

Market Update 2010

HISPANIC



The geographically-dispersed and age-diverse Hispanic segment continues to shift and expand at an incredible rate. To access this sought-after market, ALC recommends high performance lists based on proven mail order responsiveness.

The Hispanic population still constitutes the nation's largest minority consumer group and is growing at a rate of four times that of the general population. Hispanic families boast \$863 billion in discretionary income—a figure expected to jump to \$1.1 trillion by 2012. This equates to buying power that can't be ignored.

Second generation Hispanics are driving market growth: 88% of Hispanic children and teens were born in America and lead bilingual, bicultural lifestyles rooted in technology & entertainment that represent new and exciting opportunities for marketers.

The Hispanic consumers identified among ALC's blue chip lists are part of a segment actively purchasing products and services from direct marketers. And, despite the economic downturn, many Hispanics have money to spend.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



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ALC Lists with Hispanic Responders

List	Count	Rate	Contact
Accutrend Hispanic Entrepreneurs	259,000	\$85/M+\$15/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
ALC New Movers Direct Hispanic	2,500,000	\$85/M	Emily Briody – 609-580-2971 emily.briody@alc.com
American Baby Spanish Speaking Moms	60,000	\$120/M	Susan Packard – 609-580-2785 susan.packard@alc.com
American Diabetes Association Ethnic/Religious			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hispanic	110,000	\$80/M+\$16/M	
Spanish Speaking	65,400	\$80/M+\$16/M	
AMO Corporate Mega-Masterfile Hispanic (Etech)	135,000	\$105/M+\$16/M	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Artistic Direct Enhanced Hispanic	89,000	\$90/M+\$16/M	Gary MacDougall – 609-580-2508 gary.macdougall@alc.com
Barneys New York Enhanced Hispanic	81,000	\$120/M+\$16/M	Sara Jones – 609-580-2539 sara.jones@alc.com
Batanga Latin Music	44,000	\$90/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
CDS Xpress Moves Hispanic	22,000	\$80/M +\$10/M	Sara Jones – 609-580-2539 sara.jones@alc.com
Children's Cancer Research Fund Enhanced Hispanics	30,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Direct Checks			Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Hispanic (Etech)	468,000	\$90/M+\$16/M	
Puerto Rico	53,000	\$90/M+\$7/M	
Dow Jones Enhanced Hispanic	64,000	\$140/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
DRG Ethnic and Religious Masterfile			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Hispanic	61,000	\$105/M+\$16/M	
Spanish Speaking	30,000	\$105/M+\$16/M	
The Economist Enhanced			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Hispanic	29,000	\$145/M+\$15/M	
Entrepreneur Magazine Enhanced			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hispanic	80,000	\$120/M+\$12/M	
Spanish Speaking	45,000	\$120/M+\$12/M	
FamilyFun Hispanic Subscribers	90,000	\$105/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Forbes Enhanced Masterfile Hispanic	34,000	\$140/M+\$16/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Frontgate & grandinroad Enhanced Masterfile Hispanic Buyers	60,000	\$120/M+\$15/M	Gary MacDougall – 609-580-2508 gary.macdougall@alc.com
Habitat for Humanity International Ethnic and Religious Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hispanic	36,000	\$80/M+\$15/M	
Spanish Speaking	19,000	\$80/M+\$15/M	

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Harry & David Enhanced Masterfile Hispanic Buyers	64,000	\$100/M+\$15/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst Ethnic & Religious Masterfile Hispanic	608,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Hearst Hispanic Masterfile	454,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Hearst Spanish Speaking Masterfile	184,000	\$105/M+\$25/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Highlights for Children Enhanced Masterfile Hispanic	135,000	\$100/M+\$16.50/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Hispanic Buyers From Nederlander Organization	78,000	\$105/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Hispanic Buyers From Telecharge	142,000	\$105/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
JC Whitney Hispanic Buyers	128,000	\$100/M+\$15/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Latina Magazine Active Subscribers	486,000	\$105/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
MarketForce Hispanic New Businesses	240,000	\$85/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
MH2 Consumer + Credit Hispanic American Consumers	8,755,000	\$85/M+\$5/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
The Nature Conservancy Enhanced Hispanic	16,000	\$80/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
North Shore Animal League America Hispanic Donors	275,000	\$80/M+\$16/M	Marianne DiLoreto – 914-524-5226 marianne.diloreto@alc.com
Proven Proven Programs Enhanced Masterfile Hispanic	406,000	\$100/M+\$10/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Reader's Digest Enhanced Megafile Hispanic	253,000	\$100/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale Whole Life Spanish Book Buyers	74,000	\$100/M+\$6/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale Whole Life Spirituality Masterfile Hispanic (Etech)	29,000	\$100/M+\$16/M	Susan Packard – 609-580-2785 susan.packard@alc.com
SmartMoney Spanish Speaking Subscribers	9,000	\$140/M+\$25/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Special Olympics Hispanic/Spanish Language Donors	27,000	\$80/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Sportsman's Guide Hispanics	77,000	\$100/M+\$15/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Sylmark Enhanced Merchandise Buyers Masterfile Spanish Language Buyers	147,000	\$90/M+\$11/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Time Life Spanish Entertainment	30,000	\$110/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Time Life Entertainment Enhanced Masterfile Hispanic	275,000	\$105/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com

Hispanic

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TV Guide Magazine Enhanced Subscribers Spanish Speaking Subscribers	16,000	\$105/M+\$15/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
US News & World Report Enhanced Ethnic & Religious Hispanic	42,000	\$105/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Wealth Window Hispanic High Net Worth Consumers	376,000	\$95/M	Sue Cooper- 609-580-2647
Email Address	75,000	\$95/M+\$20/M	sue.cooper@alc.com
Weight Watchers Ethnic/Religious Masterfile			Michael Auriemma – 914-524-5238
Hispanic	25,000	\$105/M+\$15/M	michael.auriemma@alc.com
Spanish Speaking	10,000	\$105/M+\$15/M	
Yankee Magazine Enhanced Hispanic Subscribers	7,500	\$95/M+\$17/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Let us provide your next Hispanic Market mailers with these proven lists.



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