

VOCERO HISPANO NEWSPAPER

The Spanish Newspaper that Delivers Results with Over 60,000 Readers Through Print, Grassroots Events and Online Media Solutions!

Through the years Vocero Hispano has become the Spanish Publication most widely read by the Latino Community in Massachusetts, this is due to our strong and effective circulation. Our newspaper is FREE and easily accessible creating new readership every year due to extensive news coverage, more sections of interest and information than any other Spanish publication offers.

Vocero Hispano is well established and exclusively recognized by the Latino Community. It has become the "Standard Measure" of success by other Spanish Media. It is no wonder Vocero Hispano has had thousands of advertisers through the years and why they always come back. Their Advertisement has given them the result that they had hoped for.

Vocero Hispano has also continued its success by creating a website that is currently receiving over 10,500 hits per week, giving yet another option for our readers and advertisers.

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www.vocerohispano.com

VOCERO HISPANO, MEANING "HISPANIC MESSENGER," HAS BEEN IN PUBLICATION SINCE JANUARY OF 1990. WE ARE A FREE WEEKLY SPANISH AMERICAN NEWSPAPER CIRCULATED THROUGHOUT BOSTON, WORCESTER, CENTRAL AND WEST OF MASSACHUSETTS. WE ALSO HAVE A STATEWIDE MAIL SUBSCRIPTION. OUR PURPOSE IS TO PROVIDE NEWS COVERAGE TAKING PLACE LOCALLY AND WITHIN THE HISPANIC COMMUNITY. OUR READERS RELY ON US FOR INFORMATION CONCERNING ECONOMY, POLITICS, EDUCATION, HEALTH, ENTERTAINMENT, THE WORLD OF SPORTS AND ISSUES THAT AFFECT THE LATINO COMMUNITY. THE HISPANIC POPULATION IS THE LARGEST MINORITY GROUP IN MASSACHUSETTS. ACCORDING TO THE 2000 CENSUS, THERE ARE MORE THAN 428,729 HISPANICS (12.5% OF THE TOTAL POPULATION IN MA.) LIVING IN THE STATE AND THE POPULATION IS GROWING RAPIDLY. VOCERO HISPANO NEWSPAPER IS COMMITTED TO REACHING THE SPANISH-SPEAKING MARKET THROUGH EXCELLENT JOURNALISM AND A STRONG CIRCULATION. 98% OF OUR NEWSPAPER ARE PICK-UPS AT NEARLY 500 SIGNIFICANT LOCATIONS.



Hispanic Population in Massachusetts

Cities & Towns	Hispanic Population	Total Population	% Hispanic Population
Boston	85,089	589,141	14.4
Springfield	41,343	152,082	27.2
Worcester	26,155	172,648	15.1
Chelsea	16,984	35,080	48.4
Holyoke	16,485	39,838	41.4
Lynn	16,383	89,050	18.4
New Bedford	9,576	93,768	10.2
Brockton	7,552	94,304	8.0
Cambridge	7,455	101,355	7.4
Framingham	7,265	66,910	10.9
Fitchburg	5,852	39,102	15.0
Leominster	4,544	41,303	11.0
Southbridge	3,472	17,214	20.2
Fall River	3,040	91,938	3.3
Clinton	1,558	13,435	11.6

HELP YOUR BUSINESS STAY AHEAD OF THE CHANGING MARKETPLACE

The hispanic segment of the U.S. Market stands very much apart for advertisers. Latino consumers present unique challenges because of language barriers, cultural differences and a strong sense of their own heritage. For marketers who are willing to adapt their pitch and reach out to this fast-growing audience, there are also rare opportunities. And as the potential for profits becomes clear, more companies are meeting hispanics head on.

CPD-CENSUS.2000.