



HISPANIC READERS WANT TO HEAR FROM YOU. BUT IN WHICH LANGUAGE?

As a direct marketer, you should be sure your Spanish language offers are reaching a 100% Spanish-speaking audience.

Sending Spanish language offers to English-speaking Hispanics creates confusion, negativity and wasted postage. The solution is to reach individuals who are proven Spanish readers, who have purchased books and periodicals in Spanish, and have indicated they are eager to receive more.

Fortunately, when it comes to reaching Spanish readers, 21st Century Marketing has access to thousands of names from some of the industry's top Spanish language publishers.

For more information, be sure to view the lists at the right. Then give us a call to discuss which ones are right for you!



Siempre Mujer Magazine: **277,356**

Reach Spanish-speaking women with an average age of 34 and an average salary of \$39,000, who love family, home, fitness and more!



Editorial Televisa Magazines: **297,917**

Reach Spanish speakers and readers who subscribe to Vanidades, Cosmopolitan en Español, ESPN en Español, Prevention en Español, TV y Novelas, Buenhogar, and more!

More Spanish readers from 21st:

■ Club de Libros Book Buyers	201,739
■ Condé Nast Spanish Subs./Expires	62,127
■ Conexion Spanish Book Buyers	363,083
■ FAMA Magazine	25,094
■ Unica Libros - Book Buyers	22,564

THE LIST COMPANY THAT MAKES A DIFFERENCE

CALL US TODAY AT 631.306.5212 OR VISIT WWW.21STCM.COM

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