

## HISPANIC AMERICAN CONSUMERS

12,982,930	HISPANIC HOUSEHOLDS	\$55.00/M
22,720,338	HISPANIC INDIVIDUALS	\$55.00/M

HISPANICS ARE THE FASTEST GROWING MINORITY GROUP IN THE U.S. WITH MORE THAN \$300 BILLION IN BUYING POWER. HISPANIC HOUSEHOLDS RECEIVE AN AVERAGE OF 50 DIRECT MAIL PIECES PER YEAR, COMPARED TO 500 OR MORE IN THE GENERAL POPULATION. HISPANIC CONSUMERS ARE NOT AS JADED AS THE GENERAL MARKET AND ARE MUCH MORE LIKELY TO READ AND RESPOND TO DIRECT MAIL. DEMOGRAPHIC DATA SUGGEST THAT DIRECT MAIL IS THE ONLY EFFECTIVE MARKETING MEDIUM TO ACCESS THIS LUCRATIVE MARKET.

GENDER IS  
SELECTABLE

ADDRESSING:

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UTILIZING A RULE BASED SYSTEM THAT APPLIES COMPUTER RULES FOR FIRST NAMES, SURNAMES, SURNAME PREFIXES AND SUFFIXES, AND GEOGRAPHIC CRITERIA IN A SPECIFIC ORDER IDENTIFIES THE ETHNICITY, RELIGION, AND LANGUAGE PREFERENCE OF AN INDIVIDUAL.

UPDATES MONTHLY

HOUSEHOLD/DEMOGRAPHIC SELECTIONS AT \$5.00/M INCLUDE:

AGE	LENGTH OF RESIDENCE
INCOME	MARITAL STATUS
WEALTH	NUMBER OF CHILDREN
GENDER	OCCUPATION
HOUSEHOLD COMPOSITION	

INTEREST SELECTIONS AT \$10.00/M INCLUDE:

ADULT DATING SERVICES	LANGUAGE PREFERENCE
APPAREL INTEREST	MEMBERSHIP CLUBS
ATHLETIC LIFESTYLE	MILITARY
AUTO INTEREST	MOTORCYCLE OWNER
CABLE INTERNET SERVICES	NEW VEHICLE PURCHASER
VEHICLE MARKET VALUE	NUMBER OF CARS
COMPUTER PRODUCTS	ONLINE AUCTION
COUNTRY OF ORIGIN	OPPORTUNITY SEEKER
CULTURAL LIFESTYLE	OUTDOORS LIFESTYLE
DATE OF BIRTH	RELIGION
DEBT CONSOLIDATION	SURVEYS & SWEEPSTAKES
DO-IT-YOURSELF	TECHNOLOGY
HOME VALUE	TELECOMMUNICATIONS
HEALTH & FITNESS	TRAVEL
HOME IMPROVEMENT	TRUCK OWNER
INTERNET USER	INVESTOR
WEIGHT LOSS	

## ADDITIONAL SELECTIONS AVAILABLE AT \$20.00/M INCLUDE:

CREDIT CARD TYPE  
CONTRIBUTORS  
MAIL ORDER BUYER  
MAIL ORDER RESPONDER

(CONTINUED ON NEXT CARD)

(HISPANIC AMERICAN CONSUMERS CONT.)

**Midwest Direct Marketing, Inc.**

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ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE  
ARE REQUIRED TO BE PAID IN FULL.  
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE  
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A  
"WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT"  
AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE  
FTC WEB SITE: [www.telemarketing.donotcall.gov](http://www.telemarketing.donotcall.gov)

SOURCE: COMPILED AND SELF-REPORTED DATA

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
HOUSEHOLD SELECTS	\$5.00/M
DEMOGRAPHIC SELECTS	\$5.00/M
INTEREST SELECTS	\$10.00/M
CREDIT CARD BY TYPE	\$20.00/M
MAIL ORDER BUYER/RESPONDER	\$20.00/M
CONTRIBUTORS	\$20.00/M
EMAIL	\$50.00
PHONES	\$30.00/M

LIST MANAGER CONTACT: [scott@midwestdm.com](mailto:scott@midwestdm.com)