

Hispanic Consumer Source

6 Million	Total Hispanic File	\$100/M
2 Million	Spanish-Speaking Consumers	+ \$ 10/M
	Geographic Selection	+ \$ 10/M
	Age, Income	+ \$ 10/M

Hispanic Consumer Source is a comprehensive database of US households that enables marketers to target Spanish-speaking consumers. This expanding multicultural segment continues to be on the rise and remains an untapped resource of responsive consumers with a strong demographic profile and ever increasing buying power. Hispanics account for 49% of the nation's population growth from 2000 to 2004 with a buying power of more than \$700 billion

Hispanic Consumer Source offers marketers perfect prospects for: Spanish Publications, Spanish Music, Hispanic Charities, Spanish-language offers, Spanish Teen offers, and more!

Additional information

SOURCE:	Multi-Source Compiled
CLEANED:	Monthly
MINIMUM ORDER:	10,000
SPECIFICATIONS:	Sample mail piece required. All orders are for one time use.



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