



RUSH **PR** NEWS

Hispanic Media

Hispanic Media includes Radio/TV stations/dailies/weeklies such as Urban Latino and Latina. We serve more than 250 Hispanic TV stations and shows in the United States and Puerto Rico.

- We serve more than 650 Hispanic radio stations and shows in the United States and Puerto Rico.
- We serve more than 762 Hispanic newspapers, magazines, and newsletters in the United States and Puerto Rico. This figure only includes print media that publish editorial-related content.
- We serve more than 340 Hispanic media Web sites, almost 100 of which are Internet-only media outlets. Overall, 75% or so of all U.S. Hispanic print media outlets post all, most, or some of their print stories on their own Web sites.

PARTIAL LIST

Major TV Media Outlets

- Despierta America
- Sabado Gigante

Major Hispanic Radio Outlets -KSCA-FM (Los Angeles)

- WCMQ-FM (Miami)
- WSKQ-FM (New York)
- KESS-FM (Dallas)
- WOJO-FM (Chicago)

Major Hispanic Newspaper Dailies and Weeklies:

- La Opinión (Los Angeles)
- El Nuevo Herald (Miami)
- Diario La Prensa (New York)
- Al Dia (Dallas)
- La Raza (Chicago)
- Rumbo (San Antonio, Houston, McAllen)
- Hoy (New York, Los Angeles and Chicago)
- Semana (Houston)
- El Latino (San Diego)

Major Hispanic Magazines

-People en Español

-Selecciones

-Mira!

-Latina

-LatinaStyle

-Catalina Magazine

Major Hispanic Internet Web Sites:

-YahooenEspañol.com

-QuePasa.com

-Univision.com

-Terra.com

-MSNLatino.com

-MiGente.com

-LaOpinion.com

-LaRaza.com (part of Hispanic Digital Network www.HDNWeb.com)

-LatinaStyle.com

-CatalinaMagazine.com

Hispanic Newspaper Readers are Young:

The average age of all readers of Hispanic newspapers is 33.5, dramatically lower than those reached by most other media (Source: 2003 National Hispanic Readership Study/Western Publication Research)

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