

# Looking to reach the Hispanic Market?



The Minneapolis/St. Paul, Minnesota, metropolitan area has over 190,000 Hispanic residents with an estimated buying power of nearly \$3 billion. La Voz Latina is your best avenue to reach this fast-growing market. To request our rates and ideas on how to best reach this market, email: [ads@stpaulpublishing.com](mailto:ads@stpaulpublishing.com) or visit [www.stpaulpublishing.com](http://www.stpaulpublishing.com). For more information, call 651-457-1177

## 4 great marketing opportunities!



La Voz Latina offers home delivery to the most established Hispanic neighborhood in the Twin Cities, as well as metrowide delivery to other key Hispanic neighborhoods in Minneapolis and St. Paul.

### *Cinco de Mayo Issue*

The May issue of La Voz Latina highlights the extremely popular Cinco de Mayo celebration in St. Paul. This is one of the ten largest Cinco de Mayo celebrations in the country and attracts over 100,000 people annually. We publish a complete event guide for the celebration. This is always our largest and highest readership issue of the year.

### *Mexican Independence Day Issue*

The September issue of La Voz Latina commemorates local events and activities surrounding Mexican Independence Day: Sept. 16. Since nearly 70% of Latinos in Minnesota are of Mexican heritage, this is always a very popular issue with very high readership.

### *Hispanic Heritage Month*

The October issue of La Voz Latina is dedicated to local events and activities celebrating Hispanic Heritage Month. This is another highly popular issue providing an excellent marketing opportunity.



### *La Familia Event Guide*

The 7th annual event, held October 10 at RiverCentre in St. Paul, will feature ethnic food, lively entertainment, seminars and workshops on subjects from home ownership and education, to health and careers. This guide is given to everyone attending this popular event and serves as a helpful resource to participants long after the event. It will also be distributed in the community prior to the event. **Complimentary Event Tickets** available to you and your customers when advertising in this issue!

To reserve your space or for more information, call 651-457-1177  
or email your ad to: [ads@stpaulpublishing.com](mailto:ads@stpaulpublishing.com)