



For Immediate Release
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**Fast-Growing Hispanic Segment Represents
Prime Prospects for Consumer Magazine Advertisers**

VISTA Ad Effectiveness Scores Among Hispanics Outpace General Population

May 2, 2011 (New York, NY) In addition to the purchasing power of America’s fastest growing demographic group, marketers now have another quantifiable reason to include Hispanic targets when developing their magazine advertising plans. In short, Hispanic Americans are more engaged magazine advertising prospects than their general market counterparts. According to an analysis released today by Affinity, the syndicated magazine research company, magazine advertising effectiveness scores among Hispanic adults outpace the national norm, with the highest ad effectiveness scores reported among those reading Spanish-language publications.

Magazine Ad Effectiveness Scores - Hispanics vs. General Population

	Average Ad Recall	Average Actions Taken
General population: English-language magazines	57%	53%
Hispanics: English-language magazines	61%	64%
Hispanics: Spanish-language magazines	67%	74%

Source: Affinity’s VISTA, Jan-March 2011; Actions Taken based on readers recalling specific ads (Measured reader actions include: Have more favorable opinion about the advertiser, Recommend product/service, Gather more information, Visit the advertiser’s Web site, Consider purchasing/purchase the advertised product, Visit a store/dealer/other location, and Save the ad for future reference)

Affinity’s VISTA Service measures issue-specific campaign recall and the reader actions resulting from magazine ads appearing in the country’s largest consumer publications, including the leading Spanish-language and dual-language magazines. According to Marianne Grogan, Managing Director of Affinity, “The recent expansion of the VISTA Service to include the measurement of Spanish-language publications shines new light on the effectiveness of targeting the Hispanic marketplace in the pages of both traditional consumer magazines and Spanish-language titles.”

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About Affinity Affinity is a media research firm specializing in magazine audience measurement and accountability tracking. Affinity’s products include **ProofReader** (campaign pre-testing), **The American Magazine Study** (print and digital magazine audience measurement), the **VISTA Service** (in-market campaign tracking across print and digital magazine platforms.) For more information, visit www.AffinityResearch.net.