U.S. Hispanic Media Market Projections to 2010

Description: Advertisers' efforts to reach Hispanic consumers are becoming more targeted, and language is a major factor, according to a new U.S. Hispanic Media Market: Projections to 2010 report.

- Advertisers spent more than $3.3 billion to market products to U.S. Hispanics in 2005, a 6.8 percent increase from 2004.
- While traditionally Spanish-language advertising was used to reach Hispanics, new data indicate second- and third-generation Hispanics tend to favor English.
- As a result, ad spending growth in some sectors of the U.S. Hispanic market is slowing as advertisers debate which Hispanic demographic to target.

The U.S. Hispanic Media Market: Projections to 2010 report highlights the latest research on the top Hispanic DMAs, the top advertisers in the Hispanic market, purchasing power by language preference, and top Hispanic ad agencies, as well as trends in radio, television, print, and Internet advertising to reach Hispanics.

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