

Affinity's Spanish-Language VISTA

The Spanish-language version of VISTA tracks the effectiveness of ads appearing in the leading Spanish-language magazines



At the request of the major ad agencies and leading publishers, Affinity is launching a Spanish-language version of its VISTA Service next year. This new ad effectiveness tracking service will measure the top Spanish-language and dual-language magazines distributed in the U.S.

Mirroring the issue-specific methodology of the core VISTA Service, Affinity's new Spanish-language VISTA will quantify the advertising recall, brand association and reader actions taken as a direct result of specific ads appearing in the country's leading Spanish-language titles.

The sample provider for Spanish-language VISTA is *Garcia Research*, the research industry's premier expert in Spanish language respondent recruitment. The following magazines will be measured by Affinity's Spanish-language VISTA Service:

- AARP Viva
- Cocina al Maximo
- Cosmopolitan en Espanol
- ESPN Deportes La Revista
- Kraft's Comida y Familia
- Latina
- People en Espanol
- Ser Padres
- Siempre Mujer
- TV Notas
- TV y Novelas
- Vanidades

For more information about Affinity's Spanish-Language VISTA, contact Affinity at 212-922-9582, ext 205

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