

With over \$630 billion in purchasing power, today's Hispanic consumers are ready to buy.*



Tap into this amazing purchase power by extending your **SmartSource Magazine®** advertising and promotion into News America Marketing's Spanish-language co-op free-standing insert. Delivered four times a year, during key Hispanic cultural events, our Hispanic insert reaches over 4 million Spanish-speaking households.

Reach Hispanic consumers across the United States. Our targeted co-op FSI is distributed in the top Hispanic newspapers reaching key markets for this important consumer segment.

Key Hispanic Consumer Markets:

- | | |
|-------------|------------------------|
| Los Angeles | Houston |
| New York | Dallas/Ft. Worth |
| Miami | San Antonio |
| Orlando | San Francisco/San Jose |
| Chicago | Phoenix |



Extend your English advertisement into Spanish.

Program Details

- Themed Issue Dates:
 - Hispanic Heritage Month Event
 - Holiday Event
 - Valentine's Day Event
 - Fiesta de Mayo Event
- Bonus SmartSource CartsSM co-op ad placement in our Hispanic-store network
- Bonus online logo placement on SmartSource.com[®]

Did you know?

- 75% of all Hispanic consumers use coupons?
- 60% of Hispanic consumers read an FSI?

Source: Simmons

*National Association of Hispanic Advertising Agencies

SmartSource
Magazine

NEWS AMERICA MARKETING
A NEWS CORPORATION COMPANY

To deliver your message to Hispanic consumers that are ready to buy, contact Matt Pawlik at (312) 540-4111 today.