

ADWEEK'S

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Premiere
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AD SPENDING BY MEDIA

Miami- Ft. Lauderdale

	JAN-DEC 2002	JAN-DEC 2003
Spot TV	\$626,868,581	\$631,882,527
Newspaper	\$562,516,050	\$633,279,360
Spot Radio	\$106,295,000	\$103,108,600
Total	\$1,295,679,631	\$1,368,270,487

Source: Nielsen Monitor-Plus

The Miami-Ft. Lauderdale market supports dozens of other Spanish-language newspapers, magazines, newsletters and other publications. In Broward County, Tribune's *South Florida Sun-Sentinel* made its first foray into Spanish-language publishing in 2002 with the launch of free, 95,000-circulation weekly newspaper *El Sentinel*.

Free biweekly newspaper *El Popular* started in 1998 as an entertainment publication, sponsored by Sony Music Entertainment's Latin record label Sony Discos. The deal with Sony ended in late 2001. In August 2003, the paper shifted to a local news focus and now bills itself as "the only alternative Hispanic newspaper in South Florida." Owner and publisher Marco Laureti says *El Popular* inked a content distribution deal with Yahoo! en Español in late 2003.

Local magazines in the region include Miami-based Zoom Media Group's *Poder Miami*, a local edition of its national *Poder* business magazine, and an English-language edition in Miami of its national men's lifestyle publication *Loft*. Also, *Ocean Drive en Español* and *Selecta Magazine* target affluent area Hispanics.

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