

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.

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.

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.

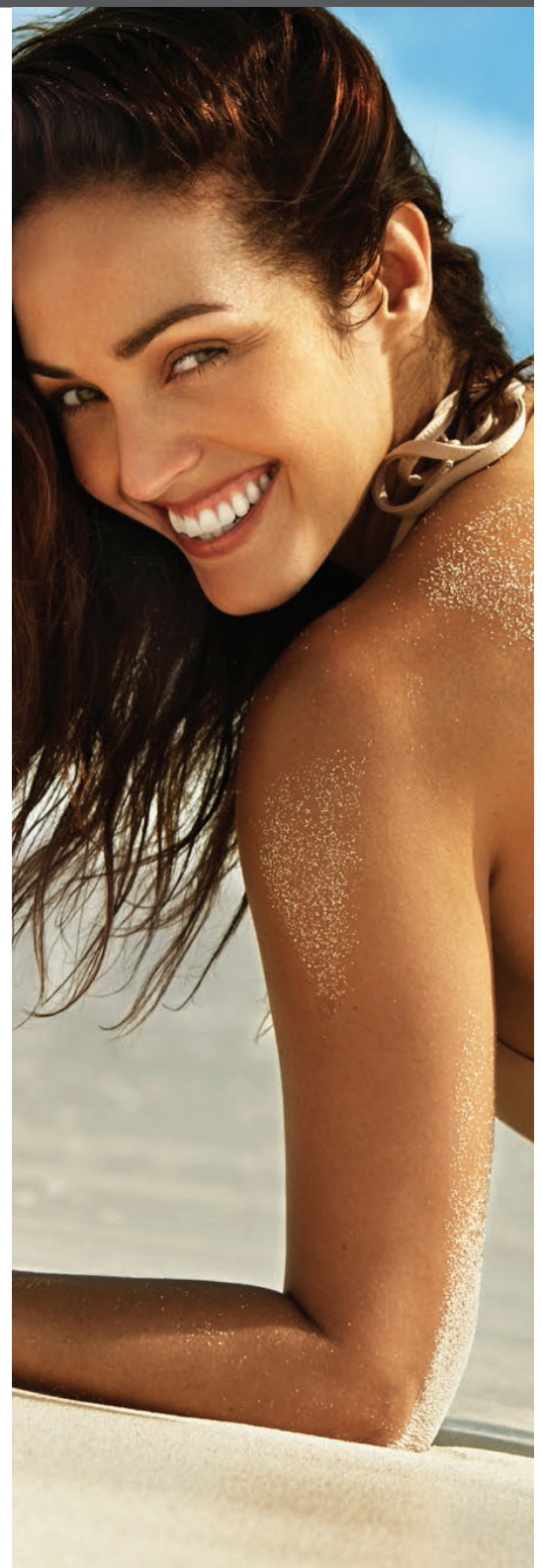
SIEMPRE BEAUTY

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

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 lense of lifestyles and the influence of technology.

➔ **CONTACT** your sales representative or Verónica Viviana Wilson, Associate Publisher at 212.499.1839 or veronica.wilson@meredith.com.



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MOMS AND MEDIA III (JULY 2013)

A Meredith Parents Network study that looks at the information sources and media usage patterns of Millennial moms.

MRI STARCH ACCOUNTABILITY TOOL

MRI Starch studies provide key marketing intelligence for evaluating print advertising effectiveness.

AD EFFECT STUDY

Gauge reader feedback on an ad using the Ad Effect Study.

“LATINAS IN THE MOMENT” RESEARCH

Consumer Panel Immersive Research (using the Revelation tool) of pre-recruited participants who share their thoughts, ideas and motivations through moderator-led activities.

MINTEL

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

Note: Research available upon request. Research may incur fees, is subject to change and available on a first-come, first served basis.



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