com "Music Lab".

TOP 25 ADVERTISERS IN SPANISH-LANGUAGE SPOT TV

By measured U.S. spot TV ad spending

RANK	MARKETER	2006 AD SPENDING	% CHG
1	AT&T	\$44,754.5	194.4
2	Ventura Entertainment Enterprises	36,667.1	130.5
3	Univision Communications	30,637.4	-12.3
4	Verizon Communications	27,199.2	75.2
5	Ford Motor Co.	25,564.7	-6.7
6	General Motors Corp.	19,509.6	-5.6
7	DaimlerChrysler	19,233.6	-2.5
8	Yum Brands	14,547.0	12.5
9	Toyota Motor Corp.	12,625.6	63.3
10	Nissan Motor Co.	12,184.0	40.0
11	McDonald's Corp.	11,866.9	20.9
12	Jack in the Box	11,722.5	36.5
13	Rooms To Go	11,258.4	35.4
14	BuenaVida Enterprises	10,821.9	218.1
15	Famsa	9,003.0	45.2
16	Cisneros Group of Cos.	8,797.6	-49.1
17	Albertsons	7,419.3	-1.5
18	Cablevision Systems Corp.	7,050.2	265.8
19	Mazda Motor Corp.	6,978.5	78.6
20	Walt Disney Co.	6,901.7	10.6
21	PepsiCo	6,618.6	45.9
22	Honda Motor Co.	6,572.1	83.8
23	Goya Foods	6,494.1	34.1
24	Grupo Televisa	6,428.2	-52.0
25	Hyundai Corp.	6,222.7	20.9

Dollars are in thousands. Measured spot TV ad spending from TNS Media Intelligence. Percent change is computed from 2005 data. Automotive dealers and associations and political advertising are excluded.

TOP 10 ADVERTISERS ON HISPANIC WEB SITES

By measured U.S. web ad spending

RANK	MARKETER	2006 AD SPENDING
1	General Motors Corp.	\$5,862.9
2	Mosaico	4,312.8
3	Englishtown School	3,447.1
4	Toyota Motor Corp.	2,993.5
5	IAC/InterActiveCorp	2,981.2
6	Altria Group	2,797.5
7	Ford Motor Co.	2,598.6
8	DaimlerChrysler	2,219.4
9	U.S. Government	1,960.7
10	Circulo de Lectores	1,821.2

Dollars are in thousands. Measured web ad spending from TNS Media Intelligence. TNS monitors 37 Hispanic sites. Excludes paid search and broadband video.



tradición

Tradition. Tradition isn't what it used to be, at least not in the mega-billion dollar Latino market. One thing remains, however: the place where Latinos and Latinas truly connect with a product is in print. Research shows Spanish-language newspapers are where they come for the information they need to make smarter buying decisions. Delivering over 11 million Latinos per month through our network of newspapers, magazine, and online platforms, ImpreMedia is a pretty smart buying decision for you and your client. *¿qué no?* **ImpreMedia. The #1 Hispanic Print, News, and Online Publisher. Your conexión to our audience.**

impreMedia

#1 Spanish Language Print and Online News Publisher
www.impremedia.com

Contact: Erich Linker
Senior VP National Advertising
212.807.4781 erich.linker@impremedia.com

Source: 2004 NAA Planbook, Newspaper Advertising of ROP, Inserts & Coupons

TOP 25 ADVERTISERS IN NATIONAL SPANISH-LANGUAGE TV

By measured U.S. ad spending on broadcast and cable networks in 2006

RANK	MARKETER	2006 AD SPENDING	% CHG
1	Lexicon Marketing Corp.	\$173,559.3	-4.3
2	Procter & Gamble Co.	154,307.5	3.3
3	Sears Holdings Corp.	77,044.4	-1.2
4	AT&T	76,582.2	96.9
5	Univision Communications	72,973.3	-38.8
6	Johnson & Johnson	70,997.3	1.8
7	General Motors Corp.	69,451.5	-14.0
8	McDonald's Corp.	68,007.9	18.0
9	Wal-Mart Stores	60,422.3	3.0
10	Verizon Communications	55,678.2	47.0
11	Walt Disney Co.	53,056.3	42.3
12	Hyundai Motor Co.	52,744.0	28.9
13	PepsiCo	50,912.8	-19.9
14	Coca-Cola Co.	50,242.1	70.7
15	Toyota Motor Corp.	49,420.3	-0.3
16	TVatias.com	47,767.3	511.8
17	Home Depot	45,600.3	19.7
18	America Directo	44,872.8	NA
19	SABMiller	43,760.4	10.0
20	Deutsche Telekom	42,675.2	53.7
21	Grupo Televisa	42,037.1	9.8
22	Ford Motor Co.	40,636.5	15.8
23	Unilever	39,404.4	66.3
24	DaimlerChrysler	38,091.2	3.9
25	Nutri-Salud	36,727.2	26.0

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

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PRO SURFER / NUMBER 2 WORLDWIDE / MEXICAN-AMERICAN



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TOP 25 ADVERTISERS IN HISPANIC MAGAZINES

By measured U.S. magazine ad spending

RANK	MARKETER	2006 AD SPENDING	% CHG
1	Procter & Gamble Co.	\$13,424.0	10.5
2	L'Oreal	11,407.8	23.4
3	Johnson & Johnson	6,364.7	-13.1
4	General Motors Corp.	6,354.5	-40.3
5	Unilever	3,646.3	21.8
6	McDonald's Corp.	3,594.2	22.1
7	Ford Motor Co.	3,511.6	-25.1
8	Toyota Motor Corp.	3,470.3	105.0
9	Wal-Mart Stores	3,371.2	46.0
10	DaimlerChrysler	3,020.5	-46.8
11	Time Warner	2,998.5	21.3
12	Clorox Co.	2,888.7	16.5
13	U.S. Government	2,774.2	-44.1
14	AstraZeneca	2,767.9	450.0
15	Estee Lauder Cos.	2,705.5	-26.9
16	Mosaico	2,205.3	40.8
17	Intima	2,193.9	125.8
18	AT&T	2,122.7	115.2
19	Farley Industries	2,098.3	19.8
20	Joh. A. Benckiser	2,034.3	36.8
21	Visa International	1,980.9	2.9
22	Hyundai Motor Co.	1,824.9	-3.4
23	Latina Publication	1,752.8	167.7
24	Kimberly-Clark Corp.	1,618.4	-29.1
25	Walt Disney Co.	1,570.4	112.0

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

The Only Latin Fan Awards for Music...Just Added Sports!



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Robert Nieto, Marketing & Promotion
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Robert@greenhousemg.com



AZTECA AMERICA

TOP 25 ADVERTISERS IN HISPANIC SPOT RADIO

By measured U.S. Spanish-language ad spending

RANK	MARKETER	2006 AD SPENDING	% CHG
1	Broadcasting Media Partners (Univision)	\$30,964	39.4
2	General Electric Co.	10,183	68.6
3	McDonald's Corp.	9,835	16.0
4	Verizon Communications	9,674	38.6
5	AT&T	9,342	42.4
6	Toyota Motor Corp.	8,665	53.5
7	Walt Disney Co.	8,626	31.4
8	J.C. Penney Co.	7,276	47.1
9	U.S. Government	7,133	-18.5
10	General Motors Corp.	7,039	-10.5

Dollars in thousands. Measured radio ad spending from Nielsen Monitor-Plus. Percent change is computed from 2005 data.



PIZZA, BEER, CELL PHONES
AND LATE NIGHTS SPENT ONLINE.
IT'S A LOT LIKE COLLEGE.



With clients like Domino's Pizza®, Anheuser-Busch and U.S. Cellular®, LatinWorks has all the ingredients for a perfect college experience. We also do a little advertising. Let's talk about how our traditional and interactive work can help your brand. Give us a call at 512.479.6200.

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at the right time.

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Get to know us www.terraknows.com

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MEDIA

TOP HISPANIC DMA'S BY MEDIA SPENDING

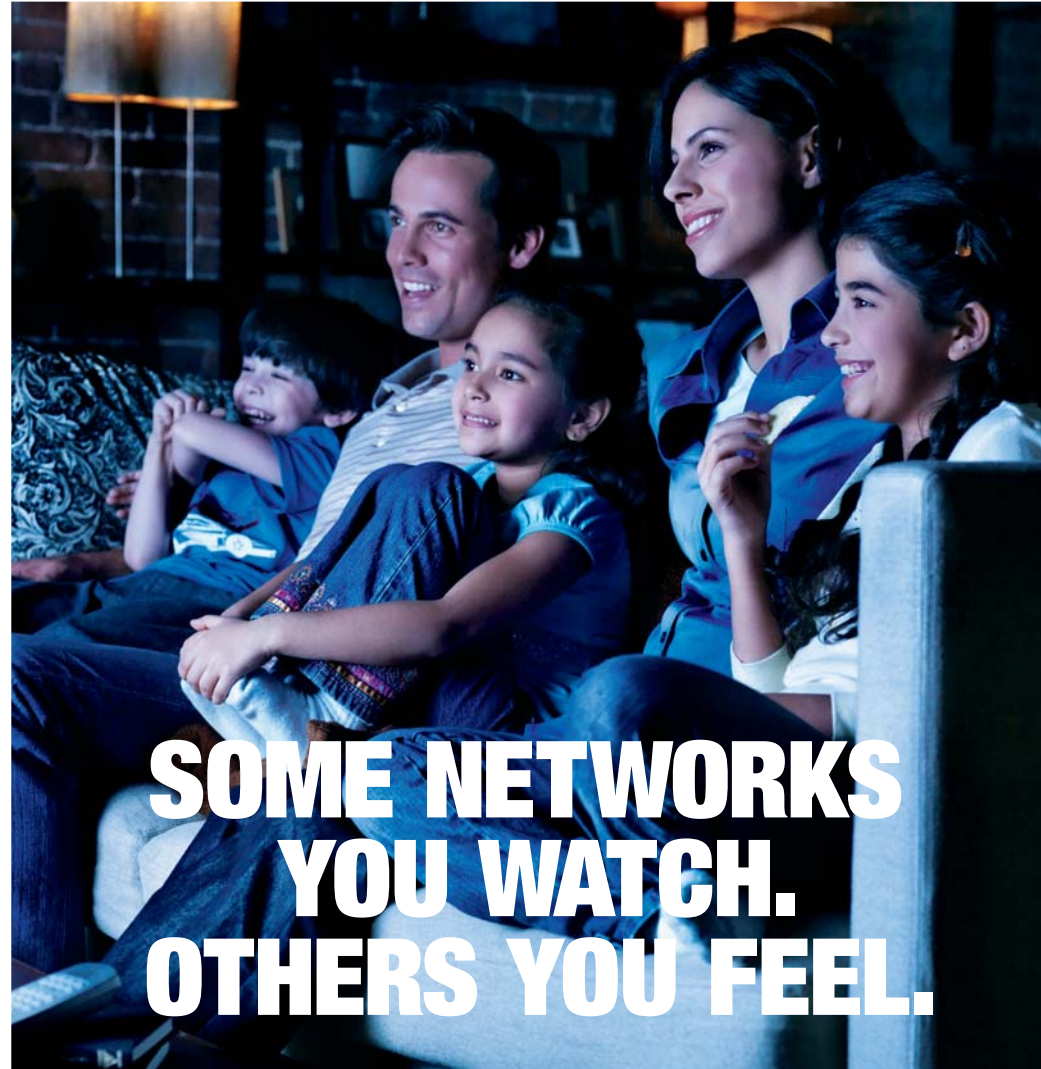
RANK	MARKET	TOTAL	% CHG	TV	RADIO	PRINT
1	Los Angeles	\$631.4	8.1	\$348.9	\$182.5	\$100.0
2	Miami-Fort Lauderdale	298.9	6.1	133.2	100.8	64.8
3	New York	255.7	6.9	111.1	90.6	54.0
4	Houston	134.6	6.8	63.3	62.1	9.2
5	Chicago	123.4	3.8	49.0	47.4	27.0
6	San Francisco-Oakland-San Jose	82.8	7.7	45.7	31.0	6.1
7	Dallas	77.8	7.4	38.7	30.3	8.7
8	Phoenix	62.2	6.5	29.8	14.5	17.9
9	San Antonio	62.2	4.9	23.1	34.6	4.5
10	San Diego	54.1	3.8	29.1	19.5	5.6
	Total top 10	1,783.0	6.8	871.9	613.3	297.7

Dollars are estimated and are in millions for designated market areas. Numbers are rounded. Data from HispanTelligence, the research arm of Hispanic Business. Market estimates based on information supplied by Spanish-language TV, radio and print outlets.

TOP 10 HISPANIC LOCAL TV MARKETS

RANK	MARKET	HISPANIC TV HH	TOTAL TV HH	HISP. % OF ALL*	DOMIN.**
1	Los Angeles	1,775,100	5,611,110	31.6%	45.4%
2	New York	1,190,410	7,366,950	16.2	51.2
3	Miami-Fort Lauderdale	625,280	1,538,620	40.6	62.6
4	Houston	492,360	1,982,120	24.8	48.2
5	Chicago	454,050	3,455,020	13.1	47.4
6	Dallas-Fort Worth	431,560	2,378,660	18.1	51.2
7	San Antonio	356,930	774,470	46.1	25.3
8	San Francisco-Oak.-San Jose	340,200	2,383,570	14.3	42.7
9	Phoenix (Prescott)	332,510	1,725,000	19.3	42.2
10	Harlingen, Texas ¹	268,650	327,070	82.1	47.6
	Total US	11,630,000	111,400,000	10.4	45.1

Data from Nielsen Hispanic Station Index. *Estimates as of Jan. 1, 2007. **% of Hispanic households where only or mostly Spanish is spoken by all persons 2 yrs. old+ in the home. 1) Harlingen, Weslaco, Brownsville and McAllen, Texas



**SOME NETWORKS
YOU WATCH.
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NO ONE CAPTURES THE HEARTS AND MINDS OF VIEWERS LIKE WE DO.

Passion. Devotion. Love. These are not words generally used to describe television networks. But they are often used when our viewers talk about ours. Our networks provide a connection to their language and their culture that no other media outlet on the planet can provide, which is why your product takes on more significance when it's seen on Univision, TeleFutura, or Galavisión versus other networks. You'll see the difference in your sales. You'll feel the difference in your brand.



TOP 25 HISPANIC NEWSPAPERS

By measured advertising revenue

RANK	NEWSPAPER	2006 AD REVENUE	% CHG
1	El Nuevo Herald (Miami)	\$83,322.6	14.7
2	La Opinion (Los Angeles)	52,446.1	2.0
3	El Diario (Ciudad Juarez, Mexico)	31,561.1	3.2
4	El Diario La Prensa (New York)	25,544.9	6.4
5	Chicago Hoy	14,243.7	28.3
6	Los Angeles Hoy	12,940.2	48.3
7	New York Hoy	12,694.9	3.3
8	Washington Hispanic	12,067.9	42.2
9	La Raza (Chicago)	10,457.5	-13.1
10	El Norte (El Paso, Texas)	9,153.3	5.3
11	El Sentinel (Miami-Fort Lauderdale)	8,281.2	31.2
12	Al Dia (Dallas)	7,670.8	7.7
13	TV y Mas (Phoenix)	7,251.9	3.1
14	Vida en el Valle (Fresno, Calif.)	7,027.5	149.7
15	La Voz de Phoenix	6,664.1	-11.4
16	Diario Las Americas (Miami)	6,357.9	1.8
17	La Estrella (Dallas)	5,603.2	NA
18	Prensa Hispana (Phoenix)	4,528.4	-4.4
19	La Voz de Houston	4,511.5	41.8
20	Lawndale News (Chicago)	4,500.1	-1.6
21	Al Dia (Philadelphia)	4,286.8	-1.1
22	El Latino San Diego	3,740.3	-19.6
23	Semana News (Houston)	3,128.3	48.8
24	El Mensajero (San Francisco)	2,856.4	31.8
25	El Especial (New York)	2,840.9	-10.9

Dollars are in thousands. Measured newspaper ad spending from TNS Media Intelligence. Percent change is computed from figures for 2005.



Edelmira, mi amor, if we don't have reach, at least let's have frequency.

Never confuse being passionate with being easily seduced. The Latino market is not what it used to be. To find out more about it, just contact us.

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TOP 25 HISPANIC MAGAZINES

By measured advertising revenue

RANK	MAGAZINE	2006 AD REVENUE	% CHG
1	People en Español	\$49,366.2	27.7
2	Latina	32,362.4	9.8
3	Selecciones	15,253.4	3.1
4	TV y Novelas	12,485.8	15.1
5	Vanidades	12,010.7	18.7
6	Siempre Mujer*	9,274.3	229.6
7	Hispanic Business	8,057.6	-3.1
8	Mira	7,033.2	35.8
9	Ser Padres	6,850.9	0.9
10	Futbol Mundial	6,413.7	30.7
11	Healthy Kids en Español	5,832.7	-15.9
12	Sports Illustrated Latino*	5,741.2	129.1
13	Cosmopolitan en Español	5,576.0	27.7
14	Hispanic Magazine	5,482.3	-15.8
15	TV Notas	5,043.8	66.8
16	Vista	4,914.4	-12.5
17	Fox Sports en Español Magazine	3,459.8	NA
18	Casa y Hogar	3,058.5	559.9
19	Espera	3,009.2	59.6
20	Selecta	2,983.8	-6.2
21	Ocean Drive en Español	2,976.2	5.4
22	Tu Ciudad Los Angeles	2,949.8	84.0
23	Alma Magazine	2,333.4	335.3
24	Estylo	2,166.4	15.8
25	Sobre Ruedas	1,943.9	9.3

Dollars in thousands. Measured magazine ad spending from Media Economics Group's HispanicMagazineMonitor through Televisa Publishing. *Launched in 2006.

Thalía

María Celeste

Hispanic Morning Drive

María Marín

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TOP U.S. RADIO FORMATS BY AGE GROUP

With top five Spanish-language formats breakout

RANK	FORMAT	SHARE % BY AGE GROUP				
		12+	12-17	18-24	25-34	35-44
ALL FORMATS						
1	News, talk, info	17.4	2.6	3.9	9.4	14.5
2	Adult contemporary	13.9	8.4	10.0	13.6	15.5
3	Spanish-language	11.9	9.5	16.5	19.5	13.0
4	Contemporary hits	10.8	38.3	25.2	15.0	8.0
5	Urban	9.9	16.5	13.5	10.7	10.4

SPANISH-LANGUAGE FORMATS

1	Mexican regional	4.8	3.4	8.7	9.7	5.0
2	Spanish contemporary	2.3	2.1	2.8	3.5	2.5
3	Spanish adult	1.4	0.5	1.2	2.2	1.8
3	Spanish tropical	1.4	0.8	1.5	1.9	1.8
5	Spanish news	0.8	0.1	0.1	0.5	0.7

Formats ranked by share of 12-plus listening audience. How to read the charts: The Spanish-language format holds an 11.9% share of all radio listening aged 12 and older. Data from Arbitron's American Format Listening Trends report for Winter 2007 covering 98 continuously measured markets. Spanish-Language Formats are a subset of line 3 "Spanish-language" in the All Formats table.

TOP 5 SPANISH-FORMATTED RADIO STATIONS

By cumulative listeners

RANK	STATION (MARKET)	OWNER	LISTENERS
1	KLVE-FM (Los Angeles)	Univision Communications	1,453,800
2	WSKQ-FM (New York)	Spanish Broadcasting System	1,366,700
3	WPAT-FM (New York)	Spanish Broadcasting System	1,232,700
4	KSCA-FM (Los Angeles)	Univision Communications	1,216,800
5	KLAX-FM (Los Angeles)	Spanish Broadcasting System	982,800

Source: Arbitron. Exported report from MaxiMiser Plus measured Monday to Sunday, 6 a.m. to midnight for all person ages 12 plus. Cumulative listeners are the total audience in a given week. From the Fall 2006 report.

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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	3,127	87.9
2	Google sites	2,805	78.8
3	Microsoft sites	2,742	77.1
4	Time Warner network	2,058	57.8
5	Univision.com	1,904	53.5
6	eBay	1,704	47.9
7	Fox Interactive Media	1,543	43.4
8	Terra Networks	1,368	38.4
9	Wikipedia sites	963	27.1
10	Amazon sites	853	24.0

ENGLISH-LANGUAGE PREFERRED

RANK	PROPERTY	UNIQUE VISITORS IN THOUSANDS	% REACH
1	Time Warner network	6,583	76.9
2	Yahoo sites	6,451	75.3
3	Google sites	6,199	72.4
4	Microsoft sites	5,677	66.3
5	Fox Interactive Media	4,866	56.8
6	eBay	4,259	49.7
7	Apple	2,588	30.2
8	Ask network	2,588	30.2
9	Wikipedia sites	2,454	28.7
10	Viacom Digital	2,432	28.4

Data from comScore Media Metrix. Unique visitors are in thousands. Percent reach is the percent of all Hispanic internet users who prefer Spanish (3.6 million in the top table) or English (8.6 million in the bottom table) who visited the property for the month of April 2007.

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	13,031	78.8
2	Google sites	12,244	74.1
3	Time Warner network	11,675	70.6
4	Microsoft sites	11,489	69.5
5	Fox Interactive Media	8,917	54.0
6	eBay	8,169	49.4
7	Ask network	4,773	28.9
8	Wikipedia sites	4,707	28.5
9	Viacom Digital	4,562	27.6
10	Amazon sites	4,322	26.2

Data from comScore Media Metrix. Percent reach is of all Hispanic Internet users (16.5 million) in April 2007.

Hispanics represent
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TOP 10 HISPANIC WEB SITES

By measured U.S. web ad spending

RANK	WEB SITE	2006 AD SPENDING	% CHG
1	Univision.com	\$30,798.9	32.4
2	Yahoo Telemundo.com	12,330.0	36.9
3	Starmedia.com	12,284.2	32.2
4	MSNLatino.com	7,416.8	206.9
5	Batanga.com	6,891.8	NA
6	MSN Latin America.com	5,071.4	NA
7	La Opinion Digital.com	2,316.9	NA
8	Terra.com	852.8	24.2
9	El Nuevo Herald.com (Miami)	845.7	93.3
10	Latintrade.com	452.0	NA

Dollars are in thousands. Measured web ad spending from TNS Media Intelligence. Percent change is computed from 2005 data. TNS monitors 37 Hispanic sites. Excludes paid search and broadband video.

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the **hispanic market**



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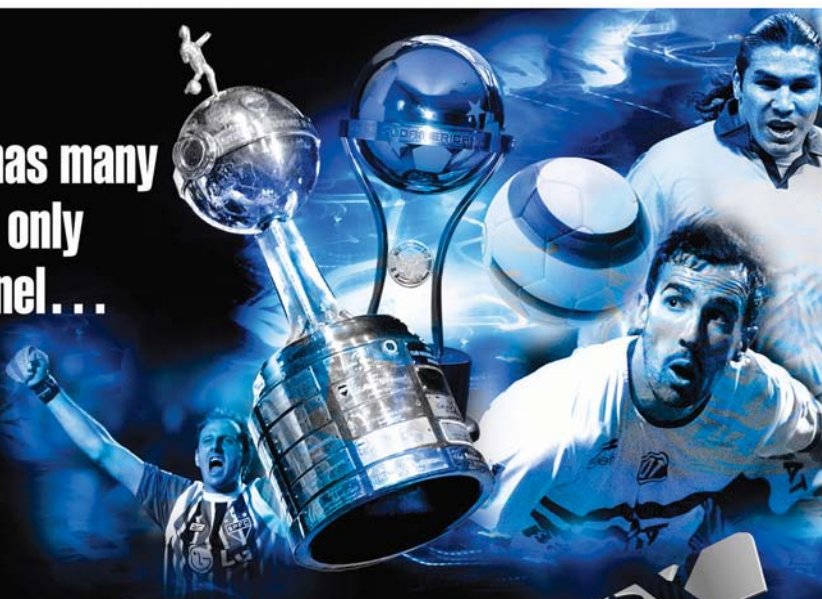
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to help **you** connect

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Í alt + 0205	í alt + 0237
Ó alt + 0211	ó alt + 0243
Ú alt + 0218	ú alt + 0250
Ü alt + 0220	ü alt + 0252
¿ alt + 0191	¡ alt + 0161

machado | garcía-serra

cut here (sorry to the page on back)

Passion has many
faces but only
one channel...



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SPORTS
en **ESPAÑOL**

TOP PRIME-TIME NETWORK TV PROGRAMS

Ranked by May 2007 ratings among Hispanic viewers

SPANISH-LANGUAGE

RANK	PROGRAM [DAY]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
1	Destilando Amor [Wed]	Univision	23.8	2,770	5,194
2	Destilando Amor [Mon]	Univision	23.2	2,704	5,121
2	Destilando Amor [Thu]	Univision	23.2	2,694	5,244
4	Destilando Amor [Tue]	Univision	23.0	2,672	4,898
5	Fea Mas Bella [Wed]	Univision	22.9	2,662	4,938
6	Fea Mas Bella [Mon]	Univision	22.7	2,640	4,824
7	Fea Mas Bella [Thu]	Univision	22.5	2,622	5,120
7	Fea Mas Bella [Tue]	Univision	22.5	2,617	4,797
9	Destilando Amor [Fri]	Univision	20.6	2,401	4,230
10	Fea Mas Bella [Fri]	Univision	19.7	2,291	4,114

ENGLISH-LANGUAGE

RANK*	PROGRAM [DAY/DATE]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
29	American Idol [Wed]	Fox	8.4	976	1,543
34	American Idol [Tue]	Fox	7.4	866	1,401
45	Dancing with the Stars Result [Tue]	ABC	6.2	727	1,005
54	Dancing with the Stars [Mon]	ABC	5.2	609	844
55	Grey's Anatomy [Thu 9 pm]	ABC	5.1	597	801
57	House	Fox	5.0	578	892
62	Family Guy	Fox	4.3	504	809
62	Heroes	NBC	4.3	498	745
65	Desperate Housewives	ABC	4.1	481	726
66	American Dad	Fox	4.0	467	738

Data from Nielsen Media Research, Nielsen Hispanic Television Index. Households and viewers are measured in thousands. Rating is % of Hispanic TV households. Measurement period was 7p.m. to 11p.m., Monday through Sunday (4/30/2007-5/27/2007). *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. Viewing estimates include 7 days of DVR.

HISPANIC TV NETWORK VIEWERSHIP

RANK	NETWORK	HH RATING	HH SHARE	HH (000)	P 2+ VIEWERS
1	Univision	16.5	27.0	1,918	3,402
2	Telemundo	5.4	9.0	630	988
3	Fox	3.5	6.0	407	638
4	TeleFutura	3.4	6.0	395	670
5	ABC	3.3	5.0	383	561
6	CBS	2.7	4.0	309	454
7	NBC	2.3	4.0	265	380
8	CW	2.1	3.0	243	392
9	Azteca America	0.9	1.0	101	156
10	MNT (MyNetworkTV)	0.6	1.0	69	101

Data from Nielsen Hispanic Television Index based on Hispanic prime-time viewership from 7 p.m. to 11 p.m. from Sept. 18, 2006 to May 27, 2007. 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.

YOUR TICKET TO HISPANIC CONSUMERS



From rock stars to screen icons, the influence and impact of Latino culture is felt everywhere. That's why Univision and Televisa – two of the most prominent forces in Spanish-language media – formed TuTv, a joint venture dedicated to delivering five of the most beloved television brands in the Spanish-speaking world to U.S. Hispanic audiences. TuTv brings it all home: music, movies and culture; just the ticket you need to reach the fastest growing market in the U.S. today.

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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 [5/21]	Galavision	3.3	388	747
2	Copa Libertadores Qtr Rd, Gm3 (2) [5/16]	Fox Sports en Español	3.1	362	612
2	Copa Libertadores Qtr Rd - Gm7 (2) [5/23]	Fox Sports en Español	3.1	362	588
2	El Chavo II [5/24]	Galavision	3.1	357	668
5	El Chavo II [5/18]	Galavision	2.9	342	603
5	El Chavo II [5/09]	Galavision	2.9	341	628
5	El Chavo II [5/11]	Galavision	2.9	339	619
5	El Chavo II [5/22]	Galavision	2.9	337	554
5	El Chavo II [5/17]	Galavision	2.9	335	637
10	El Chavo II [5/14]	Galavision	2.8	331	511

ENGLISH-LANGUAGE

RANK	PROGRAM [DATE]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
1	WWE Entertainment [4/30]	USA Network	4.8	555	1,004
2	Ned Declassified [5/14]	Nickelodeon	4.1	472	600
3	WWE Entertainment [5/07]	USA Network	3.9	456	762
3	SpongeBob [5/25]	Nickelodeon	3.9	455	603
5	Drake & Josh [5/16]	Nickelodeon	3.8	445	634
5	SpongeBob [5/25]	Nickelodeon	3.8	447	652
5	WWE Entertainment [5/14]	USA Network	3.8	437	720
8	SpongeBob [5/26]	Nickelodeon	3.7	429	493
8	Ned Declassified [5/26]	Nickelodeon	3.7	434	701
8	Suite Life Of Zack & Cody [5/07]	Disney Channel	3.7	429	613

Data from Nielsen Media Research, Nielsen Hispanic Homevideo Index. Households and viewers are measured in thousands. Rating is % of Hispanic TV households. Measurement period was 24 hours, Monday through Sunday (4/30-05/27). 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.

TOP SPANISH-LANGUAGE CABLE NETWORKS*

RANK	CABLE NETWORK	CABLE COVERAGE % OF ALL HISPANIC TV HH	SHARE % OF HISPANIC CABLE HH
1	Galavision	66.2	84.3
2	Fox Sports en Español	39.4	50.1
3	Mun2	34.9	44.5
4	Discovery en Español	31.0	39.5
5	CNN en Español	30.5	38.9
6	Cine Latino	29.2	37.2
7	Gol TV	28.7	36.6
8	Canal Sur	27.9	35.5
9	HITN	24.3	30.9
10	MTV Tr3s*	24.2	30.8

Data from Nielsen Media Research's NHTI for May 2007. There are 8.8 million Hispanic cable households out of 11.6 million Hispanic TV households. Networks are those with coverage of 20% or more. *Data in this table reflect cable coverage only. MTV Tr3s also has broadcast affiliates. Through March 2007, MTV Tr3s is distributed to 46.3% of U.S. Hispanic TV households including cable and station affiliates.

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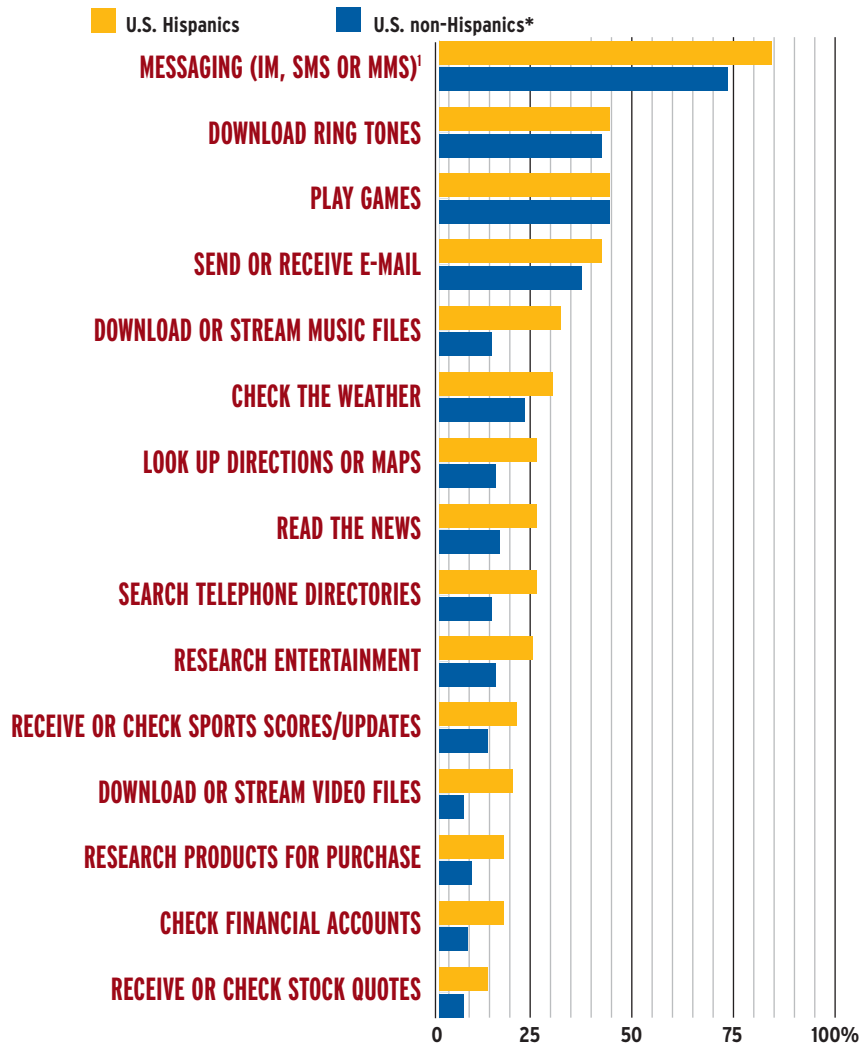
LAPIZ

USE OF TECHNOLOGY

MOBILE DATA ACTIVITIES

Hispanics are early adopters of mobile data services

"Which of the following activities do you do using mobile data service on your mobile device...?"



Source: Forrester Research HATAS Q3 2006 Phone Survey, Headlines are from Forrester's analysis. *Source: Forrester's NACTAS, 2006 Benchmark Survey, Base: 523 Hispanic mobile data users *Base: 7905 US non-Hispanic mobile data users. 1) IM: Instant messaging, SMS: Short message service, MMS: Multimedia messaging service. More info: <http://www.forrester.com/adagehispanic>

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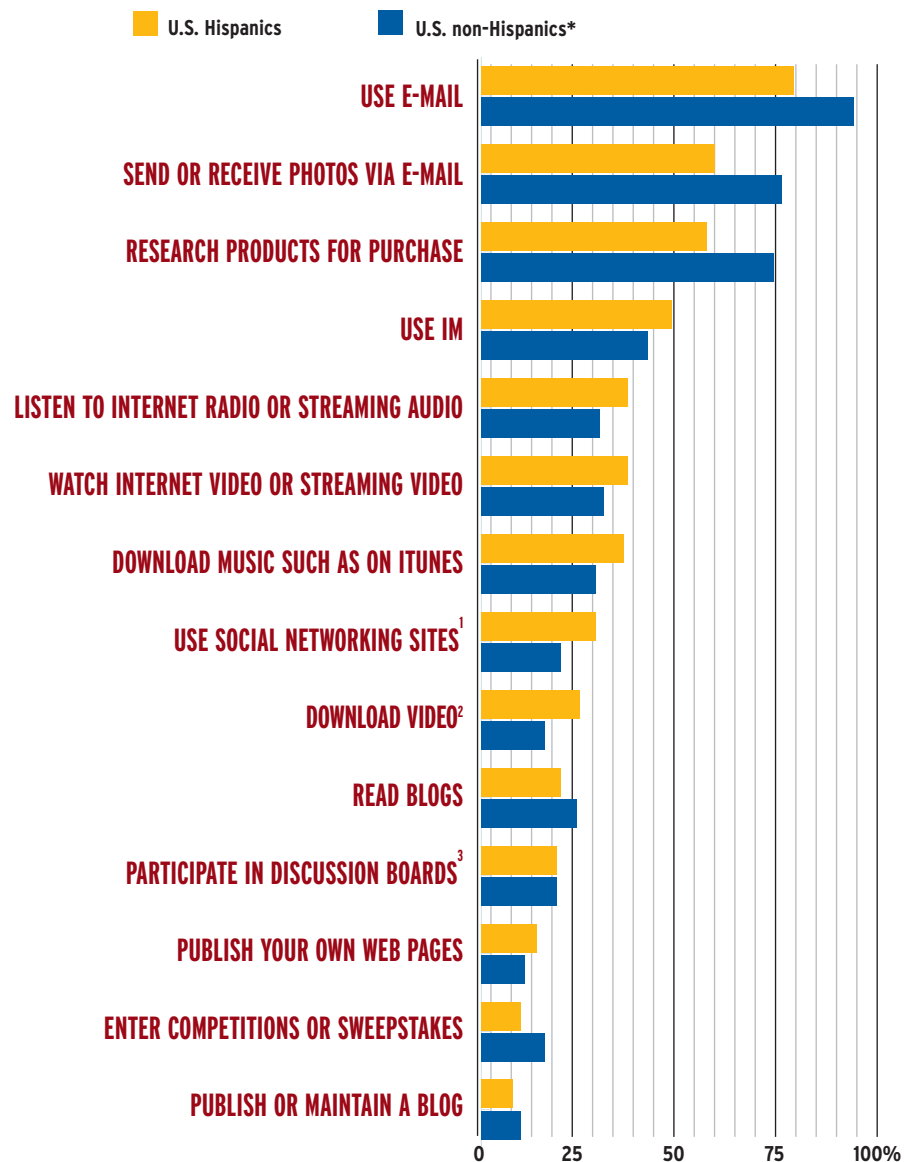
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ONLINE ACTIVITIES

Hispanics go online to connect and entertain

"When on the internet, do you ever do the following?"



Source: Forrester Research Hispanic Technographics © Consumer Technology And Marketing Phone Survey, Q1 2007. Headlines are from Forrester's analysis. *Source: North American Technographics Benchmark Survey, 2007. Base: 1,477 online Hispanic adults **Base: 36,494 online non-Hispanic adults. 1) Such as MySpace or LinkedIn. 2) Such as iTunes and Movielink. 3) Includes forums or chat rooms. More info: <http://www.forrester.com/adagehispanic>

ONLINE DEMOGRAPHICS

Hispanic web users are more affluent, educated and acculturated

DEMOGRAPHIC	ONLINE*	OFFLINE**	OVERALL
Mean age	36	40	38
Mean income	\$48,000	\$24,000	\$36,000
Has children under 18 in household	60%	58%	59%
Has at least a college degree	26%	6%	16%
Has at least five people in household	29%	36%	32%
1 st generation in U.S.	61%	83%	72%
2 nd generation in U.S.	22%	9%	15%
Spanish-dominant	47%	75%	61%
Bilingual	20%	13%	16%

Source: Forrester Research Hispanic Technographics © Consumer Technology and Marketing Phone Survey, Q1 2007. Headlines are from Forrester's analysis. *Base: 1,477 online Hispanic adults. **Base: 1,513 offline Hispanic adults. Overall base: 2,990 Hispanic adults. More info: <http://www.forrester.com/adagehispanic>



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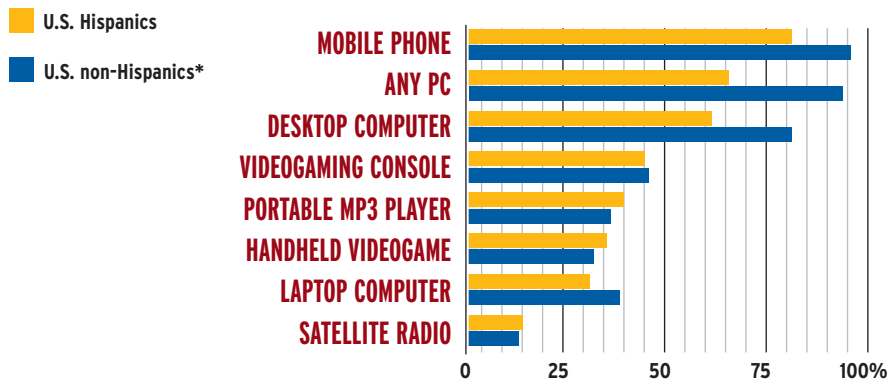
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DEVICE OWNERSHIP

Hispanics keep pace with non-Hispanics on entertainment devices

"Do you or does someone in you household own a ..."



Source: Forrester Research Hispanic Technographics © Consumer Technology And Marketing Phone Survey, Q1 2007. Headlines are from Forrester's analysis. *Source: North American Technographics Benchmark Survey, 2007. Base: 2,990 U.S. Hispanic adults. *Base: 48,468 US non-Hispanic adults. More info: <http://www.forrester.com/adagehispanic>



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DEMOGRAPHICS

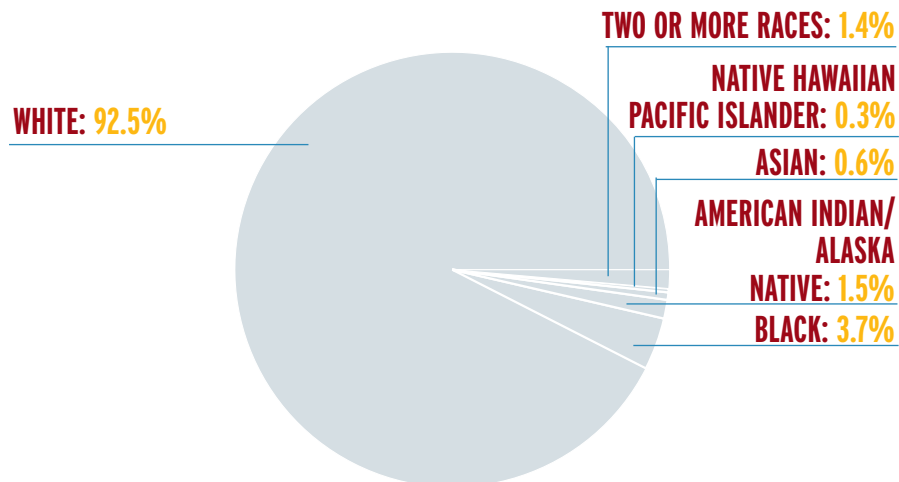
U.S. POPULATION BY RACE AND HISPANIC ORIGIN

	2006	2005	CHANGE	% CHG
Total population	299,398,484	296,507,061	2,891,423	1.0
White	239,746,254	237,885,464	1,860,790	0.8
Black	38,342,549	37,904,619	437,930	1.1
American Indian/Alaska native	2,902,851	2,863,696	39,155	1.3
Asian	13,159,343	12,756,578	402,765	3.1
Native Hawaiian/Pacific Islander	528,818	517,491	11,327	2.1
Hispanic (of any race)	44,321,038	42,872,091	1,448,947	3.3
Not Hispanic (of any race)	255,077,446	253,634,970	1,442,476	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, 2006, released May 17, 2007. Race totals do not include individuals reporting two or more races (4,718,669 in 2006).

U.S. HISPANIC POPULATION BY RACE

For 44 million Hispanics in the U.S. in 2006



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, 2006.

PROJECTED U.S. HISPANIC POPULATION

Versus total U.S. population

TOTAL POPULATION	2000	2010	2020	2030	2040	2050
Total U.S.	282,125	308,936	335,805	363,584	391,946	419,854
Hispanic (of any race)	35,622	47,756	59,756	73,055	87,585	102,560
NUMERICAL CHANGE	'00-'50	'00-'10	'10-'20	'20-'30	'30-'40	'40-'50
Total U.S.	137,729	26,811	26,869	27,779	28,362	27,908
Hispanic (of any race)	66,938	12,134	12,000	13,299	14,530	14,975
PERCENT CHANGE	'00-'50	'00-'10	'10-'20	'20-'30	'30-'40	'40-'50
Total U.S.	49	10	9	8	8	7
Hispanic (of any race)	188	34	25	22	20	17
PERCENT OF TOTAL POPULATION	2000	2010	2020	2030	2040	2050
Total U.S.	100	100	100	100	100	100
Hispanic (of any race)	13	15	18	20	22	24

Source: U.S. Census Bureau. Population in thousands.



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Source: Simmons Fall 2006 NHCS Adult Full Year Unified Study/Publisher's estimate

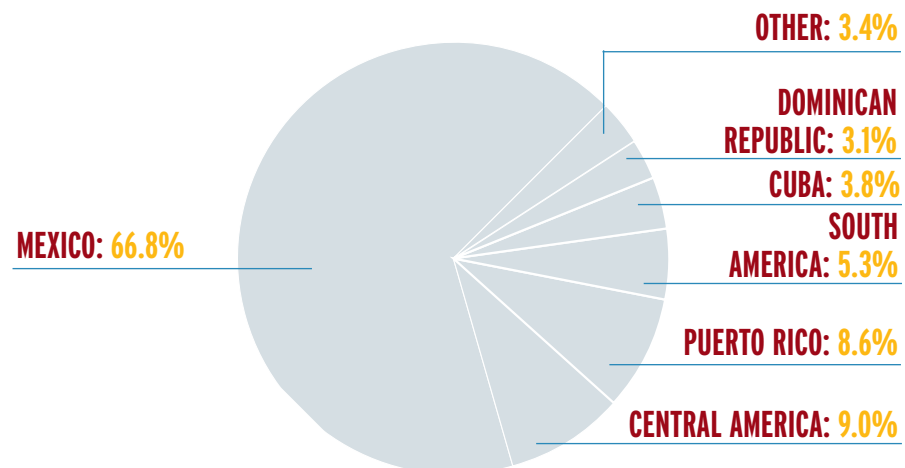
TOP 25 HISPANIC MARKETS

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-Fort 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-Fort 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.

U.S. LATINO POPULATION BY PLACE OF ORIGIN



Data from Synovate's 2006 U.S. Hispanic Market Report. Figures are 2006 estimates. This chart includes the birth place for Hispanics born outside the U.S. and the place of origin for Hispanics born in the U.S. (For this graph, respondents were only allowed to choose one answer.)

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HISPANIC TIME USE

DIVVYING UP A 24-HOUR DAY

How Hispanics age 15+ allocate time. Average hours per day spent on...

ACTIVITY	ADULTS	MALE	FEMALE
Sleeping, bathing & other personal-care activities	9.78	9.59	9.99
Eating and drinking	1.18	1.18	1.18
Cooking, cleaning & other household activities	1.75	0.97	2.57
Shopping for goods & services	0.79	0.69	0.90
Caring for & helping household members	0.65	0.35	0.95
Caring for & helping non-h'hold members	0.17	0.16	0.18
Work	3.89	5.04	2.67
Educational activities	0.44	-5.00	0.47
Organizational, civic & religious activities	0.28	0.25	0.31
Leisure & sports	4.80	5.12	4.46
Phone calls, mail & e-mail	0.10	0.07	0.13
Other activities	0.18	0.17	0.19

Compared to the total U.S. population age 15+. Average hours per day spent on...

ACTIVITY	ADULTS	MALE	FEMALE
Sleeping, bathing & other personal-care activities	9.43	9.22	9.62
Eating and drinking	1.24	1.30	1.19
Cooking, cleaning & other household activities	1.82	1.35	2.27
Shopping for goods & services	0.80	0.63	0.96
Caring for & helping household members	0.54	0.34	0.72
Caring for & helping non-h'hold members	0.23	0.21	0.25
Work	3.69	4.44	3.00
Educational activities	0.45	0.47	0.43
Organizational, civic & religious activities	0.31	0.27	0.35
Leisure & sports	5.14	5.50	4.80
Phone calls, mail & e-mail	0.18	0.12	0.23
Other activities	0.17	0.16	0.18

More info: www.bls.gov/tus Numbers rounded. Source: Bureau of Labor Statistics' 2005 American Time Use Survey

LEISURE PURSUITS

Hours spent per day on leisure and sports activities

ACTIVITY	DAY OF WEEK	HISPANICS	TOTAL US.
Total, all leisure & sports activities	Total, all days	4.80	5.14
	Weekdays	4.18	4.60
	Weekends & holidays	6.16	6.43
Participating in sports, exercise & recreation	Weekdays	0.20	0.27
	Weekends & holidays	0.30	0.33
Socializing & communicating	Weekdays	0.58	0.58
	Weekends & holidays	1.53	1.16
Watching TV	Weekdays	2.50	2.37
	Weekends & holidays	2.96	3.07
Reading	Weekdays	0.12	0.34
	Weekends & holidays	0.20	0.45
Relaxing/thinking	Weekdays	0.25	0.32
	Weekends & holidays	0.29	0.35
Playing games; using PC for leisure	Weekdays	0.15	0.31
	Weekends & holidays	0.22	0.39
Other leisure activities including travel	Weekdays	0.37	0.41
	Weekends & holidays	0.64	0.69

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AGENCIES & WORK



ENERGIZER: BEST OF SHOW, HISPANIC CREATIVE AD AWARDS

Grupo Gallegos' "Beard" campaign tops the 2006 Ad Age awards. The man's beard grows in the blink of an eye, forcing him to shave constantly with his Energizer-powered razor.

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HISPANIC CREATIVE AD AWARDS

AGENCIES WON awards chosen from 717 entries, competing for Gold, Silver and Bronze in Advertising Age's 8th annual Hispanic Creative Advertising Awards contest in 2006. The contest was held in cooperation with the Association of Hispanic Advertising Agencies. This year's winners were honored at an awards show Sept. 22 in Miami.

Awards were reported in the Hispanic Creative Advertising Awards Special Report (AA, Sept. 25, 2006). The full report with playable video of winning spots can be found on AdAge.com.

A record 718-plus agency entries will compete for the 9th annual Hispanic Creative Advertising Awards. Winners will be announced in an awards ceremony Friday, Nov. 2, 2007, in New York. A Special Report and AdAge.com report will announce the winners Nov. 5, 2007.

GOLD AWARD WINNERS

AGENCY	BEST OF SHOW BROADCAST BRAND	CAMPAIGN
Grupo Gallegos, Long Beach, Calif.	Energizer	"Beard"
GOLD/TV		
Dieste Harmel & Partners, Dallas	Anheuser-Busch	"Mini Mouth"
Conill, Torrance, Calif.	Toyota 4Runner	"Singers"
Conill, Torrance, Calif.	LatinBeat Film Festival	"Immigration"
Grupo Gallegos, Long Beach, Calif.	Calif. Milk Processor Board	"Teeth Town"
La Comunidad, Miami	Virgin Mobile	"Oficina," "Gym," "Convertible Car"
GOLD/MAGAZINES		
Conill, New York	Procter & Gamble's Tide	"Que Mancha?"
Grupo Gallegos, Long Beach, Calif.	Comcast Digital Voice	"Doodling"
GOLD/RADIO		
Badillo Nazca Saatchi & Saatchi, San Juan	Toyota Corolla	"Taxi"
JWT PR, San Juan	Energizer	"Wilmo"
GOLD/OUT-OF-HOME		
La Comunidad, Miami	Citibank	"Live Richly"
GOLD/NONTRADITIONAL, GUERRILLA MARKETING		
JWT PR, San Juan	Cadbury Adams' Halls	"Fabian"
GOLD/INTERACTIVE		
Garcia 360, San Antonio	Garcia 360	"Respondemos"
GOLD/MULTIMEDIA		
La Comunidad, Miami	Virgin Mobile	"No Seas Normal"

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 Black Sheep Communications
 The Bravo Group
 Bromley Communications
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 BVK/Meka
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 Casanova Pendrill Publicidad
 Castells & Asociados
 Chambers Lopez & Gaitan
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 Conill
 Creative Civilization-An Aguilar/Girard Agency
 cruz/kravetz: IDEAS
 d exposito & partners
 del Rivero Messianu DDB
 Dieste Harmel & Partners
 Directo Hispanic Promotions
 Directo Hispano
 Ethnic Marketing Group (EMG)

Enlace Communications
 Español Marketing & Communications
 Euro RSCG Latino
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 Grupo Gallegos
 HeadQuarters Advertising
 HispanAmérica
 Hispanic Group
 Hispanic Marketing & Consulting
 HispanicWorks
 HMC Advertising
 Interlex/Joven
 Inventiva
 K, Fernandez and Associates
 L-Avenue
 La Agencia de Orcí & Asociados
 la comunidad
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 The Latino Group
 LatinSphere Advertising
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 ROJO Hispanic Marketing
 SCPF
 The San Jose Group
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 VanguardComm
 Vertice Communications Corp.
 The Vidal Partnership
 The VIVA Partnership
 Vivar Advertising
 winglatino
 Xpectrum Marketing Group
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SILVER AWARD WINNERS

SILVER/TV	BRAND	CAMPAIGN
Vidal Partnership, New York	Heineken	"Domino Tournament"
Dieste Harmel & Partners	Anheuser-Busch	"Pinky"
Grupo Gallegos, Long Beach, Calif.	Comcast CableLatino	"Taxi"
Grupo Gallegos, Long Beach, Calif.	Calif. Milk Processing Board	"Amazing Contortionist," "Amazon Hair Goddess"
Conill, New York	Procter & Gamble's Tide	"Ventana"
Bromley Communications, San Antonio	Continental Airlines	"Beto"
La Comunidad, Miami	Virgin Mobile	"Ginasio"
Grupo Gallegos, Long Beach, Calif.	Calif. Milk Processing Board	3-spot campaign
Badillo Nazca Saatchi & Saatchi, San Juan	Toyota Yaris	"Apariciones"
Badillo Nazca Saatchi & Saatchi, San Juan	Toyota 4Runner	"Africano"
JWT PR, San Juan	Triple S	"Montana Rusa"
Conill, New York	LatinBeat Film Festival	"Immigration and Mechanic"

SILVER/MAGAZINES

Conill, New York (Four Silver awards)	P&G's Tide	"Color Markers," "Autobus," "Hamaca," "Pilas"
Vidal Partnership, New York	Sprint	"Bus Stop," "Sala de Espera"

SILVER/RADIO

Del Rivero Messianu DDB, Miami	Anheuser-Busch Budweiser	"Abetos"
Creative on Demand, Miami	Regions Bank	"Planeta Tierra"
Creative on Demand, Miami	Regions Bank	"Descendiente"
Conill	T-Mobile	"Call"
La Comunidad, Miami (Two Silver awards)	Virgin Mobile	"Robot," "Caballo" "Helio"
Badillo Nazca Saatchi & Saatchi, San Juan	Toyota Corolla	"Grua"
Badillo Nazca Saatchi & Saatchi, San Juan	Blockbuster Movie Pass	"Bodyguard-Slow"
JWT PR, San Juan (Two Silver awards)	Energizer	"Wilmo," "Melina," "Invasor"

SILVER/NEWSPAPER

JWT PR, San Juan (Three Silver awards)	Sociedad Protectora de Animales	"Gato" "Perro"
LatinWorks, Austin, Texas	The History Channel	"Fidel"

SILVER/NONTRADITIONAL, GUERRILLA MARKETING

Vidal Partnership, New York	Nissan North America	"El Reto Final"
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SILVER/INTERACTIVE

JWT PR, San Juan	Energizer	"Power Supply"
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SILVER/DIRECT MARKETING

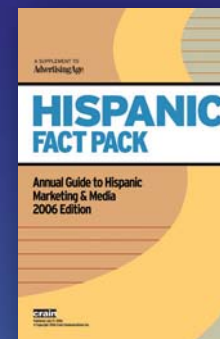
Zubi Advertising, Coral Gables, Fla.	Ford Fusion	"Life is Fusion"
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AdvertisingAge

TOP 50 HISPANIC AGENCIES

By U.S. revenue in 2006

RANK	AGENCY [HOLDING COMPANY AFFILIATION]	HEADQUARTERS	REVENUE	% CHG
1	Bromley Communications* [Publicis]	San Antonio	\$44,000	10.0
2	GlobalHue* ¹	Southfield, Mich.	42,434	17.0
3	Dieste Harmel & Partners* [Omnicom]	Dallas	38,500	10.0
4	Bravo Group* [WPP]	New York	38,500	10.0
5	Vidal Partnership	New York	26,000	8.6
6	Lopez Negrete Communications	Houston	21,184	4.6
7	Zubi Advertising Services	Coral Gables, Fla.	19,000	5.6
8	Accentmarketing* [Interpublic]	Coral Gables, Fla.	18,035	-14.3
9	Conill* [Publicis]	New York	17,400	20.0
10	Winglatino* [WPP]	New York	16,500	32.0
11	La Agencia de Orci & Asociados*	Los Angeles	15,524	2.4
12	Hispanic Group Corp.	Miami	14,213	95.3
13	Casanova Pendrill* [Interpublic]	Costa Mesa, Calif.	13,500	35.0
14	Del Rivero Messianu DDB* [Omnicom]	Coral Gables, Fla.	13,100	3.9
15	De la Cruz Group	Guaynabo, P.R.	12,599	-8.2
16	Arvizu Advertising & Promotions	Phoenix	10,250	27.0
17	Reynardus & Moya Advertising	New York	9,700	6.9
18	HeadQuarters Advertising	San Francisco	9,000	30.4
19	Grupo Gallegos	Long Beach, Calif.	8,500	26.9
20	LatinWorks Marketing [Omnicom]	Austin, Texas	8,301	12.4
21	Machado Garcia Serra	Coral Gables, Fla.	7,199	4.6
22	Lapiz Hispanic Marketing* [Publicis]	Chicago	7,000	16.7
23	Al Punto	Tustin, Calif.	6,900	13.1
24	San Jose Group	Chicago	6,580	0.1
25	Latinvox	New York	6,540	84.2

Dollars are in thousands. *Figures are Ad Age estimates. Data are from the 63rd Agency Report (AA, April 30, 2007). 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	Acento	Los Angeles	\$6,511	17.0
27	Cultura Group* [Omnicom]	Dallas	6,200	10.7
28	Castells & Asociados Advertising	Los Angeles	6,182	-9.1
29	Siboney USA [Interpublic]	Miami	5,800	NA
30	Abece* [Interpublic]	Miami Beach, Fla.	5,200	4.0
31	Creative Civilization*	San Antonio	5,122	NA
32	Cruz/Kravetz:Ideas	Los Angeles	4,979	14.4
33	Cartel Group*	San Antonio	4,786	-29.7
34	Euro RSCG Latino* [Havas]	New York	4,700	11.9
35	Latin3	Hollywood, Fla.	4,000	100.0
36	La Gente de RLR	Pasadena, Calif.	3,653	8.4
37	Boelter & Lincoln	Milwaukee	3,631	6.3
38	OLE	New York	3,491	14.5
39	Images USA ¹	Atlanta	3,395	NA
40	Revolucion	New York	3,320	89.7
41	Anita Santiago Advertising	Santa Monica, Calif.	3,315	-23.4
42	Viva Partnership	Miami	3,027	NA
43	La Comunidad ¹	Miami Beach, Fla.	3,000	50.0
44	Ethnic Marketing Group	Valencia, Calif.	2,672	40.3
45	Media8 Digital Marketing*	Miami	2,410	NA
46	Inventiva	San Antonio	2,370	71.7
47	Prime Access* ¹	New York	2,352	15.2
48	Interlex/Joven ¹	San Antonio	2,295	50.0
49	McDonald Marketing	Dallas	1,775	66.4
50	K. Fernandez & Associates	San Antonio	1,500	31.6

¹) Ad Age estimates total GlobalHue multicultural revenue at \$86.6 million (Hispanic represents 49% of the total), up 17%. Hispanic activities represent 35% of revenue at Images USA; 50% at La Comunidad; 49% at Prime Access; and 51% at Interlex/Joven.

TOP HISPANIC MEDIA AGENCIES

By 2006 billings from media planning and buying

RANK	MEDIA AGENCY [PARENT]	HISPANIC MEDIA BILLED	WHO'S IN CHARGE
1	Tapestry [Publicis]	\$290	Danielle Gonzalez (Chicago), Isabella Sanchez (Miami)
2	42 Degrees at MediaVest [Publicis]	240	Caleb Windover
3	Vidal Partnership [independent]	205	Oswald Mendez
4	GlobalHue [independent]	194	position open
5	Dieste Harmel & Partners [Omnicom]	187	Edgar Cardoze
6	OMD Latino [Omnicom]	180	Camilo Velez
7	MindShare Multicultural [WPP]	150	Halim Trujillo
8	Casanova Pendrill [Interpublic]	139	Sloane Stegen (buying), Michael Trujillo (planning)
9	Zubi Advertising [independent]	115	Lourdes Olmeda, Silvia Alvarez
10	Lopez Negrete [independent]	95	Jim Irvine
11	Carat Multicultural [Aegis]	95	Alex Alonso (West), Joi Tyrrell (East)
12	Conill [Publicis]	95	Karen Treydte
13	Bromley Communications [Publicis*]	84	Kim Chance (planning), Tomas Ruiz (buying)
14	ZO Multicultural [Publicis]	67	Ilia Leon
15	MediaCom [WPP]	64	Alejandro Claiborne

Dollars are in millions. *Publicis owns 49% of Bromley. WPP's Bravo Group wasn't ranked this year; MEC Bravo officially started Jan. 1, 2007. Source: Figures are Ad Age estimates from a ranking published April 23, 2007.

TOP 10 CITIES FOR HISPANIC AGENCIES

By 2006 revenue from Hispanic ad agencies

RANK	CITY	REVENUE	% CHG	COUNT
1	New York	\$128.5	17.7	10
2	Miami	95.0	10.4	11
3	Los Angeles	71.7	11.6	10
4	San Antonio	60.1	7.3	6
5	Dallas	46.5	11.5	3
6	Detroit	42.4	17.0	1
7	Houston	21.2	4.6	1
8	Chicago	13.6	8.0	2
9	Guaynabo, Puerto Rico	12.6	-8.2	1
10	Phoenix	10.3	27.0	1

Dollars are in millions. Data are from the 63rd Agency Report (April 30, 2007), based on the Top 50 Hispanic agencies (see ranking on Pages 56 and 57).

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