

Market Update 2011

HISPANIC AMERICAN CONSUMERS



Marketers are focusing attention to Hispanic consumers following the 2010 Census revelation that the number of Hispanics in the U.S. is now over 50 million. Estimated at a \$1.2 trillion market, Hispanic consumers may best be targeted by mail.

Hispanic Direct Response Marketing Trends as reported by Advertising & Marketing Review

- The process of acculturation influences the Hispanic consumer's perception of direct marketing. While many consumers dismiss direct mail, Hispanic consumers welcome it as a means of becoming a more informed consumer.
- Overall, Hispanic households are 3.5 times more likely to respond to a direct mail solicitation than a non-Hispanic household.
- 72% say they always read their mail, including direct marketing pieces.

The Hispanic audience is complex which is why advertising dollars are best spent wooing those already in-market. From high net worth Spanish-speaking consumers to Hispanic donors, subscribers and product buyers, ALC delivers responsive Hispanic customers in the millions.

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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Hispanic American Consumers

ALC Lists with Hispanic American Responders

List	Count	Rate	Contact
Accutrend Hispanic Entrepreneurs	223,000	\$100/M+\$15/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Active Interest Media Enhanced Masterfile – Hispanic	25,000	\$105/M+\$16/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
ALC New Movers Direct – Hispanic	180,000,000	\$85/M	Emily Briody – 609-580-2971 emily.briody@alc.com
American Diabetes Ethnic/Religions – Hispanic	72,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
AMO Corporate Mega-Masterfile – Hispanic (Etech)	135,000	\$105/M+\$16/M	Lori Sloves – 914-524-5253 lori.sloves@alc.com
Artistic Direct Enhanced – Hispanic	89,000	\$95/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
ASPCA Ethnic & Religious Masterfile – Hispanic	46,000	\$80/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Barneys New York Enhanced – Hispanic	66,000	\$120/M+\$16/M	Megan Corigliano – 609-580-2731 megan.corigliano@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 Enhanced Masterfile – Hispanic (Etech)	468,000	\$90/M+\$16/M	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Disney Publishing Enhanced Masterfile – Hispanic	99,000	\$105/M+\$16/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Dow Jones Enhanced – Hispanic	57,000	\$140/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
DRG Ethnic & Religious Masterfile			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Hispanic	40,000	\$105/M+\$16/M	
• Spanish Speaking	20,000	\$105/M+\$16/M	
The Economist Enhanced – Hispanic	40,000	\$145/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
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	
Ethnic Buyers From Telecharge – Hispanic Ticket Buyers	154,000	\$105/M+\$8/M	Kerry Fischette – 609-580-2875 kerry.fischette@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			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
• Hispanic Buyers	96,000	\$120/M+\$15/M	
• Spanish Speaking	39,000	\$120/M+\$15/M	
Golfsmith Corporate Enhanced Masterfile			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
• Hispanic	18,000	\$105/M+\$17/M	
• Spanish Speaking	7,000	\$105/M+\$17/M	
Habitat for Humanity International Ethnic & Religious Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Hispanic	39,000	\$80/M+\$15/M	
• Spanish Speaking	21,000	\$80/M+\$15/M	
Harry & David Enhanced Masterfile – Hispanic Buyers	64,000	\$100/M+\$15/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

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Hearst Ethnic & Religious Masterfile – Hispanic	608,000	\$110/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Hearst Hispanic Masterfile	477,000	\$110/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Hispanic Buyers from Nederlander Organization – Hispanic Buyers	152,000	\$105/M+\$8/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Ideal Living Merchandise Buyers Enhanced Masterfile – Spanish Language Buyers	213,000	\$90/M+\$11/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
J&P Cycles Motorcycle Parts & Accessories Enhanced Masterfile			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
• Hispanic	15,000	\$100/M+\$12/M	
• Spanish Speaking	10,000	\$100/M+\$12/M	
Kiplinger Consumer Enhanced Masterfile – Hispanic	73,000	\$140/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
MarketForce Corporation Ethnic Enhanced Masterfile – Hispanic	175,000	\$85/M+\$20/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
North Shore Animal League America Hispanic Donors	131,000	\$90/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Northern Tool & Equipment Consumer Buyers Enhanced – Hispanic	29,000	\$110/M+\$17/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Reader's Digest Enhanced Megafile – Hispanic	253,000	\$100/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Sempris Proven Programs Enhanced Masterfile – Hispanic	559,000	\$100/M+\$10/M	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Special Olympics Hispanic/Spanish Language Donors	29,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Sportsman's Guide Enhanced Masterfile			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
• Hispanic	41,000	\$100/M+\$16/M	
• Spanish Speaking	21,000	\$100/M+\$16/M	
TV Guide Magazine Enhanced Subscribers – Spanish Speaking Subscribers	20,000	\$105/M+\$18/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Wealth Window™ Hispanic High Net Worth Consumer – Spanish Speaking	436,000 410,000	\$115/M \$115/M+\$20/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Weight Watchers Magazine Ethnic & Religious Masterfile			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Hispanic Subscribers	41,000	\$105/M+\$15/M	
• Spanish Speaking	18,000	\$105/M+\$15/M	
Yankee Magazine Enhanced	7,500	\$100/M+\$17/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com