

**HISPANIC BUSINESS OWNERS ACROSS THE U.S.**

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9,000 12/09 NEW HISPANIC BUSINESS OWNERS \$95/M  
99,000 2009 NEW HISPANIC BUSINESS OWNERS \$95/M  
108,000 2008 HISPANIC BUSINESS OWNERS \$95/M  
108,000 2007 HISPANIC BUSINESS OWNERS \$95/M  
108,000 2006 HISPANIC BUSINESS OWNERS \$95/M  
TELEPHONE NUMBERS +\$50/M

SUMMARY: THE HISPANIC BUSINESS COMMUNITY IS ONE OF THE FASTEST GROWING AND MOST SOUGHT AFTER AUDIENCES FOR DIRECT MARKETERS. TARGET HISPANIC BUSINESS OWNERS AND NEW HISPANIC BUSINESSES.

THEY PROVIDE AN EXCELLENT AUDIENCE FOR OFFICE SUPPLIES, COMPUTER HARDWARE/SOFTWARE, MAGAZINES/NEWSLETTERS, GIFTS, BUSINESS MAGAZINES AND MORE.

DEMOGRAPHICS: 75% MALE  
25% FEMALE

SOURCE: STATE REGISTRIES, TRADE PUBLICATIONS, TRADE SHOWS AND DIRECT MAIL OFFERS.

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

**HISPBUSM**

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JANUARY 2010

MATERIAL:

E-MAIL \$60.00/F

SELECTIONS:

STATE/SCF \$7.00/M

ZIP \$7.00/M

SEX \$7.00/M

SPLIT \$7.00/M

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000