

SAN DIEGO AD CLUB
HISPANIC

2011-2012 RESOURCE GUIDE

Hispanic Marketing: IT REALLY COUNTS



SAN DIEGO AD CLUB

Hispanic Marketing: IT REALLY COUNTS

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2011 Hispanic Marketing Day Sponsors



A special thanks to the following members of our committee for their time and effort in compiling the research information presented in this publication.

Tabitha Flores, Market Research Consultant
Mary Beth McCabe, Sun Marketing
Santiago Obregon Cortes, Energy Communications Corporation
Ivan Jurardo, Univision Radio

2011 San Diego Ad Club **Hispanic Marketing Day** **Hispanic Marketing: It Really Counts**

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Dear Friends of the San Diego Ad Club:

Welcome to our 18th Annual Hispanic Marketing Day! Ole!

The theme of this year's event is "Hispanic Marketing: It Really Counts." Today's presentations and this Resource Guide will help us to understand the vast potential of the growing Hispanic community, and give us the tools to make smart decisions as marketers. Thank you to the 2011 Hispanic Marketing Day committee for their work in bringing this event to us and in particular we thank this year's co-chairs, Robert Moutal, Vice President, Director of Operations & Creative Services, Entravision San Diego and Al Delino, Creative Director and Owner of Al Delino Design.

We believe it is our responsibility as the San Diego Ad Club to continue to provide timely information about this important and growing market. We are pleased to feature a top level view of the latest trends from the 2010 census presented by Luz Castillo, Partnership and Data Services Specialist, United States Census Bureau.

Our sports marketing panel will appropriately be moderated by Alex Montoya, Manager of Latino Affairs for the San Diego Padres. The San Diego Padres are the recipient of the 2011 Visionary Award. The Visionary Award recognizes outstanding achievement and leadership in Hispanic marketing. Joining Alex Montoya on today's panel will be Veronica Avila, Director of Marketing, LA Galaxy and Jim Kalmenson, President of KWKW 1300/ESPN Deportes.

This year, the San Diego Hispanic Marketing Lifetime Achievement Award is presented to Luis Valdivia of the Del Mar Fairgrounds. Luis is an active member of this committee and chaired this event in 2006. Luis has been involved with Hispanic marketing in the San Diego/Tijuana region his entire career and has dedicated his professional life to understanding this unique cross cultural community.

On behalf of the San Diego Ad Club Board of Directors, thank you for participating in this event. We are grateful to our presenters and our dedicated committee for advancing our knowledge. And, we offer our heartfelt congratulations to our honorees, Luis and the San Diego Padres!

Enjoy the day!

Melissa Lopez / Jon Bailey

2011/2012 San Diego Ad Club Co-President's

2011 San Diego Ad Club Hispanic Marketing Day

Hispanic Marketing: It Really Counts



Luncheon Program Speaker/Moderator

Alex Montoya

Manager of Latino Affairs for the San Diego Padres

San Diego Magazine's "Top 50 San Diegans to Watch" in 2000. In 2005 Montoya was published in the anthology *The Spirit of Notre Dame*.

In 2010, the University of California at San Diego named him an Estrellas Award recipient for excellence within and service to the Hispanic community. Also in 2010, the San Diego Cesar E. Chavez Commemorative Committee bestowed upon him their "Visionary Award", for "strong leadership, compassion, and commitment to excellence, integrity, and justice."

He is also involved in motivational speaking through Turnkey Strategic Relations about issues pertaining to success, education, and overcoming disability obstacles. His own debut book, *Swinging for the Fences: Choosing to Live an Extraordinary Life*, was released nationwide by

Tate Publishing in 2008 and has sold over 1,000 copies. It is available for purchase on TatePublishing.com and all major book retail and online sites.

Also, named a Paul Harris Fellow by the Rotary Foundation of Rotary International, Montoya earned a Bachelor's Degree in Communications at the University of Notre Dame in 1996 and received his Master's in Sport Management from the University of San Francisco (Orange County) in 2008. He is on the advisory board for the Friends of Scott Foundation (FSF), which assists families who are battling cancer, and the National Kidney Foundation.

In his personal time, Montoya enjoys reading, avidly watching sports, and has completed several endurance races, including two San Diego Rock and Roll Marathon relay teams.

Alex Montoya is the Manager of Latino Affairs for the San Diego Padres. In that role he is responsible for coordinating the team's Latino marketing and charitable outreach to the Latino community in San Diego County and Mexico.

It is an area Montoya knows well after seven years with the San Diego County Hispanic Chamber of Commerce. A native of Colombia, South America he was selected as one of



Luz Castillo

Partnership and Data Services
United States Census Bureau

and local government agencies to provide them with useful data to better plan and implement programs.

In 2000, Luz worked as a Partnership Specialist and Team Leader for the Census and oversaw Partnership outreach within the City of Los Angeles. She saw the importance and impact the Census has in the quality of life of families and communities and wanted to share that with others.

Luz returned to the Census 2010 and she became one of three Partnership Coordinators in the Los Angeles region. She was responsible

for overseeing outreach efforts in 13 northern counties within the Los Angeles region.

Now, Luz meets with many educational organizations, local governments, and local media to provide hands-on training on how to access data through the Census website. She also strives to make Census data easily accessible and user-friendly. Luz greatly enjoys the opportunity she has to give community leaders access to data that will help them apply for grants and make informed decisions as they plan programs and allocate funds.

Luz Castillo works for United States Census Bureau and was a part of both the Census 2000 and Census 2010 campaigns. Her efforts have always included working closely with ethnically diverse communities

2011 San Diego Ad Club Hispanic Marketing Day

Hispanic Marketing: It Really Counts



James Kalmenson

President
KWKW/ESPN Deportes Radio

James Kalmenson and his father Howard operate Lotus Communications Corporation. Prior to joining with his father in 1986, Jim worked at WCNN radio Atlanta and was Sales Manager of the South Carolina Radio Network.

Lotus Communications Corporation was launched in 1962 with the purchase of KWKW-Los Angeles' first Spanish Radio Station. Today, Lotus Communications is one of the nation's largest privately owned broadcast company's operating 28 radio stations, 3 TV properties, and an internet division focused on e-commerce.

In addition to his Lotus ownership role, Jim oversees the day to day operations of KWKW which is recognized as the nation's first and largest Spanish language sports radio station. After several years as an independently produced Spanish sports station, KWKW and ESPN, along with six other Lotus radio stations established a partnership to launch the ESPN Deportes Radio network. KWKW is the flagship of the ESPN Deportes Radio network and is widely recognized as the top billing Spanish AM radio station in the United States. KWKW carries the play by play broadcasts of the Galaxy, the Lakers, the L.A. Angels, and Chivas of Mexico.



Veronica Avila

Director of Marketing - LA Galaxy

Veronica Avila has been a part of the LA Galaxy since its inception in 1995. Prior to joining the LA Galaxy, she was the Director of Promotions for the Liberman Broadcasting Group where she managed the marketing and grassroots efforts for three radio stations. Her role has been instrumental in assuring the success of the marketing and promotions for Major League Soccer events at The Home Depot Center – the 2003, 2004 and 2008 MLS Cups, All-Star games, and various international matches, including Real Madrid and FC Barcelona.

In a historic 2007 LA Galaxy season, Veronica managed the various creative in-stadium projects and developed the team's marketing

efforts for David Beckham's arrival, which proved to be one of her most challenging and rewarding years of her career with the team. Under Veronica's leadership, the Galaxy's overall marketing efforts have contributed to the team's increased exposure and branding in the marketplace and ticket sales growth.

Veronica currently serves as the Director of Marketing for the LA Galaxy. She is responsible for the development of the team's branding and advertising campaign, media planning, management of team promotions, and implementation of one of the largest marketing budgets in Major League Soccer. Her marketing team is also responsible for the Galaxy's website, social media initiatives and radio & television broadcasts.



Visionary Award The San Diego Padres

The San Diego Padres

The San Diego Padres have a long history of being active partners within the Latino community throughout the San Diego – Baja California region. Historically and into the 2011 season, the Padres have recognized that marketing, advertising, promotions, and community partnerships must involve the Latino community in order for the club to succeed.

As a starting point, the Padres have a branded Latino logo, with the tagline “Celebrando Lo Nuestro,” which means ‘celebrating what is ours’ – culturally and historically.

The Padres have had Spanish-language radio broadcasts since the club’s very first game on April 8, 1969 and remain one of a handful of Major League Baseball teams to broadcast all 162 games in Spanish (Uniradio’s 860-AM La Poderosa with occasional simulcasts on Univision TV’s Canal 47 in Tijuana.) Padres broadcasters Eduardo Ortega and Juan Angel Avila serve not only as voices for the club, but community ambassadors as well. Ortega, whom in 2011 the club has held a season-long celebration of his 25 years behind the mic, is currently a nominee for the National Baseball Hall of Fame’s Ford C. Fricke Award (Excellence in Broadcasting) via an online vote at www.baseballhall.org.

This commitment is demonstrated in the organization’s 42-year major league history as well.

In 1995, the Padres became the first sports franchise to open a retail store outside the U.S. or Canada – the Padres Store in Tijuana – and it remains a vibrant business where Padres fans in Mexico can purchase game tickets, merchandise, and attend events celebrating their team

In 2006, www.padresbeisbol.com was launched, the team’s Spanish-language web site, which also offers La Nota Padre, a free monthly e-newsletter.



In 2009 the club created “Ve a los Padres con los Padres” – See the Padres with the Padres – a program where fans buy a bus and game-ticket package (\$40) through the Tijuana Store and travel by chartered bus to PETCO Park.

In 2010 the Padres became the first team in MLB to organize a Hispanic Community Leadership Council – a council of leaders within the business and civic community advising the club on issues ranging from strategic marketing to charitable giving.

By the end of the 2011 season a record 29 bus trips will have made their way to PETCO, including trips on Opening Day and “Fiesta Mexicana” – a celebration of the region’s heritage and culture at the ballpark. Also in 2011, on Opening Day (March 31), a Spanish-language Facebook page was launched: “Padres de San Diego,” which has attracted over 750 Friends by September 1st. Additionally, Northgate González Market signed on as a team partner, sponsoring several fireworks shows and kids giveaways, and the team has launched several Hispanic Heritage Month celebrations.



From building or refurbishing Little Padres Parks in San Diego and Tijuana, to providing support to organizations within the club’s “Live, Learn, Play” umbrella, the

Padres are proud to help make our community a better one. From bilingual marketing and advertising, to bicultural social media platforms, to activations on both sides of the border, the Padres commitment to the Latino community is ever-present and will remain always.



Lifetime Achievement Award Luis Valdivia



Luis Valdivia

Luis was born and raised in Tijuana, Mexico, and has been a part of the San Diego/Tijuana border marketing community his entire life, dedicating his professional career to this unique regional phenomenon. He understands there are a myriad of nuances between Mexican nationals and U.S.-born Hispanics; it is something he has experienced, studied, and “preached” for decades. It is because of his passion and his accomplishments that he is being awarded the “Lifetime Achievement” from the San Diego Ad Club’s Hispanic Marketing Committee.

Luis’ first professional opportunity was as a bilingual columnist for Tijuana Magazine in 1982, at the age of 17. Since then, he has been an active member of the San Diego/Tijuana business and marketing community, doing business on both sides of the border, speaking at conferences and events, writing and translating articles between languages, and doing a number of on-air interviews in both languages.

He has been active with the San Diego Ad Club through the Hispanic Marketing Committee for many years, and as chair in 2006. Luis’ advertising and marketing career has been both agency side, Medicis Communications for 17 years, and client side, with Del Mar Fairgrounds, where he has been since 2006 and continues to work as their first full time Hispanic

Information Officer. In addition to the Fair, Luis promotes these other fairgrounds events: Professional Bull Riding, Scream Zone, Holiday of Lights and the Del Mar National Horse Show. Valdivia has won WFA Awards of Excellence in the Cultural Marketing category since 2006, including four consecutive first place awards, and the coveted Feature Program award in 2007.

Luis was appointed to the San Diego County Hispanic Chamber of Commerce Board of Directors as Chair of the Public Relations & Media Committee, and held the position for four years. He was named Chair of the annual ¡Viva El Mariachi! Festival produced by the Chamber, bringing the event to the Fair as part of the “Día de la Familia”

Besides the Del Mar Fairgrounds, Luis has worked on Hispanic Marketing campaigns for the San Diego Padres (today’s Visionary Award Winner), PETCO, the Corky McMillin Companies, the Otay Mesa Chamber of Commerce, the National Association of Hispanic Real Estate Professionals, the Super Bowl XXXII “Neighbors in Mexico” Committee, as well as, several Tourism Boards in Mexico, including Tijuana, Rosarito, Ensenada, San Felipe, and the Baja California State Department of Tourism.

Luis is married to Diana Valdivia and has two children Christian and Monique. (Three if you count Junior, a Yorkie who doesn’t realize he is actually a dog.)



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* 2010 Census



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2011-2012 San Diego Market Research

Within its 4,200 square miles, San Diego County holds 18 incorporated cities. From the seaside to the desert, and from the valleys to the mountains, San Diego County offers a varied landscape and climate, as well as regions with distinct local flavors and personalities.



Today, San Diego is as dynamic as ever, with its multicultural, growing population of over 3 million, countywide.

This section, presented by the Hispanic San Diego Ad Club marketing committee, offers a glimpse at this thriving, dynamic Hispanic metropolis. San Diego Hispanics have vibrant lifestyles and a healthy buying power. Accessing them through various mediums is your key to economic recovery.

Population Comparison

2010	United States	California	San Diego
Population	308,745,538	37,253,956	3,095,313
Hispanic Population	50,477,594	14,007,487	1,021,453
% Hispanic Population	16.3%	37.6%	32.0%
2014			
Population	321,675,005	40,136,564	3,281,275
Hispanic Population	56,377,764	15,851,443	1,103,610
% Hispanic Population	17.5%	39.5%	33.6%
Expected Hispanic Growth	15.3%	12.9%	13.3%

8 in 25

Number of San Diegans who are Hispanic

1 in 3

Number of San Diegans who will be Hispanic by the year 2015

Source: 2010 U.S. Census Bureau, 2010 Nielsen Company

San Diego Hispanic DEMOGRAPHICS

Gender

Male	51%
Female	49%

Median Age

Total Pop.	26 yrs
Male Pop.	25 yrs
Female Pop.	27 yrs

Place of Origin

Mexico	89%
Other	8%
Puerto Rico	2%
Cuba	.5%

Born in the U.S. 53%

Dwelling

Households	242,956
Average HH size	3
Homeowners	36%
Renters	60%

Education

H.S. Grad or less	61%
Some College+	39%

Income

Aggregate HHI	\$14.8 billion
Median HHI	\$47,690
Average HHI	\$61,032

Source: 2010 Nielsen Company; 2011 Scarborough Research, Release 1

Top 10 Zips

Highest Expected Hispanic Pop. Growth 2010 to 2015

CITY	ZIP	% GROWTH
Rancho Bernardo	92127	25.1%
Mission Valley	92108	24.9%
Chula Vista	91914	24.2%
National City	92136	23.0%
Miramar	92145	22.7%
Spring Valley	91978	22.3%
San Marcos	92078	22.2%
Carlsbad	92011	21.7%
Chula Vista	91915	21.5%
Escondido	92029	21.4%

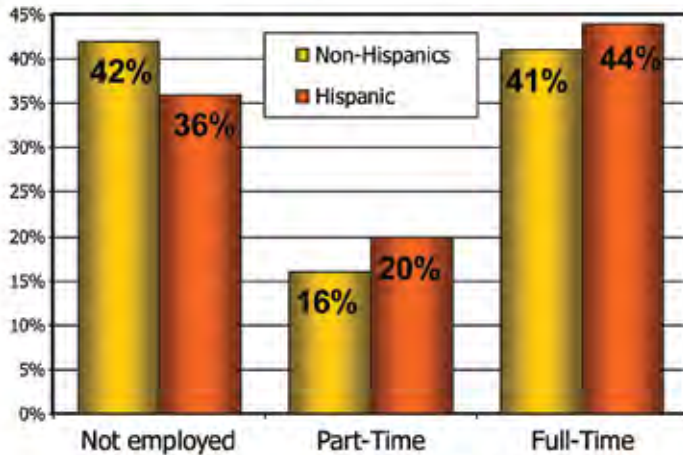
Source: 2010 Nielsen Company

2011-2012 San Diego Market Research



2011-2012 San Diego Market Research

Employment Status



Source: 2011 Scarborough Research, Release 1



Occupation Summary

(Among employed Hispanic adults in San Diego)

Service	121,488
Sales and Office	88,579
Professional and Related Occupations	67,923
Construction/Extraction/Maintenance	55,639
Management/Business & Financial Ops.	34,013
Production/Transportation/Material Moving	26,862
Military Specific	6,783
Farming/Fishing/Forestry	4,452

Source: 2011 Scarborough Research, Release 1

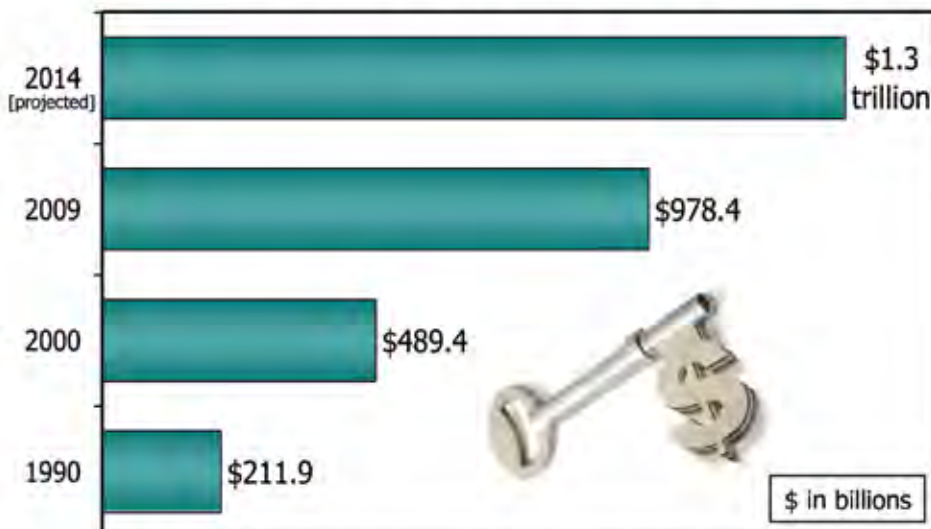
30%

Percentage of San Diego Hispanics who are employed in a "white collar" position

34%

Percentage of San Diego Hispanics who are employed in a "blue collar" position

U.S. Hispanic Buying Power



Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, July 2009.



Growing Economic Clout

Hispanic buying power is expected to grow 50% in the next five years, from \$1 trillion in 2010 to **\$1.5 trillion** in 2015

Source: The University of Georgia: 2010 Minority Buying Power Report

2011-2012 San Diego Market Research

41% (262,574) of San Diego Hispanics attended a professional sports event in the past year¹



San Diego Hispanics & Sports Events attended in the past 12 months¹

San Diego DMA	Total Hispanic Adults	% Hispanic Adults	% Non-Hispanic Adults
Any professional sports event	262,574	41%	48%
San Diego Padres baseball game	166,703	26%	31%
High school sports event	94,585	15%	12%
San Diego Chargers football game	79,595	13%	12%
SDSU basketball game	16,836	3%	4%
WWE (pro wrestling)	10,955	2%	1%
Los Angeles Dodgers baseball game	9,696	2%	1%
SDSU football game	9,260	2%	4%
San Diego Sockers soccer game	8,548	1%	0.2%
NASCAR	6,321	1%	2%
Supercross/Motocross	5,377	1%	1%
UCSD sports event	5,095	1%	1%
USD sports event	4,234	1%	2%
NHRA Drag Racing	3,573	1%	0.4%
Farmers Insurance Open PGA TOUR	3,207	1%	2%
Pro rodeo	3,173	1%	1%

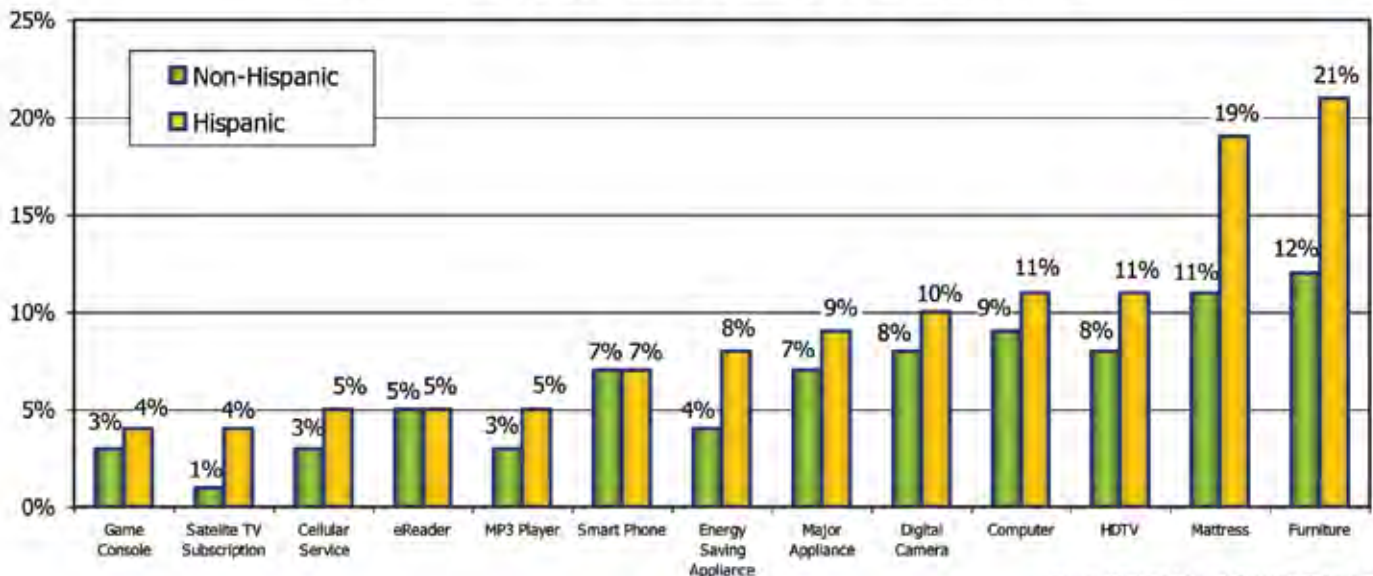
Fan appreciation¹

San Diego DMA	% Hispanic	% Non-Hispanic
Shopped for sporting event tickets	8.3%	9.6%
Shopped for sports logo apparel	6.2%	9.0%
Participate in online Fantasy sport league	2.9%	2.9%

51% of Hispanics are most likely to conduct preliminary product research online vs. 40% of Caucasians²

Source: 1. 2011 Scarborough Research, Release 1, 2. BIGResearch, September 2010

Items San Diegans Plan to Purchase



Source: 2011 Scarborough Research, Release 1

2011-2012 San Diego Market Research

San Diego Hispanics and the Internet ¹

San Diego DMA	Total Hispanic Adults	% Hispanic Adults	% Non-Hispanic Adults
Own a computer	489,845	77%	90%
Access the internet	449,771	71%	88%
Access the internet at home	388,200	61%	83%
E-mail	386,557	61%	84%
Make online purchases	307,902	48%	68%
Social Networking	292,860	46%	52%
Pay bills online	245,859	39%	50%
Use instant messaging	142,980	22%	24%
Listen to Radio online	118,154	19%	19%
Watch/download movies	117,927	19%	16%
Watch/download TV programs	83,954	13%	18%
Read or contribute to blogs	74,790	12%	17%

US Hispanics are more likely to provide online feedback: **34%** vs. 27% of non-Hispanics ²

62% of English-preferring Hispanics & **59%** of Spanish-preferring Hispanics visit a social networking site at least 2-3 times per month vs. 55% of non-Hispanics ³

Source: 1. 2011 Scarborough Research, Release 1, 2. MediaPost, Engage Hispanics, article by Alvaro Cabrera, December 2009, 3. 2009 Multicultural Marketing Study The Center for Hispanic Marketing Communication at Florida State University, DMS Research, and Captura Group



The American Yardstick

Market segmentation of Online US Hispanics based on acculturation

Hispanic Dominant	Biculturalista	US Dominant
<ul style="list-style-type: none"> • Predominantly speak Spanish at home • Most media consumption is Spanish • Foreign-born • Mean age 40 • Lived in the US seven years average 	<ul style="list-style-type: none"> • Speak both languages at home • Most media consumption in English • Foreign and US-born • Mean age 34 • Lived in the US 22 years average 	<ul style="list-style-type: none"> • Speak English at home • Most media consumption in English • US-born • Mean age 37 • Lived in the US 36 years average

Source: 2010 Hispanic Cyberstudy by AOL & Cheskin.
Note: Currently marketers tend to divide Hispanics into three different categories: Hispanic Dominant, Bicultural and US Dominant. Offline, the sizing of these groups is reversed, with Hispanic Dominants representing 52% of the segment, Bicultural 19% and US dominants 28%.

Hispanics & their Mobile Phone

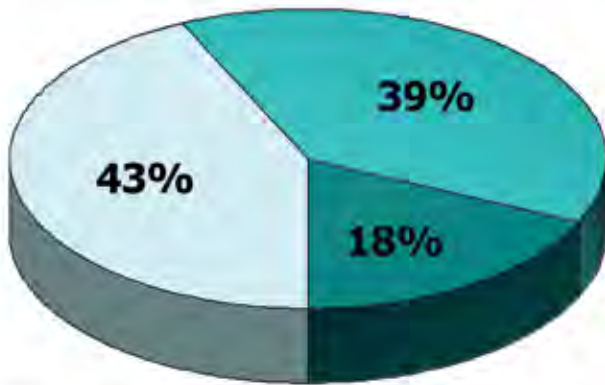
San Diego DMA	Total Hispanic Adults	% Hispanic Adults	% Non-Hispanic Adults
Use wireless/cell phone	486,786	76%	88%
Text messaging	357,046	56%	58%
E-mail	118,682	19%	26%
Web Search	117,382	18%	21%
Listen/download Music	116,857	18%	15%
News/weather/traffic	101,114	16%	19%
Social networking	99,137	16%	17%
Maps/GPS navigation	98,557	16%	19%
Play/download Games	80,798	13%	17%
Watch video clips	70,215	11%	10%
Sports scores/updates	64,433	10%	11%
Watch free TV programs	15,211	2%	3%

Source: 2011 Scarborough Research, Release 1

2011-2012 San Diego Market Research

San Diego's Acculturation

In San Diego, **18%** of Hispanics are Bicultural, meaning they have chosen to retain their "home" culture while adopting the "host" U.S. culture. A much greater percent (**43%**) of San Diego Hispanics have chosen to retain their "home" culture and have either rejected or not yet adopted the "host" U.S. culture. While **39%** of San Diego Hispanics have chosen to abandon their "home" culture and adopt the U.S. culture completely.



- Hispanic Dominant
- Bicultural
- US Dominant

Source: 2008 Meneses Research & Associates



Acculturation vs. Assimilation

Acculturation is not the same as assimilation. Acculturation is the process of learning a second culture, while preserving or retaining one's original or "home" culture. Assimilation, alternately, is the process of abandoning one's original or "home" culture in favor of a new or "host" culture.

American Languages Spoken in the Home

Language Spoken in the home	U.S.	California	San Diego
English	80%	58%	65%
Spanish	12%	28%	24%
Other Language	7%	14%	11%

Source: 2010 Nielsen Company



Cultural Distinctions

General Market

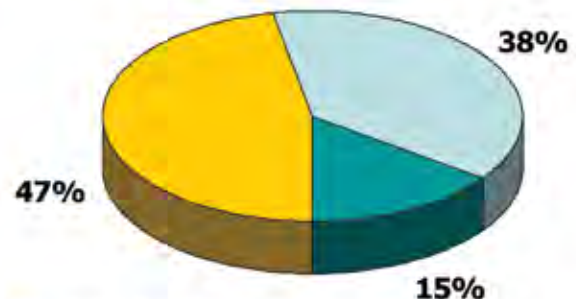
- Individual – "me"
- Look for quality of life
- Equality
- Control of destiny
- Innovation
- Efficient
- Accomplishment
- Assertive

Hispanic Market

- Collective - "group"
- Sacrifices for kids
- Hierarchy
- Fatalism
- Tradition
- Personal
- Enlightenment
- Accommodating

Source: I. Balboa, G. Berman, Cheskin, Cultural Access Group, Dr. Hayes-Bautista, Dr. F. Korzeny, and I. Valdés

San Diego Hispanics Language Preference (among family)



- English & Spanish equally
- Spanish more than English
- English more than Spanish

Source: 2008 Meneses Research & Associates

2011-2012 San Diego Market Research



TIJUANA DEMOGRAPHICS

Total Population¹	1.56 million
Gender (Baja CA)¹	
Male	51%
Female	49%
Age¹	
Median Age	26 yrs
Dwelling	
Households	470,445
Average HH size	3.6
Homeowners ²	68%
Occupation³	
White Collar	54%
Blue Collar	36%
Unemployed	7%
Other	3%

Source: 1. Instituto Nacional de Estadística Geografía e Informática (INEGI) 2010 Census data; 2. 2000 INEGI XI Census (El Instituto Nacional de Estadística Geografía e Informática); 3. Hispanic Marketing Research Corporation Tijuana Market Study 1990;

A Market that reaches beyond borders

The San Diego/Tijuana region is the **3rd-largest** Hispanic market in the U.S. A metropolis of over **4.7 million** people and located only 17 miles south of San Diego. Between 2000 and 2010, Tijuana's growth rate was **2.5%**, compared to **1.4%** for the national growth of Mexico.

The San Diego-Tijuana border is the busiest border in the world. More than **\$28 billion** in goods moves across the San Diego-Tijuana border annually in both directions. It is estimated that Mexicans spend **\$6 billion** a year in San Diego County, or more than **\$1 of every \$8** in retail sales. Tijuana is considered one of the most affluent markets in all of Mexico.

Source: Instituto Nacional de Estadística Geografía e Informática (INEGI) 2010 Census data; USAToday.com - 20080



World's Busiest Border

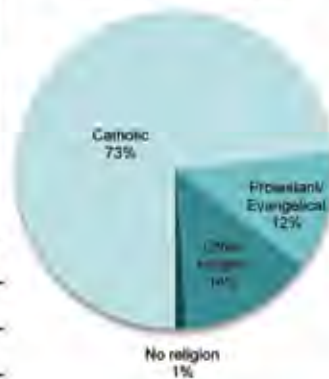
Border Crossings¹	42.9 million
Car Passengers	32,191,173
Pedestrians	9,198,913
Truck Drivers	784,813
Bus Passengers	701,617
Train Passengers	452

Frequency of Visits²

Daily	19%
Once a week or more	36%
Once a month or more	25%
Several times per year	9%
Once a year	11%

Source: 1. 2010 San Ysidro/ Otay Mesa/ Tecate Border Crossing - www.bts.gov; 2. Economic Impact of Mexican Visitors, 2005; 3. Instituto Nacional de Estadística Geografía e Informática (INEGI) 2010 Census data

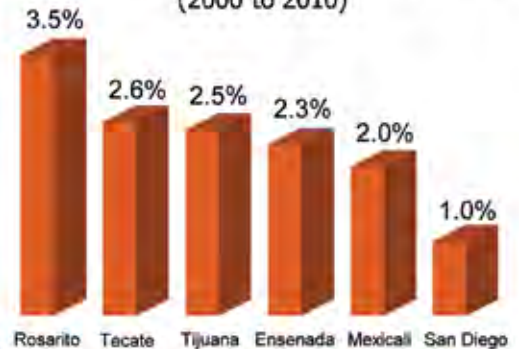
Religion in B.C.³



87%

of Tijuana residents cross into the U.S. in groups of two or more by car²

% Avg. Annual Pop Growth³ (2000 to 2010)



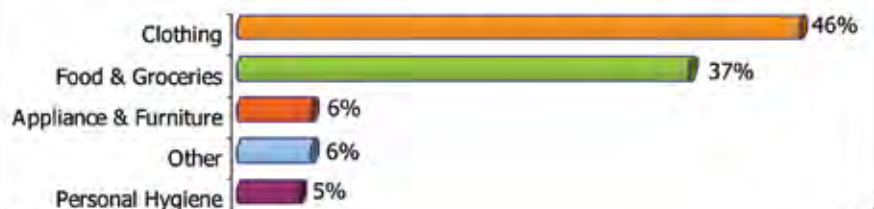
68%

of Tijuana residents cross into the U.S. by car to go shopping²

35%

of Tijuana residents have internet service³

Tijuana Expenditures in the U.S. by Category²



Media Overview San Diego Television & Print

TELEVISION STATIONS

CALL LETTERS	NETWORK	CHANNEL / ANTENNA	CABLE
AZSD	Azteca America	39	15
GALA	Galavision	n/a	66 (Cox Cable)
KBNT	Univision	17	17
KDTF	Telefutura	36	136 (Cox) 47 (Time Warner)
KSDX	Estrella	29	n/a
Vme	PBS	15.2 (digital)	111 (Cox), 311 (TWC)
XHAS	Telemundo	33	20 (Cox) 66 (Time Warner)
XEWT	Televisa (Ind.)	12	12 (Cox)
XHJK	TV Azteca 13	27	n/a
XHTT	TV Azteca 7	21	n/a
XHUA	Televisa 2	57	n/a
XHBJ	Televisa 5	45	n/a

PRINT

PUBLICATION	FORMAT	CIRCULATION	READERSHIP
El Latino	Tabloid	80,500 weekly	290,000
El Mexicano	Newspaper	50,000 daily	200,000
El Sol de Tijuana	Newspaper	20,000 daily	65,000
Enlace	Newspaper	85,000 weekly	306,000
Frontera	Newspaper	25,000 daily	100,000
Giving Back Magazine	Magazine and Online	20,000 monthly	200,000 (includes online)
Hispanos Unidos	Newspaper	26,000 weekly	104,000
La Prensa San Diego	Newspaper	30,000 weekly	90,000
Zeta	Tabloid	50,000 weekly	35,000 views daily online

Media Overview **SAN DIEGO RADIO**

RADIO

CALL LETTERS	FREQUENCY	STATION	NETWORK	FORMAT	TARGET AGE
XEBG	1550 AM	Cadena 1550	Cadena Baja California	News / Talk	25-54
XHMOR	98.9 FM	More FM	Cadena Baja California	Rock en Espanol	18-49
XHRST	107.7 FM	Las 40 Principales	GRI Radio	Spanish Pop	18-34
XHUAN	102.5 FM	Fusión	Grupo Imer	News, Art & Culture	18-49
XEWW	690 AM	W Radio America	Grupo Prisa	Talk Radio	25-54
XEAZ	1270 AM	La Z	Grupo Radio Mexico	Regional Mexican	25-54
XLTN	104.5 FM	Radio Latina	Imagen Group Inc.	Adult Contemporary	25-54
XEXX	1420 AM	Radio Mexicana	Media Access Partners	News & Sports	25-54
XKAM	950 AM	Radio Formula	Media Access Partners	Talk Radio	25-54
XHHIT	95.3 FM	La Caliente	Multimedios	Regional Mexican	18-49
XGLX	91.7 FM	Diego	MVS International Corp.	Spanish Variety	18-49
XHTIM	90.7 FM	La Mejor Tijuana	MVS International Corp.	Regional Mexican	18-49
XOCL	99.3 FM	La Mejor	MVS International Corp.	Regional Mexican	25-54
XESDD	1030 AM	La Tremenda	Pacific Spanish Network	News/Talk	25-54
XESS	620 AM	La Tremenda	Pacific Spanish Network	News/Talk	18-49
KSDO	1130 AM	Radio Nueva Vida	Radio Nueva Vida Network	Religious	25-54
XEC	1310 AM	Radio Enciso	Radirama	News / Talk	25-54
XEMO	860 AM	La Poderosa	Uniradio	Regional Mexican	25-54
XHA	94.5 FM	La Invasora Tijuana	Uniradio	Regional Mexican	18-49
XHFG	107.3 FM	Pulsar	Uniradio	Spanish Pop	18-49
XHTY	99.7 FM	La Invasora San Diego	Uniradio	Regional Mexican	18-49
XRCN	1470 AM	Radio Hispana	Uniradio	News Talk	25-54
KLNV	106.5 FM	La Nueva	Univision Radio	Regional Mexican	18-49
KLQV	102.9 FM	Recuerdo	Univision Radio	Spanish Adult Hits	25-54

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Advertising / Marketing Agencies & Consultants

Advanced Marketing Strategies

8910 University Center Lane, Ste. 620
San Diego, CA 92122
www.am-strategies.com
P (858) 490-6910
Contact: Kathy Cunningham
kcunningham@am-strategies.com

Border Networks

2188 San Diego Ave., Suite E
San Diego, CA 92110
www.bordernetworks.com
P: (619) 298-4700
Contact: Daniela Waldheim
Daniela@bordernetworks.com

Brown Marketing Strategies

1889 Bacon Street, Suite 8
San Diego, CA 92107
P (619) 546-5390
www.brownmarketingstrategies.com
Contact: Shannon Brown
Shannonbrown@
brownmarketingstrategies.com



Captura Group, Inc.

3714 Fourth Avenue
San Diego, CA 92103
P (619) 681-1858
www.capturagroup.com
Contact: Lee Vann
lee@capturagroup.com



HMC Advertising Inc.

453 D St.
Chula Vista, CA 91910
www.hmcadvertising.com
Contact Lucy Roberts
lroberts@hmcadvertising

Medicis Communications

4045 Bonita Road, Suite 207
Bonita, CA 91902
P (619) 267-6010
www.medicis.tv
Contact: Patricia Ciccone
patyciccone@medicis.tv

9MYLES, Inc.

1116 South Clementine Street
San Diego, CA
P: (858) 344-8619
www.9myles.com
Contact: Myles McGuinness
Fuel@9myles.com

Oster and Associates, Inc.

3525 Fifth Ave.
San Diego, CA 92103
619-906-5540
www.osterads.com
Contact: Karin Oster
karino@osterads.com

Sun Marketing

5367 Harvest Run Dr.
San Diego, CA 92130
P (858) 488-2867
www.sunmarketing.net
Contact: Dr. Mary Beth McCabe
mbmccabe@sunmarketing.net

VernonMack, LLC

1804 Garnet Ave., STE 317
San Diego, CA 92109
P 800-889-9631 x106
www.vernonmack.com
Contact: Jenn Baker
jbaker@vernonmack.com

Cable Companies



Cablemas Cable Systems

(Tijuana) Rep. Energy
Communications Corp.
637 3rd Ave., Suite B
Chula Vista, CA 91910
P (619) 585-9398
Contact: Patricia Alvarez
Patricia.alvarez@xewt12.tv



Cox Communications

San Diego Interconnect
Operated by Cox Media
350 10th Ave., Ste. 500
San Diego, CA 92110
P (619) 686-1900
www.coxmedia.com
Contact: Kristina Lockwood
Kristina.lockwood@coxmedia.com

Direct Mail

Eye/Comm. Inc.

10960 Wheatlands Ave., Ste. 108
Santee, CA 92071
P (619) 448-6111
www.eyecomm.org
info@eyecomm.org



Electronic Output Solutions

2510 Commerce Way
Vista, CA 92081
P (760) 599-9945
www.eoshost.com
Contact: Tommy Atilano
tatilano@eoshost.com

Graphic Design & Illustration



Al Delino Design

1912 Wandering Road
Encinitas, CA 92024
P (760) 753-2555
www.creativehotlist.com/adelino
Contact: Al Delino
al@aldelinodesign.com

Kevershan Testerman

4452 Park Blvd., Ste. 208
San Diego, CA 92116
P (619) 260-0960
www.pk-pt.com
Contact: Patty Kevershan
pattyk@pk-pt.com

Newspapers



Enlace

The San Diego Union-Tribune
350 Camino de la Reina
San Diego, CA 92108
P (619) 293-2914
www.mienlace.com

Frontera

Media Access Partners
2188 San Diego Avenue, Ste. E
San Diego, CA 92110
www.mediaaccesspartners.com
Contact: Rodger Seelert
Rodger@bordernetworks.com

The Filipino Press

600 E. 8th Street, Ste. #3
National City, CA 91950
(619) 477-0940
www.filipinopress.com
Contact: Susan delos Santos
susds4@yahoo.com

Out of Home

Clear Channel Outdoor

9660 Granite Ridge Dr.
San Diego, CA 92123
P (858) 522-5510
www.clearchanneloutdoor.com
Contact: Lynn Palmer
lynnpalmer@clearchannel.com

HERRERA MediaWorks, Inc.

6965 El Camino Real, Ste. 105-201
Carlsbad, CA 92009
P (760) 635-2900
www.herreramediaworks.com
Contact: Mark Stanley Herrera
mark@herreramediaworks.com



Media Access Partners

2188 San Diego Avenue, Ste. E
San Diego, CA 92110
www.mediaaccesspartners.com
Contact: Rodger Seelert
Rodger@bordernetworks.com

Other

Annex Brands, Inc.

7580 Metropolitan Dr., Ste. 200
San Diego, CA 92108-4419
P 619-563-4800
www.AnnexBrands.com
Contact: Nicole Weatherstone
nweatherstone@annexbrands.com

Aztec Sports Properties

500 Campanile Drive, 1st Floor
San Diego, CA 92812-7778
www.goaztecs.com
Contact: Jeff Bolitho
jbolitho@aztecsportsproperties.com



CLIENTS & PROFITS

Clients & Profits

4755 Oceanside Boulevard, Ste. 200
Oceanside, CA 92056
P (760) 945-4334
www.clientsandprofits.com
Contact: Mary Peczeli
mary@clientsandprofits.com

National Multiple Sclerosis Society, Pacific South Coast Chapter

12121 Scripps Summit Drive, Ste. 190
San Diego, CA 92131
P (800) 486-6762
www.MSpacific.org
MSinfo@MSPacific.org



New York Life

8910 University Center Lane, Ste. 300
San Diego, CA 92122
P (858) 623-8607
www.newyorklife.com
Contact: Francisco Mata
Francisco_Mata@nyl.com

Point Loma Credit Union

9420 Farnham Street
San Diego, CA 92123
P (858) 495-3400
www.plcu.com
Contact: Joyce Parra
jparra@plcu.com

San Diego Zoo Global

123 Camino de la Reina, Ste. 100
San Diego, CA 92108
P (619) 718-3043
www.sandiegozoo.org
Contact: Xochitl Hernandez
xhernandez@sandiegozoo.org



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Radio



860 AM XEMO KSDO
(Radio Nueva Vida)
Uniradio Corp.
5030 Camino de la Siesta, Ste. 403
San Diego, CA 92108
P (619) 497-0600
www.uniradio.com



90.7 FM XHTIM (La Mejor Tijuana)
MVS International
9660 Granite Ridge Drive Ste. 200
San Diego, CA 92123



91.7 FM XGLX (DIEGO)
MVS International
9660 Granite Ridge Drive Ste. 200
San Diego, CA 92123
P (858)966-9000
www.diego917.com



99.3 FM XOCL (La Mejor)
MVS International
9660 Granite Ridge Drive Ste. 200
San Diego, CA 92123
P (858)966-9000
www.lamejor993.com



94.5 FM XHA (La Invasora Tijuana)
Uniradio Corp.
5030 Camino de la Siesta, Ste. 403
San Diego, CA 92108
P (619) 497-0600
www.uniradio.com



99.7 FM XHTY (La Invasora San Diego)
Uniradio Corp.
5030 Camino de la Siesta, Ste. 403
San Diego, CA 92108
P (619) 497-0600
www.uniradio.com



102.9 FM KLQV (Recuerdo)
Univision Radio
600 West Broadway, Ste. 2150
San Diego, CA 92101
P (619) 235-0600
www.univision.com



104.5 XLTN (Radio Latina)
The Imagen Group
2403 Hoover Ave.
National City, CA 91950
P (619) 336-7800
Contact: Mauricio Gonzalez
Mauricio@1045radiolatina.com



106.5 FM KLNK (La Nueva)
Univision Radio
600 West Broadway, Ste. 2150
San Diego, CA 92101
P (619) 235-0600
www.univision.com



107.3 FM XHFG (Pulsar)
Uniradio Corp.
5030 Camino de la Siesta, Ste. 403
San Diego, CA 92108
P (619) 497-0600
www.uniradio.com



1470 AM XERC
Uniradio Corp.
5030 Camino de la Siesta, Ste. 403
San Diego, CA 92108
P (619) 497-0600
www.uniradio.com

KHTS / "Channel 933" / 93.3 FM
Clear Channel Media
9660 Granite Ridge Dr.
San Diego, CA 92123
P (858) 292-2000

KMYI / "STAR" / 94.1 FM
Clear Channel Media
9660 Granite Ridge Dr.
San Diego, CA 92123
P (858) 292-2000

KUSS / "New County" / 95.7 FM
Clear Channel Media
9660 Granite Ridge Dr.
San Diego, CA 92123
P (858) 292-2000

KGB / 101.5 FM
Clear Channel Media
9660 Granite Ridge Dr.
San Diego, CA 92123
P (858) 292-2000

KIOZ / "ROCK 105" / 105.3 FM
Clear Channel Media
9660 Granite Ridge Dr.
San Diego, CA 92123
P (858) 292-2000

KOGO / News Talk / 600 AM
Clear Channel Media
9660 Granite Ridge Dr.
San Diego, CA 92123
P (858) 292-2000

KLSD / "XTRA Sports" / 1360 AM
Clear Channel Media
9660 Granite Ridge Dr.
San Diego, CA 92123
P (858) 292-2000

Total Traffic Network
Clear Channel Media
9660 Granite Ridge Dr.
San Diego, CA 92123
P (858) 292-2000

San Diego Chargers Broadcasts
Clear Channel Media
9660 Granite Ridge Dr.
San Diego, CA 92123
P (858) 292-2000

Television



Channel 15, AZSD
Azteca America
4600 Air Way
San Diego, CA 92102
www.aztecasd.com
Contact: Steven Blanco
steven_blanco@aztecasd.com



Channel 17, KBNT (Univision)
Entravision Communications Corp.
5770 Ruffins Road
San Diego, CA 92123
P (858) 576-1919
www.kbnt.com



Channel 33, XHAS (Telemundo)
Entravision Communications Corp.
5770 Ruffins Road
San Diego, CA 92123
P (858) 576-1919
www.telemundo33.com



Channel 36, KDTF (Telefutura)
Entravision Communications Corp.
5770 Ruffins Road
San Diego, CA 92123
P (858) 576-1919



Channel 12, XEWT (Televisa)
Rep. Energy Communications Corp.
637 3rd Ave., Suite B
Chula Vista, CA 91910
P (619) 585-9398
www.xewt12.com
Contact: Mari Pili Becerra
mpbecerra@xewt12.com



Channel 57, XHUA (Televisa)
Rep. Energy Communications Corp.
637 3rd Ave., Suite B
Chula Vista, CA 91910
P (619) 585-9398
www.xewt12.com
Contact: Mari Pili Becerra
mpbecerra@xewt12.com



KPBS
5200 Campanile Drive
San Diego, CA 92182-5400
www.kpbs.org
619-594-5715
James Rowten
jrowten@kpbs.org

Video Production

Groovy Like A Movie
5205 Villa Kearny Way Ste. 100
San Diego, CA 92123
P (858) 715-0300
www.groovylikeamovie.com
Contact: Brent Attomare
brent@groovylikeamovie.com

Connie Terwilliger Voice Talent
42nd Street Productions
PO Box 161018
San Diego, CA 92176
P (619) 280-0420
www.voiceover-talent.com
Contact: Connie Terwilliger
connie@voiceover-talent.com

Websites



The San Diego Union-Tribune
350 Camino de la Reina
San Diego, CA 92108
P (619) 293-2914
www.sandiegored.com

Interclick
3000 Ocean Park Blvd., Ste. 1010
Santa Monica, CA 90405
P 310-570-7210
http://www.interclick.com/
Contact: Rob Harrington
rob.harrington@interclick.com

San Diego Red
333 H Street, Suite 5050
Chula Vista, CA, 91910
P (619) 869-4825
www.sandiegored.com
Contact: Aida Bustos
aida.bustos@sandiegored.com

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