



Spanish Language Media Trade Resources

TRADE RESOURCES		WEBSITE
Ad Latina	<i>Magazine and a website, with a wide spectrum of services in the advertising business and communications: research and all the latest information on the industry, in Latin America, Spain, the US hispanic market and the most important countries in the world.</i>	adlatina.com/eng
Adweek/ Brandweek/ Mediaweek	<i>Offers Primarily General Market Information with Hispanic Media and Marketing sections and special reports.</i>	Adweek.com/ Mediaweek.com/ Brandweek.com
GfK Omnibus Services	<i>A Division of GfK Custom Research North America - provide studies on various topics in Hispanic Advertising Marketing and Media.</i>	gfkamerica.com
Hispanic Ad	<i>The Tool for the Hispanic Advertising and Media Professional</i>	hispanicad.com
Hispanic Tips	<i>Free daily hispanic and latino news</i>	hispanictips.com
Hispanic Yearbook	<i>Information resource for hispanic community</i>	hispanicyearbook.com
Hispanic PR Wire	<i>Premier news distribution service reaching U.S. Hispanic media, organizations and opinion leaders nationwide</i>	hispanicprwire.com
Latin Vision	<i>US Hispanic's #1 Business and Media Network</i>	latinvision.com
Marketing y Medios	<i>Hispanic Marketing and Industry Resource</i>	marketingymedios.com