



## Engagement, Access, Perspective

Meredith Hispanic Media (MHM) is the premier content delivery and insight resource for and about Hispanic women. With millions of digital, social, experiential, and media touchpoints and powerful proprietary and syndicated research capabilities, MHM offers unmatched perspective about the U.S. Latina, intimately connecting marketers to this highly coveted demographic. Through continued investment in an expanding portfolio of empowering brands and extensions including *Siempre Mujer*, *Ser Padres*, *Ser Padres Espera*, *Ser Padres Bebé* and *Parents Latina* and leading-edge engagement tools including custom publishing, content licensing, research, digital marketing, database marketing, events, grassroots marketing, and video, MHM is the first and only stop for brands seeking to reach action-oriented consumers who embrace media and share passionately.

### DIGITAL

#### **TABLET**

2 brands on multiple devices

#### **MOBILE<sup>1</sup>**

80%

#### **VIDEO<sup>5</sup>**

10,328,729

#### **WEB<sup>4</sup>**

7.7 million UVS/month

#### **SOCIAL<sup>2</sup>**

2.6 million followers

#### **NEWSLETTERS**

6 million yearly

#### **CONSUMER INSIGHTS**



### OFFLINE EXTENSIONS

#### **PRINT<sup>3</sup>**

5.2 million Hispanic women

#### **MEREDITH XCELERATED MARKETING**

#### **BROADCAST/ PARTNERSHIPS**

Univision

#### **EVENTS/RETAIL**

#### **CONSUMER INSIGHTS**

Sources: 1. Google Analytics, August 2015 (SiempreMujer.com, SerPadres.com, AllRecipes.com.mx); 2. Facebook, Twitter, Pinterest, Instagram, August 21, 2015 (SiempreMujer.com, SerPadres.com, AllRecipes.com.mx); 3. GFK MRI Doublebase 2014, comScore Multi-Platform Dec 2014; 4. ComScore Multiplatform, April - June 2015; Base: U.S. Hispanic; 5. YouTube, August 21, 2015 (SiempreMujer.com, SerPadres.com, AllRecipes.com.mx)

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# Research & Insights

## Leveraging deep insights to build lasting relationships

Ahead of the industry and in step with Hispanic women, Meredith Hispanic Media (MHM) offers unparalleled access to data and insight. From expert interpretation of current syndicated research and groundbreaking proprietary studies, to the “Entre Nosotras” real-time online panel, MHM provides its marketing partners with the freshest and most relevant business-building tools necessary for understanding and communicating with U.S. Latinas.

### Entre Nosotras

A real-time online database that taps into a community of active, influential and trendsetting Hispanic consumers who have opted in to participate in ongoing research. Advertisers can tap into this database to survey consumers on topics relevant to them.

MHM released trend reports on a variety of topics including Food Trends, Baby Registry Trends, Travel/Entertainment, Auto, Pharmaceuticals, Millennial Moms and Retail.

### Siempre Beauty

A series of qualitative and quantitative studies that address Latina beauty trends and identify what influences Latina beauty purchase decisions at retail.

### Consumer Connections Surveys

Proprietary category surveys fielded among Meredith consumers who are part of the “Entre Nosotras” Hispanic panel. Insights provide a deeper profile of consumer behaviors and attitudes on specific topics. Launches in 2016, 4x/year.

### Women 20/20

Meredith's new proprietary study designed to help marketers understand the buying behavior and decision making processes of Hispanic women by category (beauty, home, food) through the lens of lifestyles and the influence of technology.

### Mintel

Mintel provides consumer trend and market analysis data. Several comprehensive reports are distributed each month and available across various categories.

### Nielsen Print Facts Data

The Nielsen Print Facts data allows advertisers to understand the purchase behavior of *Siempre Mujer* households and make a comparison to U.S. households. Launching in 2016.





## Entre Nosotras (Between Us)

The “Entre Nosotras” online consumer panel of 7,000+ influential and trend-setting Hispanic women is an invaluable resource for real-time assessment of ad creative (taglines, messaging, visuals); evaluating campaigns, packaging and promotions; testing new products and line extensions; and attitudinal, behavioral, and perception analysis. “Entre Nosotras” panelists have opted-in to participate in research initiatives as well as to receive marketing information offering marketers unmatched opportunities to expand their dialogue with dedicated e-blast campaigns and branded promotional communications.



### Key Panel Characteristics

- **98%** female
- **92%** 25-54 years of age
- Median age **37**
- **82%** are on Facebook
- Median household income **\$33,000**
- **45%** attended/graduated college+
- **82%** have children under 18 years old in household
- **77%** married/living in partnered relationship
- **100%** are of Hispanic, Latin, or Spanish descent
- **51%** are comfortable receiving information in English



## 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.





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