

Advertising Trends for the Hispanic Market

A Senior Project

Presented to the Graphic Communication Department
California Polytechnic State University, San Luis Obispo

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Abstract

Magazines have been the lead sellers of entertainment and as technology advances many businesses are switching to the Internet as a way of advertising. By more companies going digital, the print industry loses business. However, if advertisements and articles were focused on certain groups, sales would improve. This study attempted to determine if by focusing on a culture's needs, what popular trends will Hispanics be more interested in when purchasing magazines, therefore increasing sales? Spanglish advertising is a new demographic that is blooming in the United States. It is a combination of American and Latino culture that is mainly focused on second generation Hispanics. Spanglish is a mix of Spanish and English language that is informal and focuses on trends in fashion, music, news, and art that appeals to a person who enjoys aspects of the American and Latino culture.

To determine if Spanglish magazines would be something second generation Latinos would be interested in, there were statistics found by marketers that showed how much money advertisers were spending on the Hispanic market. There was an interview with the editor, Joel Martinez of a Hispanic magazine named *El Paisano* that targets Latinos and helps promote their businesses while giving the insight of what's happening around their community. And finally there was a survey given out to Cal Poly students that are Latinos in order to see directly what Latinos think about this new type of magazine. Overall, research shows that Spanglish magazines can be successful but needs to be used properly and needs to target the right type of people. However, further research on a nationwide level needs to be performed in order to get more accurate results.

Introduction and Purpose of Study

Magazines have been the lead sellers of entertainment. For many years, people saw trends, news, music and best selling items in their magazine of choice. In addition, businesses targeted certain types of people demographically through magazines. However, technology is advancing, and many businesses are switching to the Internet as a way of advertising. By more companies going digital, the print industry loses business and printed materials like inserts, catalogs, flyers and posters are eliminated. However, though some magazines are going through hard times, the number of magazines is not declining.

Advertisers are misguided if they believe magazines will eventually be eliminated. Magazine advertisements are one of the oldest and most reliable sources of marketing. Not only is a magazine tangible, but it is soothing to those who may not feel comfortable surfing the web. Publishers are constantly looking for new ways to market themselves to the public. If advertisements and articles were focused on certain groups, sales would improve. Personalization to an individual or group encourages people to spend more. This study asks: By focusing on a culture's needs, what popular trends will Hispanics be more interested in when purchasing magazines, therefore increasing sales? For many years, magazines have influenced the way adolescents made purchases. Now, if advertisers and publishers focus on what certain cultural groups prefer, there may be an opening to target a new audience that has always been there but has never been seen as its own segment.

Spanglish advertising is a new demographic that is blooming in the United States. It is a combination of American and Latino culture that is mainly focused on second generation Hispanics. Spanglish is a language, lifestyle, and culture that has one foot in each set of traditions. It is a mix of Spanish and English language that is informal and focuses on trends in

fashion, music, news, and art that appeals to a person who enjoys aspects of the American and Latino culture. This new culture voices opinions and values that might not be seen as acceptable by Americans or Latinos. The dominance of this culture is already being seen in music, television, and movies but advertisers and publishers have yet to focus on more tangible marketing such as magazines.

Spanglish advertising may become a key component in increasing sales in entertainment magazines. Second generation Hispanics are constantly struggling to find magazines that contain both American and Latino culture. When products that contain both cultures are sold, it draws attention to it. Magazines are like any other product that meets maturity and has to be repurposed for the public in order for it to grow again. This study intends to determine if American Latinos are interested in purchasing magazines that are tailored to them.

The purpose of this study is to determine if Spanglish advertising will increase the sales of entertainment magazines. If this new genre can increase sales, advertisers should spend more of their money on this type of cultural advertising as opposed to advertising to a broader audience. Publishers also need to focus their articles on Spanglish culture in order to appeal to this new audience. If the magazine industry becomes more focused on potential customers and catering to their needs, magazines will become the leaders of entertainment once again.

Literature Review

Spanglish advertising may be a component to increasing sales in entertainment magazines. By focusing on specific culture needs, those people would be interested in purchasing magazines. When customers get their entertainment and information in a language they can identify with, money is not an issue. Targeted magazines have an advantage over more broad magazines because they cater to their customers interests noted by Amanda Andrews from the article “ Print Media Ads Give Biggest Boost To Sales”.

Advertisers should take advantage of this opportunity by taking the time to determine who they want as customers and who realistically will purchase their product. Once advertisers have their goals planned out they need to find which magazine fits their product. “For example, a furniture company would not promote their new line of home furniture in a fitness magazine. It is crucial for advertisers to know which magazine will introduce their product to advantage to a potential customer” stated by Nancy Cullins, professor of Graphic Communication Department from Cal Poly, San Luis Obispo.

Advertisers select magazines to advertise in by categorizing their product or service into general interests. The advertiser will then be able to select those that match the specific profile demanded by the advertising strategy. However, before selecting which magazine to publicize advertisements businesses should be aware of their targeted audience and be conscience of their customers financial status and significance to the product they are selling. According to the article “Future of Technology Advertising & Marketing Report” in marketresearch.com “Ad rates are determined by a publication circulation and the relevance of its target audience. A consumer magazine such as *Laptop* with a circulation of 69,810 may charge more per ad than a smaller circulation publication. However, a smaller circulation trade magazine, such as *Boardwatch* with a circulation of 30,000 can charge more for its ads because

its readers are typically corporate executives who may be more inclined to purchase products advertised in its publication.” In addition, advertisers need to know about their potential customers in order to have realistic goals about their product. As a local business one would not not put an ad near a nationally known company because they are targeting different audiences.

Printed advertisements are one of the oldest methods of advertising and many people, especially older people, might feel more comfortable using regular printed advertisements to get the information needed. In the article, “Magazine Ads Better Received” by Verne Gay, the research found that the public relies more on printed advertisements. “The study of 2,000 adults, conducted last November by Audits & Surveys, reported 21% of men and 26% of women rated magazine advertising more “appealing,” “informative” and “believable” than TV advertising.” Not only does the public feel more comfortable in communicating with customers through print but retailers as well. In the article, “Advertising- The Last Word in Advertising” by Liz Morrell, “Retailers generally view print as an integral way of communicating with their existing and potential customer base and, although the volume of print activity varies with the type of retailer, as a total market retailers spend about 40% of their offline media budgets on newspapers and magazines making it the second largest invested media,” The familiarity of print and lack of strain to the eyes keeps people interested in magazines. The vibrant colors in a printed ad attract the viewer to the product and make the company more believable.(Morrell)

Another advantage magazines have is that society is comfortable with paying a fee for a magazine that they do not hesitate at the expense. The Internet society has been accustomed to content being free for so long that it would be difficult for the public to pay a subscription fee to a digital version where there would not be a tangible object given in exchange for money. In the

article, “Print Magazines Here To Stay; Internet not a big threat as online publications can draw traffic to the printed versions,” by Leong Su-Lin subscription rate is noted. “So far, nowhere in the world has been successful in collecting paid Internet subscriptions because people resist paying for something which has always been free. This means that the sites have to be funded almost solely from advertising. Yet, research has shown that the Internet is the most negative environment for advertising, leading to online advertising rates being a fraction of print rates. Surfers hate pop-up ads and online banners, while they have a much more positive response to magazine advertisements”.

Magazines are desirable to advertisers once they become aware of how print ads help brand awareness. Print advertising allows tangible contact with a customer and also educates them about a product or service this was shown in the article, “Print Ads Pack More Punch for Brand Image; New study shows other media not as effective in brand building” by Vince Chong. “Print advertising is more effective than other media at improving brand image this was seen in a study that surveyed more than 2,000 consumers in Hong Kong and Singapore. The results showed a 19 per cent higher response on the impact of advertising in print as oppose to other forms of media such as billboards and Internet.”(Chong).

Advertising is important for a business’ success so when a company has great brand awareness their product will be recognized anywhere creating unconscious purchases by consumers. In the article, “Print Ads Boost Brand Recognition: study” by Vince Wee it is shown how much print has effect on the promotion of a product. “The power of print advertising was clearly shown yesterday when the results of the power of print study was released. Among the highlights of the study is the finding that exposure to print ads boosted top-of-mind brand

recognition by 102 percent. The study aims to benchmark the print medias effectiveness as a medium for brand advertising. If you want to influence what people think about your brand, find more money to put it into print. Print ads also helped to increase the brand's favorability in the eyes of consumers, the study showed. Nineteen per cent had better impressions of the brand after a print ad campaign whereas only about one percent of consumers had a more favorable outlook after a television ad only campaign”.

Grocery stores especially have an advantage of selling print advertisements that may target a certain audience. When customers are waiting in long lines magazines keep them entertained which ultimately introduces them to other advertisement causing them to make additional purchases. In the article “Customer Publishing: Brands with cover-star ambition” by MaryLou Costa, a supermarket talks about its experience with print advertisement. “Supermarket Asda claims its magazine contributes 260H each year to its business. Branded magazines have become the vehicle to enhance consumer loyalty. Paul Porral, head of brand creative at John Lewis, says its magazine allows the retailer to spend time with the customer and build up a relationship with them that it wouldn't be able to do in store”.(Costa) By having magazines in the store it allows customers the option of relaxing and potentially making additional purchases without the hassle of a persistent sales person.

However, what good is it to know the right strategic advertising methods when there is not a focused audience? Spanglish advertising is a new form of advertising that introduces culture and allows a new language identified by second generation Latinos to get their information and entertainment without encountering any language barriers that may offend Americans or Native Spanish speakers. Spanglish is defined in the article, “Spanglish, Bilingualism, Culture and Identity in Latino Children’s Literature” by Sharon Chappell,

“Spanglish is a hybrid form of Spanish that has been infused and combined with English at the lexical and syntactical levels of speech. A wider definition of Spanglish includes reference to code-mixing between Spanish and English within utterances to reflect the bicultural experiences of Latino bilinguals living in the U.S.”(Chappell).

This new language has caused a commotion among young Latinos. No longer do second generation Latinos have to conform to English or Spanish norms. Spanglish allows the mix of cultures to be formed into a brand new culture which is seen in everyday life. A Study done in the article, “The U.S. Hispanic Market:4th Edition Looking to the Future” by marketresearch.com, has statistics on how many Latinos actually feel more comfortable speaking English and how they combine Spanish with their everyday English. “A 2002 survey of 14- to 24-year-old Latinos in Los Angeles conducted by Los Angeles, California-based Cultural Access Group and Sapo Communications, Inc. found that 57% of the respondents indicate a strong preference for English overall. Nearly three-quarters of respondents said they often blend both English and Spanish in everyday conversation by frequently speaking in “Spanglish.” Another survey carried out by Cultural Access Group of 14- to 24-year-olds in New York City found an even higher percentage (87%) expressing a strong preference for English overall”

Since Spanglish is becoming a new kind of culture and individuals between the ages 14 to 24 are the main consumers of magazines it would make sense to create magazines with advertisements that carry their interests and identify Latinos in their language of preference. Fortunately for this segment of the population advertisers are noticing the effect of Spanglish advertising and advertisers have begun to invest in these ads. “Although the number of English-dominant and bilingual Latinos continues to grow, advertising professionals are still of the opinion that in-language advertising provides the most reliable return on investment in the

Hispanic market, a position that is backed up by survey research. For example, a 2002 Food Marketing Institute study found that 44% of Hispanic grocery shoppers say that advertisements in Spanish-language newspapers frequently influence them, compared with 31% of ads in English-language newspapers.”(U.S Hispanic Market, 16)

Another advantage Spanglish ads have on young Latinos is the fact that these consumers are at an age where they are impressionable and target for the primary consumers to products advertised in magazines. “Survey research indicates that most adult Hispanics use both Spanish-language media and English-language media. While a substantial minority of adult Latinos use predominantly Spanish-language media, the remainders of adult Hispanics fall into one of two groups: those who depend on a combination of Spanish-language and English-language media and those who rely on predominantly English-language media.” (U.S. Hispanic Market, pg. 17)

In the article “Advertisers See Need for a 'Spanglish' Pitch” by Matt Schwartz, he notes “Haubegger's *Latina* magazine, which leans heavily toward English, with condensed Spanish versions of the articles, most advertisements are in Spanish. How an advertiser targets a Hispanic audience depends on what it is selling and where it is selling, says Octavio Nuiry, public relations manager at ADR Communications in Newport Beach, Calif., and co-author of a Hispanic media directory...If you are selling Nissan automobiles, absolutely [target English-speaking Hispanics], because they have more disposable income. Whereas if you're marketing potato chips, that is a product, anybody can buy.”(Schwartz).

Since Spanglish is a mix of English and Spanish, magazines made in Spanglish have to be created in a new mind set. Spanglish magazines are not exclusively Spanish magazines, these type of magazines have to fulfill English and Spanish needs. There has to be a focus on a

separate segment. “Most of the Spanish-language magazines produced by major U.S. publishers are editions that are meant for Latin American countries. Some of the largest magazine publishers are focusing more on the U.S. Hispanic market because of a growing recognition that Hispanics want magazines that reflect their lives in the United States” (U.S. Hispanic Market 17).

Advertisers have to recognize the Latino buying power and how it affects sales.

“It's an important issue. In 2002, Latinos had \$ 580.5 billion in buying power, more than the total for all of Texas, according to the Selig Center for Economic Research at the University of Georgia. That buying power - or after-tax income available to spend - is growing at a rate nearly three times that of non-Hispanic whites and half of the U.S. Latino population is less than 26 years of age.”(U.S. Hispanic Market pg 20) Latinos are major stock holders of many companies.

However, before advertisers begin combining English and Spanish words there needs to be research done in order to find out what young Latinos enjoy. Combining two languages does not make it Spanglish. This is a culture and a way of life and if magazines do not contain what Latinos want instead of getting a positive response from consumers advertisers will be getting the complete opposite. Spanglish has to be understood if not it will be seen as a joke and consumers will lose interest and respect for these type of magazines.

According to the article, “Marketers Striving To Speak The Language Of Hispanic Youth” by Dianne Sols, there are many genres and categories Latinos fall under and to generalize them under one category would be a big mistake. “Like trend-conscious marketers everywhere, Cultural Access and Sapo Communications came up with pithy names for the various Hispanic youth segments.(Sols) The generational soundtrack of choice for Hispanic youth is the same as that for black and white youth: hip-hop. About 37 percent of Latino youth are “hip-hoppers,” who identify strongly with African-American and Latino-influenced “urban

culture.” About 70 percent of this group is U.S.-born. The next largest segment is the “popsters” with a 21 percent share. They have lower English proficiency, only 43 percent are likely to be born in the United States yet they shop in mainstream stores. Popsters are closely followed by “roqueros” with a 19 percent share. They have high English proficiency, prefer rock music in Spanish or English, and shop in a variety of stores. Sixty-eight percent are born in this country.”

According to “An Overview of Current Market Trends and Association of Hispanic Advertising Agencies Data” by Aida Levitan “More than half of Hispanic 18-34 year olds (68%) are Spanish Dominant or bilingual. Young Hispanic adults are heavy readers of magazines with lifestyle, entertainment, automotive and sports focus titles taking the lead.” Since there is more than 50 percent of the population that are Latinos which makes them primary consumers it is surprising to see how many more magazines are not dedicated solely to them. As times change media is constantly updating itself to fit customers needs so it is time that magazines and advertisers updated themselves to fit the needs of the new generation of Latinos.(Levitan)

Another way of thinking outside of the box it is by promoting local business through local magazines or through national magazines that have a local section. By doing this not only are local businesses promoting their businesses but are helping promote magazines that can help those targeted audience find what they want and need in a language that best identifies with them. For example, in the Central Valley in California a new Latino magazine has opened, named *El Paisano* this magazine is focused on Latinos.50 percent of the population in the Central Valley are Latino immigrants due to the large agriculture business. Joel Martinez the editor and chief of *El Paisano* said; “This magazine was made for the Latinos in our community; my goal was not only to entertain but to help Latinos get informed about what our community has to offer and share stories of peoples’ personal experiences and overcome

obstacles but most of all, to provide useful resources that will help our people become successful in this country.” (Martinez).

El Paisano magazine has only been in circulation for two months but has rapidly gained popularity in the C.V. Latino community. They currently print 8,000 copies every fifteen days but it is not enough to reach the whole central valley, so they have incorporated a digital version of the magazine online. Since this magazine is in its infancy and they have seen a response from Latinos in the community, their main goal is to get more copies of their magazines out to the community. For this company, the printed magazine will bring them greater success considering that a large percentage of their market are from immigrant backgrounds and are computer illiterate.(Martinez)

Other companies have noticed that quarterly magazines bring in more profit to advertisers than weekly magazines, causing businesses to invest in those types of magazines. For example in the article “Ad Revenue Turns the Page” from The Australian Financial Review, an Australian magazine company experienced this situation. “Australia's 20 largest consumer magazines reported a seven per cent increase in combined advertising revenue in the March 2010 quarter, according to the Nielsen Company. Nielsen said weekly women's magazines reported the slowest growth rates, while monthly magazines delivered the highest growth rates.” Most likely monthly magazines make more profit because it allows customers time to peruse the advertisements at a slower pace rather than discarding weekly.

Magazines have been around for many years and have been the most reliable source for Advertising. Once consumers and advertisers work towards desired goals they will be able to produce a product that satisfies both needs. Latinos are major consumers of magazines and the latest trends. The same way that people have to adapt to new technology and methods, magazines should adapt to the new Latino generation.

Research Methods and Procedures

The purpose of this study is to determine if Spanglish advertising will increase the sales of entertainment magazines by appealing to 18-25 year old Latino, Californians.

In pursuit of researching this topic Historical, Elite and Specialized Interviewing, Descriptive, and Content Analysis research methods were performed.

Print is constantly trying to repurpose itself because of the rapid growth of the Internet, and since Spanglish is a blooming culture in television and movies Spanglish might help increase sales in the magazine entertainment industry as well. By applying the Historical research method “there is an attempt to establish facts and arrive at conclusions concerning past events. The historical researcher must systematically and objectively locate, evaluate, and interpret evidence available for understanding the past. From the gathered evidence research will show past experience lead to a greater understanding of present situations and predict what might happen in the future” (Levenson). By analyzing statistics found by marketers on how much money was spent on advertising for the Hispanic market there was quantitative data supporting Latino trends. It was found that Hispanics have an enormous amount of buying power and marketers spend millions of dollars targeting them.

In addition the Elite and Specialized Interviewing method was applied which is an interview of those who are experts of certain fields. By interviewing the publisher, Joel Martinez, of *El Paisano* there was a more personal connection with my research. There was feedback on how the community reacted to this new type of magazine. There were questions asked like:

What do you expect to find out?

What do you want your magazine to be or evolve to?

What does your magazine need help in, in order to become more successful?

What resources or knowledge is your company lacking?

Where do you think your magazine is heading?

Finally, I asked him for advice on launching a Spanglish or “Latino” magazine. His magazines targets both Spanish and English speaking Latinos and he provides services to help promote individuals’ businesses while informing others about what the Latino community has to offer.

Finally the Descriptive research method was used to “obtain information concerning the current status of a phenomena to describe what exists with respect to variables or conditions in the current situation” (Levenson). This research method answered the questions who, what, where, when and how.

There was gathering of data of Cal Poly students. The results helped infer if indeed Spanglish magazines may become popular for the second generation Latinos, if it is an interest, and if publishers and advertisers should invest in this new segment. Printed surveys were created and distributed by me the beginning of Winter quarter for Latino Cal Poly students. The surveys asked the questions:

1.) Do you read English language magazines?

- a.) Yes
- b.) No

If yes please list which ones:

2.) Do you read Spanish language magazines?

- a.) Yes
- b.) No

If yes please list which ones:

3.) Do you read Spanglish language magazines?

- a.) Yes b.) No

If yes please list which ones:

4.) What is your opinion on Spanglish magazines?

- a.) I like them very much
- b.) I like them at times
- c.) neutral
- d.) not for me.

5.) Would you be interested in purchasing Spanglish magazines instead of exclusively Spanish or English magazines?

- a.) Yes b.) No c.) Maybe d.) Indifferent

6.) Do you prefer reading entertainment articles in English or in Spanish?

7.) Do you like Spanglish advertisements?

- a.) Yes b.) No c.) Maybe d.) Indifferent

8.) If you were able to choose from one of these magazines which one would you choose?

- a.) Spanish only magazines b.) English only magazines c.) Spanglish magazines

9.) Overall, what is your opinion of Spanglish articles and advertisements?

10.) What ethnicity are you? a.) Caucasian b.) Hispanic/Latino c.) Asian d.) Black e.) Native American
other_____

These surveys were distributed during various multicultural club meetings. With the help of the Multi Cultural Center (MCC) at Cal Poly as well as the United Sorority and Fraternity Council (USFC) by identifying multicultural clubs and organizations and emailing me these clubs contact information. Once scheduling of times was determined I personally went to the meetings and passed them out and collected results.

Once all data was gathered each question was put into a pie chart in order to better

compare results. There was an expectation of finding different results depending on geographic locations. For example, California has more Latinos in their population compared to other states so it was expected to see a more positive response in certain areas. Since the surveys were taken by San Luis Obispo residents it was expected that the results may be different than those who may live in Los Angeles because of the denser population of Latinos compared to San Luis Obispo. After using all of these methods I was able to determine if Spanglish advertising is something Latinos would prefer and if Spanglish articles and advertisements would be something publishers and advertisers would consider investing in.

Results

The purpose of this study is to determine if Spanglish advertising will increase the sales of entertainment magazines. There has been a long period of wondering if 2nd generation Latinos would be more interested in Spanglish over solely English or Spanish based magazines and by analyzing research found by other marketers it is easier to predict if indeed Latinos would prefer Spanglish magazines.

Historical Research

By applying Historical Research I was able to find statistics from “the Annual Guide to Hispanic Marketing and Media” on what types of Printed Media, Advertisers and Magazines Latinos in the United States are most interested in. In addition to the buying power Latinos have in the United States.

U.S advertising spending in Hispanic Printed Media

It is important for advertisers to know how much money is being spent on Hispanic Printed Media in order for them to know if it is worth the investment. *Table 1* shows that from 2008 to 2009 sales in newspapers, magazines and other types of print have decreased. Other types of print include annuals, catalogs, journals, newsletters and yellow pages.

Table 1: U.S advertising spending in Hispanic Printed Media

Gross 2009 U.S. ad spending. Dollars in millions

	2009	2008	% Change	% of total	Properties
Newspapers	754	909	-17.1	11.9	835
Magazines	300	352	-14.8	4.8	480
Other Print	32	32	0.0	0.5	526
Subtotal Print	1,086	1,293	-16.0	17.2	1,841

Top 10 Advertisers in Hispanic Magazines

Magazine companies need to know who the most popular advertisers are in the Hispanic community in order to target them with the intention of putting their advertisements in Spanglish magazines. *Table 2* shows the top ten advertisers in Hispanic Magazines. Some advertisers increase in sales from 2008 to 2009 like Procter & Gamble who increased 24.6% as opposed to other advertisers who decreased in sales like Johnson & Johnson who declined 31.2%. These Ad spending data are from 28 magazines in two media classifications: Spanish-language magazines and Publisher Information Bureau- monitored Spanish- language magazines.

Table 2: Top 10 Advertisers in Hispanic Magazines
By measured U.S. media spending. Dollars in thousands

Rank	Marketer	2009	2008	% Change
1	Procter & Gamble Co.	\$19,459	\$15,611	24.6
2	L'Oreal	10,116	12,170	-16.9
3	Johnson & Johnson	7,048	10,250	-31.2
4	Unilever	6,299	1,858	239.0
5	State Farm Mutual Auto. Ins. Co.	5,850	4,242	37.9
6	Time Warner	3,758	4,036	-6.9
7	U.S. Government	2,996	4,546	-34.1
8	General Motors Co.	2,705	5,911	-54.2
9	Kimberly-Clark Corp.	2,518	2,517	0.0
10	Ford Motor Co.	2,286	2,144	6.6

Top 10 Hispanic Magazines

Table 3 shows the top 10 Hispanic Magazines in the U.S. The magazines targeting Latinos should know who their competition is especially if some of these magazines decide to change to Spanglish. It is interesting to see that from all these magazines all of them except for TV Notas and Ser Padres Espera have decreased in sales, most likely because their topics are updated constantly in order to keep up with everyday series

Table 3: Top 10 Hispanic Magazines
By measured advertising revenue

Rank	Magazine	Parent	Gross 2009 AD Revenue	% Change
1	People en Espanol	Time Warner	\$45,404	-14.9
2	Latina	Latina Media Ventures	25,572	-27.5
3	TV y Novelas	Televisa Publishing	16,431	-13.2
4	Ser Padres	Meredith Corp.	13,031	-39.5
5	Siempre Mujer	Meredith Corp.	11,056	-13.3
6	Vanidades	Televisa Publishing	8,870	-40.6
7	TV Notas	Maya Publishing Group	8,124	15.5
8	Selecciones	Reader's Digest Association	5,243	-60.1
9	Hispanic Business	Hispanic Business	4,825	-33.4
10	Ser Padres Espera	Meredith Corp.	4,724	110.7

Hispanic Buying Power

Table 4 shows the Hispanic buying power for the top 20 U.S. Markets. It is no surprise Los Angeles was number one but interesting to see that Dallas, Texas had more Hispanic buying power than Fresno, California since California seems to have more Hispanics than Texas. Magazine Companies and Advertisers need to be aware of how much buying power Hispanics have over their current and potential magazines. Hispanics could be a large percentage of their consumers that they may need to target.

Table 4: Hispanic Buying Power for Top 20 U.S. Markets

Rank	Market	Buying Power
1	Los Angeles	\$159,751
2	New York	99,341
3	Houston	38,138
4	Miami	48,503
5	Chicago	39,128
6	Dallas/ Fort Worth	33,141
7	San Francisco	40,623
8	Pheonix	27,513
9	San Antonio	25,149
10	McAllen, Texas	15,905
11	Sacramento	21,793
12	Fresno/ Visalia, Calif	15,392
13	San Diego	20,121
14	Denver	15,763
15	El Paso, Texas	12,193
16	Albuquerque, N.M.	15,180
17	Washington	20,640
18	Philadelphia	12,868
19	Tampa, Fla.	13,184
20	Atlanta	11,516

Elite and Specialized Interviewing method

The Elite and Specialized Interviewing method was applied which is an interview of those who are experts of certain fields. By interviewing the publisher, Joel Martinez, of *El Paisano* there was a more personal connection with my research. *El Paisano*, focuses on Latinos, 50 percent of the population in the Central Valley are Latino immigrants due to the large agriculture business. Their goal is not only to entertain, but to help Latinos get informed about what the community has to offer and share stories of peoples' personal experiences and overcome obstacles. There was feedback on how the community reacted to this new type of magazine.

Questions asked:

Q: What does your magazine company expect to get out of this?

A: To provide useful resources that will help our people become successful in this country

Q: What does your magazine want to evolve to?

A: This magazine was made for the Latinos in our community; my goal was not only to entertain but to help Latinos get informed about what our community has to offer and share stories of peoples' personal experiences and overcome obstacles

Q: What does your magazine need help in, in order to become more successful?

A: We need more marketing done in order to promote our magazine because the Latinos in our community need to know about us and know that we can promote their businesses and use us as a resource to find good deals or places.

Q: What resources or knowledge are you lacking?

A: Currently we print 8,000 copies every fifteen days but it is not enough to reach the whole central valley, so we have incorporated a digital version of the magazine online.

Q: What are your goals or plans for your company?

A: Our current goal is to get more copies of our magazine out to the community

Q: What advice can you give on launching a Spanglish or “Latino” magazine?

A: It takes hard work, time, research and dedication, things do not happen overnight but if you cater to your community and work with them and help each other out you can be successful.

For this company, the printed magazine will bring them greater success considering that a large percentage of their market are from immigrant backgrounds and are computer illiterate. This magazine helps give an insight of when marketing research is done properly and magazines are catered to certain ethnic groups magazines can be successful.



A Spanglish Magazine that communicates to both English and Spanish speakers in order to unite a community!



El Paisano magazine that is distributed in the Central Valley

Descriptive Research Method

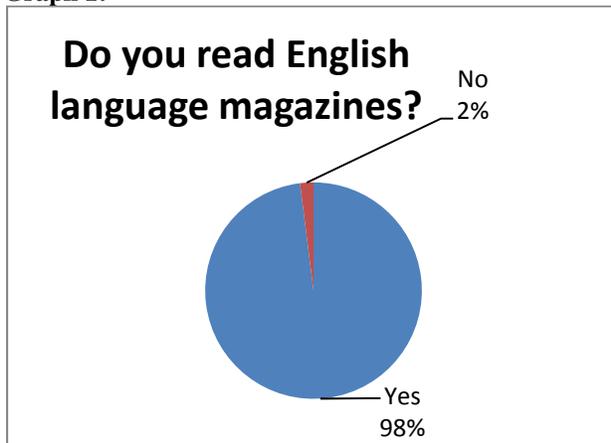
Finally by applying the Descriptive Research Method results were found through a survey to find out if Latinos at California Polytechnic State University San Luis Obispo would prefer Spanglish Magazines over English only or Spanish only based magazines. A printed survey was distributed to 100 Latinos on campus.

Survey Results

After analyzing the surveys taken by Cal Poly Latinos results for each question were put in graphs to better compare data and to see if Latinos at Cal Poly would be interested in buying Spanglish Magazines.

Graph 1 shows that 98% read English magazines.

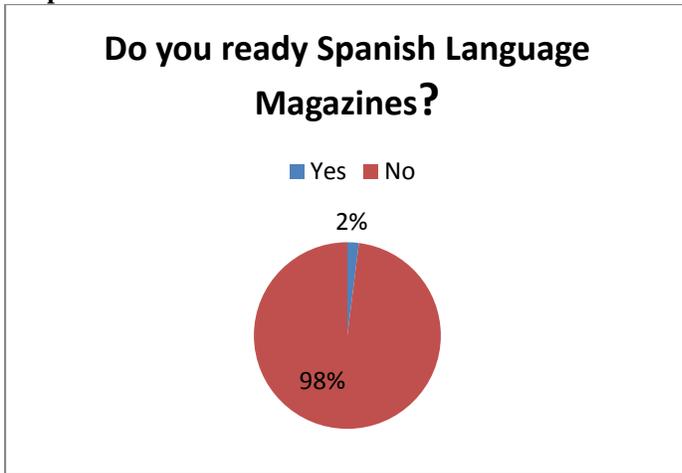
Graph 1:



The types of English Magazines people surveyed read are *Cosmopolitan, Vogue, Seventeen, People, In Style, GQ, Architectural Record, J14, Kraft, Food Network, Glamour, Lucky, Men's health, Allure and Rolling Stones.*

Graph 2 shows that 2% read Spanish Magazines.

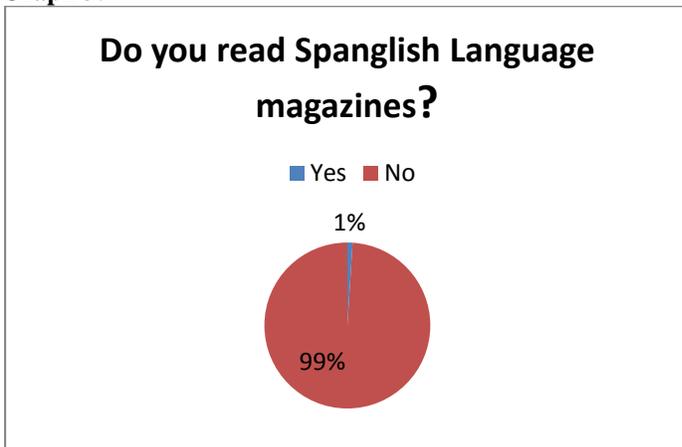
Graph 2:



Some types of Spanish magazines mentioned were *People in Espanol*, *Latina*, *Cosmopolitan*, *TV y Novelas and Vanidades*.

Graph 3 shows that 1% read Spanglish Language magazines.

Graph 3:

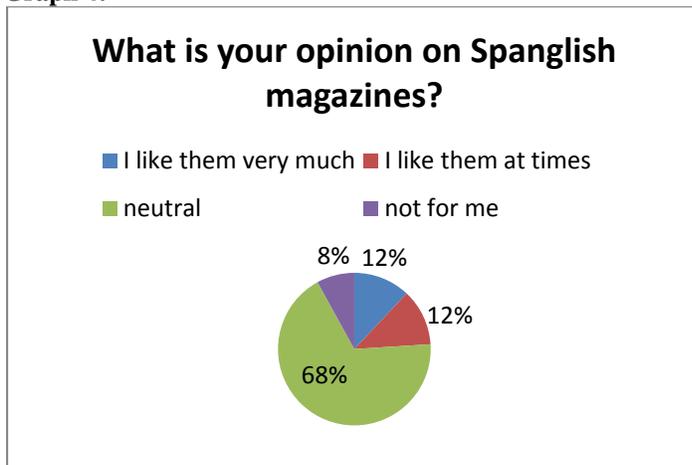


The only magazine mentioned was *Latina*.

Graph 4 shows percentages of peoples' opinions on Spanglish magazines.

68% were neutral to the idea.

Graph 4:



Graph 5 Shows how many people would be interested in purchasing Spanglish magazines over exclusively Spanish or English magazines.

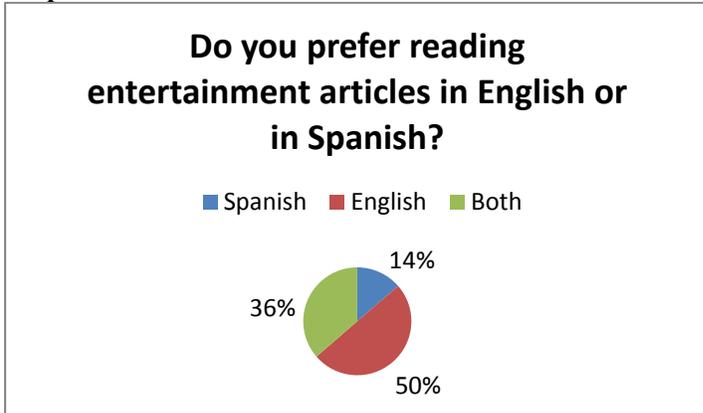
36% noted that they would be open to the idea of purchasing Spanglish Magazines while 24% noted they were indifferent.

Graph 5:



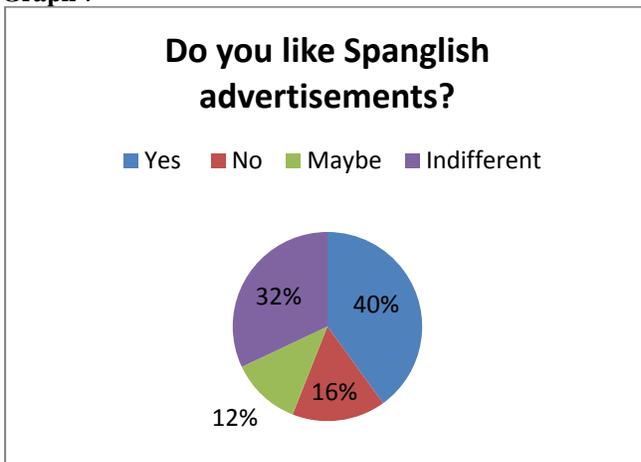
Graph 6 shows if people prefer reading English or Spanish entertainment articles
50% preferred English while 36% preferred both reading articles in English and Spanish.

Graph 6:



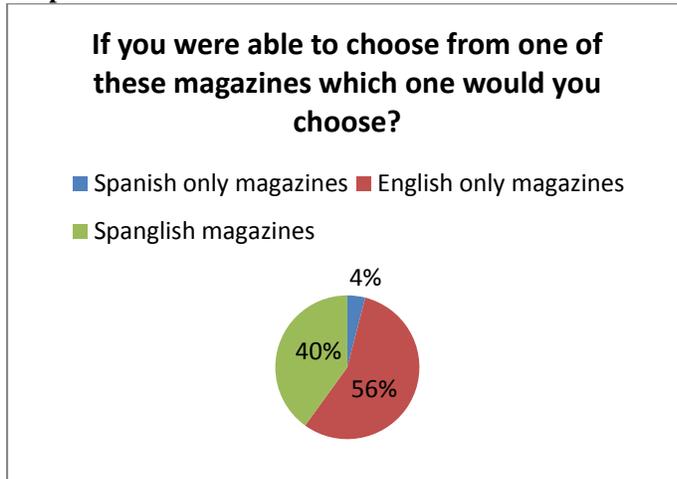
Graph 7 shows peoples' preferences over Spanglish advertisements.
40% noted yes to preferring Spanglish advertisements over regular Spanish or English based advertisements and 32% were indifferent.

Graph 7



Graph 8 shows what types of magazines people prefer and 56% noted that they prefer English only magazines while 40% noted that they preferred Spanglish Magazines.

Graph 8:



Overall opinions

The overall opinions over Spanglish articles and advertisements were that some liked the idea of uniting two cultures together, and believed articles and advertisements could be interesting depending on the topic. Others liked having the option of reading in Spanish and English, they thought this was innovative and good for today's diverse society, plus it will incorporate more people who may speak both languages and would like to have a variety of different options. In addition, they will bring comfort to those who may not understand or feel comfortable speaking either Spanish or English only. Then there were those who were against the idea of Spanglish magazines and believed magazines should only be in English or Spanish. Some thought that even though they are entertaining they would distribute a wrong use of language harming educational systems. Others believed that currently Spanglish articles are terrible because they are cheesy and a weird combination of words are put together forcing upon

the idea of Spanglish. Spanglish cannot be forced or invented it just comes out naturally. Finally, there were a small portion that were indifferent.

Survey Conclusion

The survey results showed that the majority of Cal Poly Latinos would not purchase Spanglish magazines over the fear of losing strong Spanish Values. By promoting Spanglish, Latinos fear it would be giving society the wrong message that it is ok to speak Spanish improperly which would ultimately break down years of hard work that Latinos have done in order to create a more educated and respected ethnic group. However, this small percentage of the Latino population misrepresents what Latinos in the whole U.S. really want. This Latino Population is too small to be able to be considered as what the majority Latinos believe.

Conclusion

As one can see, gathered from the *Descriptive research* method the surveys showed Spanglish needs to be targeted properly if not consumers perceive it as something tacky and will not take the product seriously. Hispanics enjoy American and Latino cultures, and they want ways to enjoy both without having to choose between the two. Through these three focuses of research, *Historical, Elite and Specialized Interviewing and Descriptive Research* this study found that a lot of money is spent on advertising for the Hispanic market. Through *Historical research* it was found that as years pass sales in magazines, newspapers and printed media have decreased but advertisements in the top ten magazines targeted for Hispanics for the most part have increased. This study also showed the buying power Hispanics have in the U.S. Hispanics are major consumers of magazines and printed media and they have ability great influence in the success of many magazines. By looking at the statistics, it is shown that when magazines have advertisements that target Latinos, sales do increase.

Through *Elite and Specialized Interviewing of El Paisano* it showed how targeting Latinos in a language that can be understood by both English and Spanish speakers can bring in more consumers. The one major thing that makes this magazine stand out is the fact that this magazine not only entertains in a language understood by Latinos but allows other Latinos in the community to promote their business. It also gives consumers the opportunity to learn more about their community and to share stories. When a magazine can connect with consumers on a personal level they are loyal and sales increase.

The survey taken by the Latino Cal Poly students showed that many were intrigued by the idea of Spanglish magazines and felt it would combine interesting facts of both American and Latino culture. However, there were a few that were against the idea because of fear that it

would convey a wrong message. Some alleged there should not be a combination of languages and that people should learn to speak both of them properly. But overall, this study proved that if there was an option to purchase Spanglish magazines, the second generation Hispanics would be interested in purchasing them.

Advertisers and the magazine industry can use this information to realize that Latinos are yearning for a product that identifies with them. Advertisers are spending a lot of money on marketing research for the Hispanic market to see what they like so they might as well invest in some Spanglish magazines to see if in reality this will bring in more consumers and ultimately increase sales for the entertainment industry. However, further research on a nationwide level needs to be performed in order to get more accurate results.

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