



## Database

Meredith Hispanic Media (MHM) has been the trusted leader in delivering culturally relevant content for this important consumer at every life stage. With access to the Meredith Consumer Database, your brand's message can be directly and effectively delivered to these purchase decision makers. The breadth and depth of available information that includes over 4,500 variables allows for pinpoint targeting aligned with a range of purchase behaviors, life stages, lifestyles and demographics.

Marketers turn to MHM for precision targeting and proprietary insights. Putting your message directly into this consumer's hands affords a multitude of sales opportunities and an effective return on investment.

Marketers can utilize the database for targeted direct mail campaigns, which can be advertiser's own creative (subject to MHM approval) or collateral developed by MHM's in-house creative services experts.

Once creative is developed and approved, it takes approximately two weeks for names to be generated.

