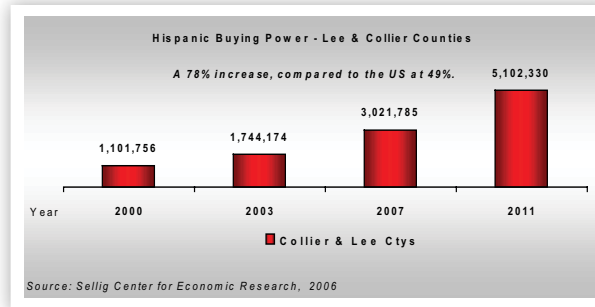


VISTA SEMANAL is a FREE, all Spanish language publication serving Southwest Florida with more than 20,000 full-color copies distributed weekly. And, it's also available online at vistasemanal.com.

## COMMUNICATION IS THE KEY TO SUCCESS!

When you communicate to prospective customers in their native language, you're telling them you really want their business. Speaking to this booming market in a manner that they better understand can put you far ahead of your competition. And, no other publication in Southwest Florida captures the attention of Hispanic market like VISTA SEMANAL!



## REACH A MARKET THAT HAS BUYING POWER AND MORE!

87% of the Hispanic population (adults 18+) in the Fort Myers/Naples DMA is age 49 or under\*. This represents a tremendous opportunity to make them loyal customers of your business.

Plus, the Collier & Lee counties Hispanic population has increased from 18,718 in 1990 to 175,313 in 2007 and it's projected to grow to 242,300 in 2011<sup>†</sup>.

Sources: \*Scarborough 2006, Rel 2 †Sellig Center for Economic Growth, 2006

## WHY VISTA SEMANAL IS THE CLEAR CHOICE FOR SUCCESS

People in this fast growing market enjoy VISTA SEMANAL. It's filled with the news and reliable information that affects the daily lives of the Hispanic community. Discover the reasons why VISTA SEMANAL is the preferred and superior Hispanic publication:

- ATTENTION-GRABBING FULL COLOR
- HISPANIC LANGUAGE CLASSIFIED
- MORE LOCAL INFORMATION
- MORE USEFUL CONTENT
- EASY-TO-READ
- RELIABLE NEWS AND INFORMATION
- ACCESS AT OVER 300 LOCATIONS

## REACH CUSTOMERS ONLINE

VISTASEMANAL.com is another opportunity we offer our advertisers to help them reach an even larger audience of potential buyers.



VISTA SEMANAL is delivered and distributed to a wide area ... from Marco Island into Lee County!

## WIDE DISTRIBUTION ASSURES MAXIMUM VISIBILITY

Only VISTA SEMANAL offers you such a wide distribution and diverse delivery methods ... all designed to help maximize visibility and access. Our savvy distribution methods include:

- HOME DELIVERED
- DIRECT MAILED
- AVAILABLE AT 300 + STRATEGIC LOCATIONS

## BENEFIT FROM THE POWER OF THE SCRIPPS NETWORK

VISTA SEMANAL is cross-promoted in other Hispanic media as well as in many of our products including the Naples Daily News, Bonita Daily News, Collier Citizen, Marco Eagle, The Banner and more. Plus, we provide our advertisers with opportunities to participate with us on special events, seminars and other potentially profitable marketing opportunities.



vistasemanal.com

VISTA SEMANAL CAN HELP YOU CAPTURE A SHARE OF THIS BOOMING MARKET!

"Hecho Para Ti"

"Made for you"