

**TODAY'S HISPANICS**

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75,000 12/09 HISPANIC RESPONDENTS \$85/M  
825,000 2009 HISPANIC RESPONDENTS \$85/M  
900,000 2008 HISPANIC RESPONDENTS \$85/M  
1,449,000 2007 HISPANIC RESPONDENTS \$85/M

SUMMARY: A MOSAIC OF HISPANICS IN THE UNITED STATES IS CAPTURED THROUGH NATIONAL OPINION SURVEYS. CHOOSE FROM DATA SUCH AS SPANISH SPEAKING, EXACT AGE AND INCOME.

TODAY'S HISPANICS OFFERS A UNIQUE WAY TO PINPOINT THE HISPANIC AUDIENCE YOU ARE SEEKING. THIS GROWING SEGMENT OF HISPANIC CONSUMERS IS A MUST TEST FOR, CREDIT CARDS, SENIORS, INSURANCE, GENERAL MERCHANISE, CATALOGS, HORTICULTURAL, AND MORE!

AGE: MONTHLY

33,000 AGE 21-30  
28,000 AGE 31-40  
23,000 AGE 41-50  
30,000 AGE 51+

INCOME: MONTHLY

37,000 UNDER \$25,000  
24,000 \$25,001-\$50,000  
17,000 \$50,001-\$75,000  
10,000 \$75,000+

DEMOGRAPHICS: 55% MALE  
45% FEMALE

SOURCE: NATIONAL OPINION SURVEY

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.

**TODAYHISPM**

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JANUARY 2010

MATERIAL:  
E-MAIL \$60/F

SELECTIONS:  
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

AGE \$10/M

INCOME \$10/M

SPANISH SPEAKING  
\$10/M

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000