



# HISPANIC MARKETERS' GUIDE TO CABLE:

## Hispanic Cable Facts and Cultural Cues

The definitive guide to effectively connecting with Hispanic Consumers with cable television.

Presenting the 192 page one stop resource for those looking to connect with today's Hispanic consumers. This comprehensive guide gives in-depth information on Hispanics and cable television from a national, local and technological perspective. A key resource providing trends, stats and television facts.

Additionally, in recognition of the fact that effectively reaching the Hispanic consumer requires an understanding of the various population segments, some of the greatest minds in Hispanic Marketing have gathered to share insights that all marketers will need to know in order to make their marketing efforts pay off.

### TOPICS INCLUDE:

#### HISPANIC CABLE FACTS

- Hispanic TV Basics
- Why Cable? A Business Rationale
- Geographic Targeting
- Market Snapshots of the top 20 Hispanic markets
- Hispanic-Targeted Programming Options

#### CULTURAL CUES

Insights and information on key demos and population segments including:

- The Total Hispanic Population
- Hispanic Men
- Hispanic Women
- Hispanic Youth
- Acculturation
- English Dominant Hispanics
- Generational Differences

*And More....*

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