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The Current State of Hispanic Media Buying:  
How...Where...By Whom?  
A Proposal for Future Research.



# Objective



- To find out how Hispanic-oriented media is purchased by advertising agencies.
  - How - What language?
    - English, Spanish, Bi-lingual...
  - Where - What types of media?
    - Local, regional, national, international...
    - Print, broadcast, outdoor, web...
  - By Whom - What type of agency?
    - Full Service, Media, Creative...



# Research Questions

- RQ1: What type of agencies are purchasing Hispanic-targeted advertising time and space?
- RQ2: Where is that Hispanic-targeted advertising being placed?
- RQ3: What language is being used in the advertising being placed by each type of agency and in each medium?





# Common Knowledge...?

- Growing demographic
- Purchasing power tops \$700 billion
- Highly desirable consumer segment
- Spanish-language is not the only, nor always the best, way to reach the Hispanic audience





# Literature Review

- Media Buying
- Minority Media
- Language Choices
- Industry Trends
- Making Choices



# Media Buying



- Not much information other than case studies and politics
- Important aspect of budget
- Of the \$150 billion spent in 2006, less than 4% was on “ethnic” audiences
- Trickle down effect
- “no” directives...?



# Minority Media



- Lawsuit in 2000 by Hispanic Newspaper Network
- Spanish buys are cheaper
- Nielsen Hispanic Television Index
- Primarily broadcast
- Print not sustained in some areas
- Rely on recommendations from sales reps rather than empirical research





# Language Choices

- Not Spanish, Not English...?
- Dominant language
- Spanish-only perpetuated by agencies and media outlets
- Cultural cues rather than language



# Industry Trends



- Hispanic agencies established by Cubans
- Much growth in 1980s
- Hispanic = one agency for everything
- General Market = creative and media
- General Market has added “ethnic” branches



# Making Choices



- Message must fit medium and audience
- Very segmented, very complex
- Customized messages are expensive
- Local and regional outlets – are they the best options?



# Method



- Database from Red Books with over 2000 US media personnel
- E-mail invitation to web-based survey



# Progress



- Survey is complex
- Working on list – personalized
- Considering AHAA and Mediapost publications
- Goal of middle January



Thank You



Questions and Suggestions

