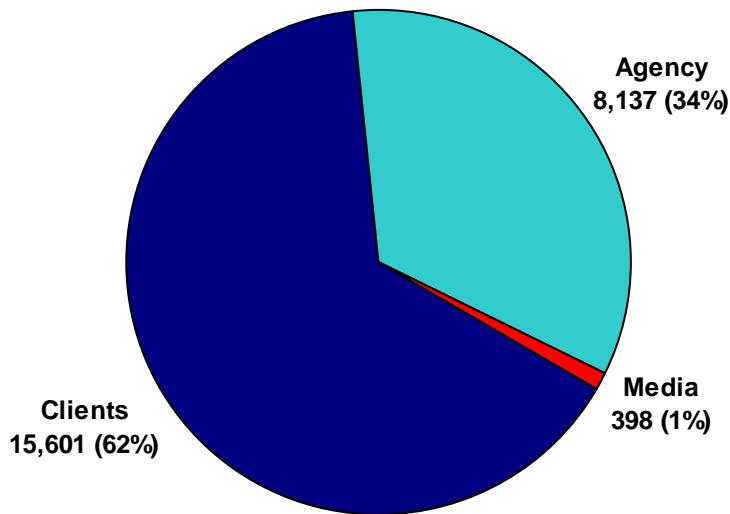


Marketing y Medios Total Circulation: 24,136

Business Demographic:



Subscribers:

Clients:

- 100 Largest Advertisers in the US
- 100 Largest Hispanic Advertisers in the US
- Marketers at the Top 2000 US Brands

Advertising Agencies:

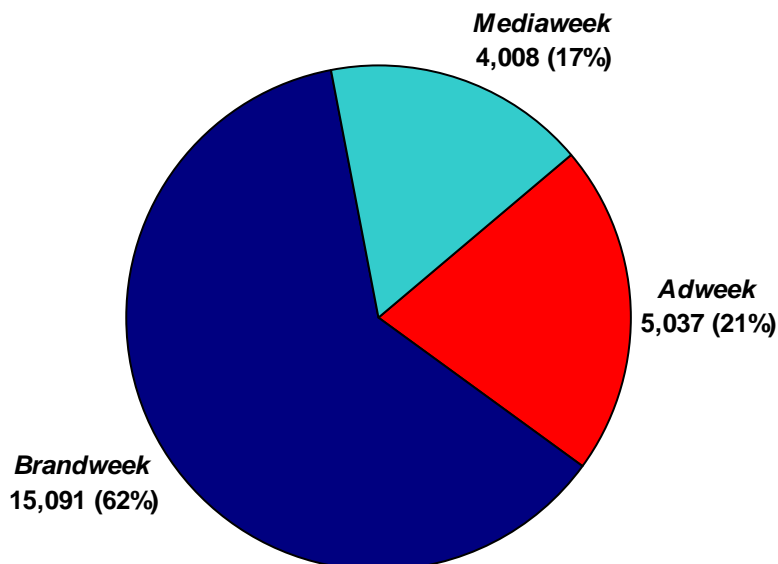
- Top 500 Advertising Agencies in the US
- Top 50 Hispanic Agencies in the US
- All Media Buying Agencies on *Mediaweek's* circulation

Media:

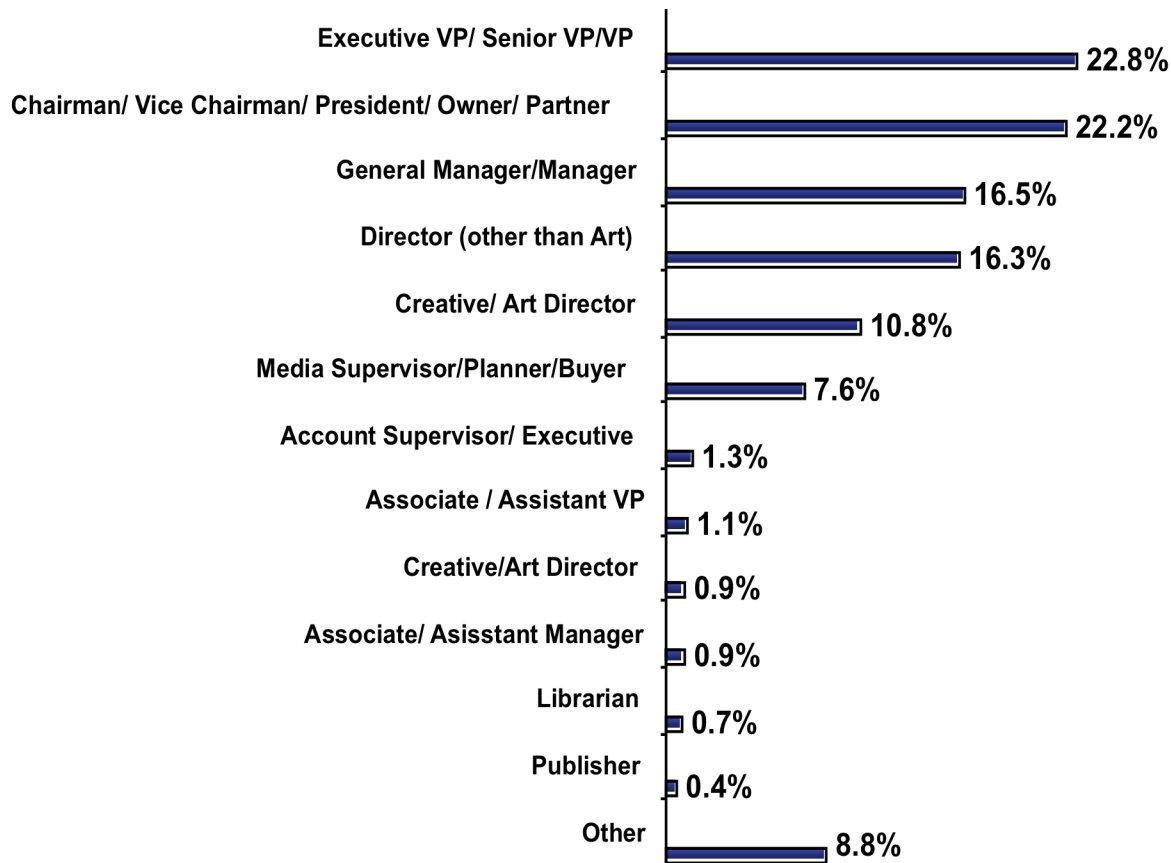
- Top Hispanic Media Companies from *MyM's* prior Circulation

January, 2007

Publication Distribution:



SUBSCRIBER JOB TITLES



Two in ten subscribers are Executive VP/Senior VP/VP (22.8%) or Chairman/Vice Chairman/President/Owner/ Partner (22.2%)

Advertising Agencies

ACCENTMARKETING
AGENCY.COM
AL PUNTO
ARNOLD WORLDWIDE
AVENUE A | RAZORFISH
BBDO WORLDWIDE
BRAVO GROUP
BROMLEY
CAMPBELL EWALD
CARAT INTERACTIVE
CARAT NORTH AMERICA
CARTEL GROUP
CASANOVA PENDRILL
CASTELLS & ASOCIADOS
CONILL
CRAMER-KRASSELT
CREATIVE CIVILATION
CREATIVE ONDEMAND
CRISPIN PORTER + BOGUSKY
CRUZ/KRAVETZ:IDEAS
DAILEY & ASSOC ADVERTISING
DDB WORLDWIDE
DEL RIVERO MESSIANU
DEUTSCH, INC.
DIESTE HARMEL
DIGITAS INC.
DRAFT FCB
ENLACE COMMUNICATIONS
EURO RSCG WORLDWIDE
GLOBAL HUE
GOODBY SILVERSTEIN & PARTNERS
GREY WORLDWIDE
GRUPO GALLEGOS
GSD & M
HILL HOLLIDAY
ICON MEDIA DIRECT
IGNITED MINDS LLC
INITIATIVE MEDIA WORLDWIDE
INTERPUBLIC GROUP OF COMPANIES
J WALTER THOMPSON
KIRSHENBAUM BOND AND PARTNERS
LA AGENCIA DE ORCI
LA COMUNIDAD
LAPIZ
LATINWORKS
LOPEZ NEGRETE
MACHADO GARCIA SERRA
MARCA HISPANIC ADVERTISING
MCCANN ERICKSON
MEDIAEDGE: CIA
MEDIAVEST
MINDSHARE
MOTHER
MPG ARNOLD
MULLEN
OGILVY & MATHER
OLE
OMD WORLDWIDE
OMNICOM GROUP
OPTIMEDIA INTERNATIONAL
PHD
PUBLICIS
RAPP COLLINS WORLDWIDE
RG/A
SAATCHI & SAATCHI
STARCOM NORTH AMERICA
STARLINK WORLDWIDE
TARGETCAST TCM
TBWA CHIAT DAY
TEMERLIN MCCLAIN
TRIBAL DDB
VIDAL PARTNERSHIP
WEIDEN & KENNEDY NY
WINGLATINO
WPP GROUP
ZUBI

Product Marketing Companies

ABBOTT LABORATORIES
ADIDAS AMERICA
ALLSTATE CORP
ALTRIA GROUP INC
AMAZON.COM
AMERICA DIRECTO
AMERICAN AIRLINES
AMERICAN HONDA MOTOR CO
AMERICAN SUZUKI MOTOR CORP
AMERICATEL CORP
ANHEUSER-BUSCH, INC.
APPLE COMPUTER
ASTRAZENECA PLC
AT&T
AUTOZONE INC
AVON PRODUCTS
BACARDI USA, INC.
BALLY TOTAL FITNESS
BAUSCH & LOMB, INC.
BAYER HEALTHCARE
BELLSOUTH CORP.
BEST BUY CO., INC.
BIC CORPORATION
BMW NORTH AMERICA
BRISTOL-MYERS SQUIBB COMPANY
BUMBLE BEE FOODS, LLC
BUREAU OF ENGRAVING INC
CADBURY SCHWEPPE
CAMPBELLS SOUP COMPANY
CAPITOL RECORDS INC
CHEVROLET
CHIQUITA BRANDS INTERNATIONAL
CHOICE HOTELS INTERNATIONAL
CIRCUIT CITY STORES, INC.
CISCO SYSTEMS INC
CLOROX CO
COCA-COLA COMPANY
COLGATE-PALMOLIVE
CONAGRA FOODS, INC.
CONSOLIDATED CREDITCOUNSELING
CONTINENTAL AIRLINES
COSMETICOS ELICINA LTD
DAIMLERCHRYSLER AG
DEL MONTE FOODS
DELL COMPUTER CORP
DEUTSCHE TELEKOM AG
DIAGEO
DIRECTV GROUP INC
DISCOS DISA

DOLE FOOD CO INC
DOMINOS PIZZA INC
DUNKIN' DONUTS
EARTHLINK INC
EASTMAN KODAK COMPANY
ECHOSTAR COMMUNICATIONS
ELI LILLY COMPANY
EMI CAPITOL ENTERTAINMENT
ENERGIZER HOLDINGS INC
ENTRAVISION COMMUNICATIONS
EPIC RECORDS
ESTEE LAUDER CO
EXXON MOBIL CORPORATION
FEDERATED DEPT STORES INC
FILTRAMAX INC
FISHER PRICE INC
FORD MOTOR COMPANY
FRITO-LAY, INC.
FRUIT OF THE LOOM INC
FUJI PHOTO FILM USA
GENERAL ELECTRIC CO
GENERAL MILLS INC
GENERAL MOTORS CORP
GILLETTE COMPANY
GLAXOSMITHKLINE CONSUMER
GRUPO TELEVISIA SA
HAMILTON BEACH/PROCTOR-SILEX
HEINEKEN NV
HERSHEY FOODS
HEWLETT PACKARD COMPANY
HILTON HOTELS CORPORATION
HOME DEPOT INC
HYUNDAI CORP
IBM CORPORATION
INTEL CORPORATION
INTERCONTINENTAL HOTELS
JC PENNEY CO INC
JOHNSON & JOHNSON
KELLOGG COMPANY
KIMBERLY-CLARK CORPORATION
KOHL'S DEPARTMENT STORES
KRAFT FOODS, INC.
KROGER COMPANY
LEVI STRAUSS AND COMPANY
LIZ CLAIBORNE INC.
L'OREAL
LOWES COS INC
MASTERCARD INTL INC
MCDONALD'S CORPORATION

MERCEDES BENZ USA
MICROSOFT CORPORATION
MITSUBISHI
NESTLE USA, INC.
NEW LINE CINEMA CORP.
NEWS CORP
NEXTEL
NIKE, INC.
NISSAN NORTH AMERICA
NOKIA
NOVARTIS PHARMACEUTICALS
PANASONIC
PEPSICO INTL
PFIZER
PHILIP MORRIS U.S.A.
PLAYTEX PRODUCTS, INC.
PROCTER & GAMBLE CO
RADIO SHACK
REEBOK INTERNATIONAL
REVLON, INC.
S C JOHNSON & SONS INC
SAMSUNG ELECTRONICS
SARA LEE CORP
SEARS HOLDINGS CORP
SONY ELECTRONICS
SOUTHWEST AIRLINES
SPRINT NEXTEL
STARBUCKS COFFEE COMPANY
STATE FARM MUTUAL AUTO INS
SUN MICROSYSTEMS
TACO BELL CORP
TARGET CORP
TELEVISIA INTERNACIONAL
TIME WARNER INC
TOYOTA MOTOR SALES
TYSON FOODS, INC.
UNILEVER
UNIVISION COMMUNICATIONS
UPS
VERIZON WIRELESS
VIRGIN MOBILE
VISA USA INC
VOLKSWAGEN OF AMERICA INC
WAL MART STORES INC
WALGREEN CO
WALT DISNEY CO
WENDY'S INTERNATIONAL, INC.
WYETH CONSUMER HEALTHCARE
XEROX CORPORATION

Media Buying Companies

ACTIVE INTERNATIONAL	MEDIACOM
BARTLE BOGLE HEGARTY LTD	MEDIAVEST
BURRELL	MINDSHARE
CAMPBELL MITHUN	MPG ARNOLD
CARAT USA	OMD
DAILEY AND ASSOC ADVERTISING	OPTIMEDIA
DDB NEW YORK, INC.	PHD
DEUTSCH LA INC	REPRISE MEDIA
EMPOWER MEDIAMARKETING	SPOTPLUS Y MAS
GENERAL MOTORS PLANWORKS	STARCOM MEDIAVEST IP
HARMELIN MEDIA	TAPESTRY
HILL HOLLIDAY	TARGETCAST TCM
ID MEDIA	UNIVERSAL MCCANN
INITIATIVE	WESTWAYNE
MCCANN-ERICKSON	ZENITH MEDIA
MEDIAEDGE: CIA	

January, 2007