



Inside Classified

September 2006

Spanish-Language Publications

Newspapers promote classifieds to reach fast-growing markets

By Jennifer Streisand

All classified categories are strong at Spanish-language newspapers, but recruitment tops the list. Readers use them to find work and record numbers of business owners use them to promote services.

More than two million Hispanic-owned businesses in the United States are boosting the overall economic strength of the Hispanic community, according to a 2005 Latino Print Network study. The research, outlined in "The Strengths of Hispanic Owned Publications Study," notes that Latina-owned businesses are the most rapidly expanding business segment in the U.S. economy.

The Latino Print Network is a media-buying service that places advertising in newspapers and conducts extensive research on Hispanic publishing, said Kirk Whisler, president and research director.

"We deal with the sales and marketing of Hispanic print to companies ranging from Fortune 500 to smaller companies. We also do readership studies for Hispanic publications and other research that really helps build this market segment," Whisler said.

The appeal of print

At Hoy, the strongest focus in classified is on recruitment, said Publisher and CEO Digby Solomon Diez. Tribune Co. launched Hoy in New York, Chicago and Los Angeles in 1998, 2003 and 2004.

"People are looking for where they can find the most jobs listed," he stressed.

Thus far, Internet competitors have not posed the same threat to the recruitment category at Spanish-language newspapers as they have to English-language counterparts.

"The Hispanic newspaper marketplace has a significant upside in the print area; it is a growth area," Solomon explained.



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Many well-known Internet recruitment competitors are in English and do not appeal to the primary audience of Spanish-language dailies. Also, a daily newspaper such as Hoy has a broad range of jobs targeted to the diverse members of the Hispanic community. Readers can find entry-level, hourly positions that might not be listed on recruitment Web sites, he said.

“A lot of these categories are a huge growth opportunity in the Spanish-language recruitment side,” Solomon said.

Supporting businesses

Increasingly, business owners use classifieds to advertise, said Martha C. de la Torre, publisher and CEO of El Clasificado, a Spanish-language weekly covering greater Los Angeles. El Clasificado began publishing in 1988; the format is modeled after the Pennysaver. However, it is more than a listing of advertisements. El Clasificado is a resource for readers on a variety of subjects.

“We include at least five percent community editorial. We run columnson subjects such as parenting, how to get your children into college andhow to have your own business. It is a blend of community editorial with classified and display advertising,” she said.

She shared an anecdote from the first years of El Clasificado’s publication, which made the advertising needs for small-business owners apparent.

“In 1990, a client came in and said, ‘Here’s my \$6 for this week and \$24 for the next four weeks. You haven’t billed me, and I want to make sure that you run my ad because my family lives off of this ad.’ He was a carpenter, and I realized that our classifieds are very powerful. There are a lot of businesses that can do very well with just classifieds because of the leads that they generate from a classified ad.”

Vendor event

To help small businesses, El Clasificado sponsors an event called Su Socio De Negocios — Your Partner in Business — that brings together business owners with vendors who may offer services and products like accounting programs, Spanish-language phone systems and more.

Su Socio De Negocios is a win-win event for everyone who participates: Business owners benefit from obtaining tools at a reasonable cost, vendors market their programs and El Clasificado has another venue to brand its publication.

“We make it fun,” said de la Torre. “It’s free to clients whom we invite. We have food and giveaways.”

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A variety of advertisers

Entrepreneurs are increasingly using the classifieds to advertise their services in the Washington (D.C.) Hispanic, said President Johnny Yataco. The weekly Spanish-language newspaper serves Washington, D.C., and its Maryland and Virginia suburbs.

Yataco is also regional one director of the National Association of Hispanic Publications, Inc. (NAHP), a trade association that represents Hispanic publications nationwide.

Businesses in many industries advertise in the Washington Hispanic including construction, restaurants and technical companies. Businesses that are not owned by Hispanics also advertise the Washington Hispanic and other Spanish-language newspapers because the publications are a targeted way to reach customers and are often less expensive than other media, according to Yataco.

“You see big companies, big retail stores and large construction companies using Hispanic media to target Hispanic audiences,” Yataco said.

Real estate strength

Real estate is a growth category at El Nuevo Herald in Miami, Fla., the Spanish-language daily published by The Miami Herald Media Co. The newspaper plans to roll out another real estate section on Sundays to accommodate the rapid growth in this category, said Business Manager Cesar Pizarro.

“We have a Saturday real estate product, so we are trying to create another day to increase the frequency for advertisers,” he said.

The South Florida real estate market remains strong and the new section will give advertisers more opportunities to reach a broader audience, said Pat Royal, classified director at The Miami Herald and El Nuevo Herald.

Technical innovation

In addition to new sections, Spanish-language publications are planning innovative classified advertising.

“Classifieds are a major part of our business and we are using all available technology to offer customers the best experience in classified advertising,” said de la Torre.

El Clasificado plans to use wireless technology for classifieds, such as providing access to classifieds through cell phones. In 2001, El Clasificado bought an entertainment weekly, Al Borde, and

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the company is going to expand classified advertising on the Al Borde Web site. The content of the publication and the advertising on the Web will appeal to a youth demographic, noted de la Torre.

In general, Spanish-language newspapers will be offering more classified advertising on the Internet during 2006 and the years ahead, Yataco said.

If the past is any indication of the future, readers will stick with the newspaper's Web sites rather than use Internet competitors for classified advertising, he concluded.

"Newspapers that are members of the NAHP serve their local communities, and we have found that the Hispanics who live in both small and large cities are very loyal to their community newspapers."

Immigration reform and classifieds

The outcome of the debate over immigration reform could increase the level of advertising in Hispanic media and classified advertising.

According to an article published May 8, 2006, on the Advertising Age Web site, if a certain percentage of illegal immigrants can apply for legal status, it would give them more leeway to make purchasing decisions such as buying a car and a home, two of the main classified categories.

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