

The HMW Media Page

The Mystery of Hispanic Newspapers

Hispanic (Spanish or bilingual) newspapers can be hard to find if you don't already know which they are. In last week's Phoenix market profile, HMW initially failed to include - among others - La Voz, a leading newspaper in the market.

TV; network, local and cable, is almost entirely represented and sold by the Univision and Telemundo organizations. There are a handful of independent station exceptions (HMW 8/16/99) and smaller networks like MásMúsica TeVe and HTVN.

Radio too, is broadly encompassed by a small handful of representative organizations: Katz Hispanic Media, Caballero Spanish Media, Lotus Repts and Team El Dorado.

In addition to these reps as central resources, there are also the audience measurement services, such as Nielsen and Arbitron, which list at least those broadcast media with enough audience to be measured.

National magazines fall into a middle ground, with some multi-title publishers like Editorial Televisa or JSA, and several large titles, like People en Español, Hispanic Magazine, Latina, Selecciones del Readers Digest and Vista. In this category too, there is an audience measure, Simmons Hispanic.

But newspapers don't have such broad-scale sales organizations nor research to which to refer, so what's a planner to do?

Standard Rate and Data Service is a general industry resource, which publishes separate source books of contact info for radio, TV, consumer magazines, business magazines, direct marketing and other media categories. They even offer one for the Hispanic market, combining all the media types. Media are listed at no charge, but they must submit their data. As it happens, La Voz wasn't listed in the recent (September 2000) issue which HMW consulted.

The 2001 National Association of Hispanic Publications Media Kit and Resource Book listing "over 200 publications with 10,000,000 circulation," was just released. It doesn't include La Voz.

After finding that HMW had missed Phoenix's La Voz, as well as El Monitor and TV y Mas magazine, we searched out some less orthodox, not-really-for-media-planners resources. On-line yellow pages sites, including Yahoo Yellow Pages and Verizon's Super Pages were consulted without turning up La Voz among listed newspapers in Phoenix. Two web sites purporting to list all the newspapers of Arizona were also consulted:

N-Net didn't list La Voz, But, at last, now aware of La Voz, HMW found it in US Newspaper Links.

What's a planner to do? Hope for better efforts by the publishers to make themselves easily found? Until then, the adjacent table offers some of the resources HMW has located with more or less extensive listings of Spanish newspapers.

Newspaper Contact Resources		Phoenix listings include?			
Source	Website	El Monitor	Prensa		
		Hispano	Hispana	La Voz	TV y Mas
SRDS Hispanic Media & Market Source	www.srds.com	-	-	y	-
NAHP Media Kit	www.nahp.org	-	-	y	-
Yahoo Yellow Pages	yp.yahoo.com	y	-	y	-
Verizon Superpages	yp.superpages.com	y	-	y	y
Any who	www.anywho.com	-	-	-	-
Switchboard	www.switchboard.com	y	-	y	-
US Newspaper Links	www.usnewspaperlinks.com	-	y	-	-
N-Net	www.n-net.com/	y	-	y	-
Newspapers.com	www.newspapers.com	-	-	-	-
Library of Congress	lcweb.loc.gov/rr/news	-	-	-	-