

**Hispanic Connection Database**

Comprehensive Listing of Hispanics Living in America. Available by multiple demographic variables. 30% BROKER COMMISSION!

**SEGMENTS**

<b>12,393,984</b>	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
<b>0</b>	Mail Order Buyers	\$15/M
<b>2,231,105</b>	Affluent	\$10/M
<b>54,908</b>	Brazil	\$15/M
<b>66,249</b>	Colombia	\$15/M
<b>4,610</b>	Costa Rica	\$15/M
<b>658,288</b>	Cuba	\$15/M
<b>18,899</b>	Dominican Republic	\$15/M
<b>19,121</b>	Ecuador	\$15/M
<b>15,740</b>	El Salvador	\$15/M
<b>14,232</b>	Guatemala	\$15/M
<b>11,866</b>	Honduras	\$15/M
<b>9,263,802</b>	Mexico	\$15/M
<b>7,928</b>	Peru	\$15/M
<b>1,995,653</b>	Puerto Rico	\$15/M
<b>37,383</b>	Spain	\$15/M
<b>0</b>	Other - Please inquire	\$15/M

**ID NUMBERS**

MANAGER	
NEXTMARK ID	<b>225361</b>
MIN ID	<b>347562</b>
SRDS ID	<b>891458-000</b>

**MEDIA TYPE**

Consumer	 
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**SOURCE**

Multi-Sourced. Compiled lists

**GEOGRAPHY**

United States

**OPT-IN**

**MAINTENANCE**

MARKET ENTRY	
NEW TO MANAGER	
COUNTS THROUGH	<b>09/01/2014</b>
<b>DATA CARD MAINTENANCE</b>	
NEW TO SYSTEM	<b>01/23/2008</b>
LAST UPDATE	<b>09/10/2014</b>
NEXT UPDATE	<b>12/31/2014</b>
UPDATE FREQUENCY	<b>Quarterly</b>

**DESCRIPTION**

'Hispanic Connection' delivers marketers access to the fastest growing demographic group in America. As the United States becomes more diverse, this segment retains immense pride in their cultural heritage and maintains a strong sense of community. Hispanic-Americans are known for dedicated brand loyalty and are inclined to purchase brands and products that cater to their demographic. By choosing country of origin, spoken language, lifestyle/interests or other selections, you can further identify your target market. An excellent resource for a variety of offers including credit cards, insurance, mail order catalogs, travel, automotive, financial services, and, of course, any campaign dealing with ethnically-oriented products or services.

**PROFILE**

**SELECTS**

AGE	\$7/M
AGE OF CHILDREN	\$15/M
CREDIT CARD	\$15/M
DONOR	\$15/M
Education	\$15/M
ETHNICITY	\$15/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
HOME OWNER	\$15/M
HOUSE VALUE	\$15/M
INCOME SELECT	\$7/M
INVESTORS	\$15/M
LIFESTYLE SELECT	\$15/M
MARITAL STATUS	\$10/M
NET WORTH	\$25/M
OCCUPATION	\$15/M
PRESENCE OF CHILDREN	\$10/M
Spanish Speaking	\$15/M

**MANAGER**

Datamatrix Lists  
<http://www.datamatrixlists.com>

**GENDER**

MALE	<b>50%</b>
FEMALE	<b>50%</b>

**AVERAGE INCOME**

VALUE	<b>0</b>
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**MINIMUM ORDER**

MINIMUM QUANTITY	<b>3,000</b>
MINIMUM PRICE	<b>\$250</b>

**COMMISSIONS**

BROKER	30%
AGENCY	15%

**NET NAME ARRANGEMENTS**

<b>NET NAME IS ALLOWED</b>	
FLOOR	<b>85</b>
MINIMUM QUANTITY	<b>25,000</b>
RUN CHARGES	\$10/M

**EXCHANGES**

**EXCHANGE IS NOT ALLOWED**

**REUSE**

<b>REUSE IS ALLOWED</b>	
MINIMUM QUANTITY	<b>0</b>
RUN CHARGE	\$0/M

**CANCELLATION**

CHARGES	\$0/M
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**KEY CODING**

<b>KEY CODING IS AVAILABLE</b>	
CHARGES	\$3/M

**ADDRESSING**

EMAIL	\$50/F
FTP	\$75/F

**SPECIAL INSTRUCTIONS**

**CONTACTS**

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