

# Hispanic Print Continues to Show Significant Growth in 2006

Kirk Whisler, Latino Print Network

The year 2006 was another landmark year for Hispanic publishing. Ad revenues topped \$1.5 billion for the first time, fueled by impressive growth for newspapers, yellow pages and magazines. On a weekly basis at least 54 percent of the Hispanic households in the United States use one or more Hispanic newspapers. Magazines continue to grow in both number of titles and combined circulation.

## How Important a Market is Hispanic Print?

On the financial side we know that in 1996, ad sales for U.S. Hispanic Print surpassed those for Mexican newspapers and magazines. This year we can note that Hispanic Print, at \$1.54 billion, has surpassed the ad revenues for the United Kingdom's magazine revenues and Internet revenues, which are about \$1.3 billion each.

In terms of community involvement, Hispanic newspapers played a key role in informing and motivating people in relation to the community rallies this past spring that involved millions. They also played a key role in the 2006 elections, because Hispanic Print readers are the Hispanics most likely to vote.

## Key Trends

**The move from broadsheets to tabloids.** 79% of all Hispanic newspapers are tabloids.

**Weekly newspapers have grown substantially in both number (up 9.7% in one year) and in terms of advertising revenues (up 25.3%).** This is due to three factors: New start-ups, conversions of less-than-weeklies to weeklies and the conversion of certain dailies to a less frequent format.

**Fewer dailies.** Several dailies folded and some converted to less-frequent schedules.

**Bilingual papers growing.** There are now 184 bilingual newspapers in the United States, with a combined circulation of 4.6 million.

## **Total publishing staff is nearly 17,000.**

Contrary to other medias, the staff for Hispanic Print continues to increase every year. This is largely due to increasing ad sales. An estimated 4,536 are on editorial staffs, including 2,281 at newspapers and 1,588 at magazines.

## **Total copies produced top 1.5 billion.**

With more publication and increasing circulation the combined number of copies produced during 2006 totaled 1.54 billion.

**Ownership.** Hispanic-owned newspapers still represent the majority of Hispanic newspapers, but mainstream dailies now own an ever-increasing share of the market.

**More publications are doing over a million in ad revenues.** 143 newspapers and 72 magazines did over a million in ad revenues in 2006.

**Ad revenues for FSIs (free standing inserts) continue to show impressive growth.** National FSIs used to appear in about 40 Hispanic newspapers; they now appear in approximately 150 publications.

**Newspaper newsstand revenues decreased 34%,** primarily due to the conversion of paid newsstand sales to controlled sales for a variety of dailies.

## Audits

Audits are the true measurement of what Hispanic Print is delivering, and an ever-growing number of Hispanic publications desire an audit. In the past year 54 Hispanic publications carried out their first audit. These newly audited publications have a combined circulation of 4.4 million. The current leaders (November 2006) in Hispanic audits are: ABC, with 5.0 million circulation and 25 audits; CAC, with 3.5 million and 67 audits; CVC, with 3.3 million and 47 audits; BPA, with 2.7 million and 20 audits; and VAC, with 1.9 million and 35 audits.

## The State of Hispanic Print 2006

Type of Publication	Number	Audited	U.S. Total Circulation	% Spanish	Avg. Circ.	Avg. An. Copies	Current Newspapers Grouped By Year Founded	
							Before 1950	1960s
Daily Newspapers	38	22	1,606,490	95%	42,276	13,420,316		
Weekly Newspapers	384	112	11,422,668	88%	29,747	1,583,448		
Less Than Weekly Newspapers	346	13	4,802,473	28%	13,880	214,838		
<b>NEWSPAPER TOTAL</b>	<b>768</b>	<b>147</b>	<b>17,831,631</b>	<b>89%</b>	<b>23,218</b>	<b>1,552,539</b>	27	4%
Magazines - Local Glossy	130	3	2,532,318	78%	19,479	571,800		
Magazines - Local Newsprint	124	13	3,826,929	90%	30,862	9,615,726	24	3%
Magazines - National	162	17	19,925,710	60%	122,998	1,080,988		
Magazines - International	97	14	2,301,916	90%	23,731	1,491,753	57	7%
<b>MAGAZINE TOTAL</b>	<b>513</b>	<b>47</b>	<b>28,586,873</b>	<b>78%</b>	<b>55,725</b>	<b>623,431</b>		
Annuals	53	2	519,658	26%	9,805	10,189	121	16%
Catalogs	12	0	452,000	46%	37,667	55,333		
Journals	93	0	1,488,072	34%	16,001	91,183	278	36%
Newsletters	265	1	625,029	24%	2,359	19,842		
Yellow Pages	147	6	9,764,173	87%	66,423	73,335	264	34%
<b>OTHER TOTAL</b>	<b>570</b>	<b>9</b>	<b>12,848,932</b>	<b>74%</b>	<b>22,542</b>	<b>45,127</b>		
<b>TOTALS</b>	<b>1,851</b>	<b>203</b>	<b>59,267,436</b>	<b>87%</b>	<b>32,019</b>	<b>830,844</b>		

### 2006 Staffing & Copies Produced

Type of Publication	FT/PT Staffing	Average Staff	Avg. Pgs. Per Staff Per Is.	Annual Production In Millions			Current Magazines Grouped By Year Founded
				Copies	Mag. Size Pgs.	Av. Mag. Pgs.	
Daily Newspapers	4,174	110	0.9	510	52,050	102	
Weekly Newspapers	4,249	11	5.0	608	33,589	55	
Less Than Weekly Newspapers	1,939	6	6.9	74	2,864	39	
<b>NEWSPAPER TOTAL</b>	<b>10,362</b>	<b>13</b>	<b>5.5</b>	<b>1,192</b>	<b>88,503</b>	<b>74</b>	18
Magazines - Local	2,164	13	3.3	175	7,784	44	
Magazines - Nat'l. & Int'l.	2,802	29	2.0	145	8,361	58	12
<b>MAGAZINE TOTAL</b>	<b>4,966</b>	<b>10</b>	<b>5.2</b>	<b>320</b>	<b>16,145</b>	<b>50</b>	
Annuals	95	2	66.4	0.5	64	119	29
Catalogs	34	3	8.8	0.7	17	25	
Journals	337	4	24.1	8.5	740	87	55
Newsletters	362	1	7.0	5	50	10	
Yellow Pages	731	5	32.5	11	1,745	162	200
<b>OTHER TOTAL</b>	<b>1,559</b>	<b>3</b>	<b>37.2</b>	<b>26</b>	<b>2,616</b>	<b>102</b>	
<b>TOTALS</b>	<b>16,887</b>	<b>9</b>	<b>7.6</b>	<b>1,538</b>	<b>107,264</b>	<b>70</b>	200

### Growth Trends: Hispanic Publications In 1970, 1990, 2000 & 2005

Type of Publication	1970		1990		2000		2005	
	Number	Circ.	Number	Circ.	Number	Circ.	Number	Circ.
Daily Newspapers	8	135,000	14	440,000	34	1,413,039	42	1,609,352
Weekly Newspapers	74	420,000	152	2,450,000	265	9,141,947	350	11,178,333
Less Than Weekly Newspapers	150	400,000	189	1,350,000	251	4,240,826	343	4,845,056
<b>NEWSPAPER TOTAL</b>	<b>232</b>	<b>955,000</b>	<b>355</b>	<b>4,240,000</b>	<b>550</b>	<b>14,795,812</b>	<b>735</b>	<b>17,632,741</b>
Magazines	52	730,000	177	4,600,000	352	15,397,492	477	24,108,851
Other	97	105,000	210	790,000	487	5,982,309	513	10,037,992
<b>TOTALS</b>	<b>381</b>	<b>1,790,000</b>	<b>742</b>	<b>9,630,000</b>	<b>1,389</b>	<b>36,175,613</b>	<b>1,725</b>	<b>51,779,584</b>

### Percentage Increase To 2006

Daily Newspapers	375%	1,090%	171%	265%	12%	14%	-9.5%	-0.2%
Weekly Newspapers	419%	2,620%	153%	366%	45%	25%	9.7%	2.2%
Less Than Weekly Newspapers	131%	1,101%	83%	256%	38%	13%	0.9%	-0.9%
<b>NEWSPAPER TOTAL</b>	<b>231%</b>	<b>1,767%</b>	<b>116%</b>	<b>321%</b>	<b>40%</b>	<b>21%</b>	<b>4.5%</b>	<b>1.1%</b>
Magazines	887%	3,816%	190%	521%	46%	86%	7.5%	18.6%
Other	488%	12,137%	171%	1,526%	17%	115%	11.1%	28.0%
<b>TOTALS</b>	<b>386%</b>	<b>3,211%</b>	<b>149%</b>	<b>515%</b>	<b>33%</b>	<b>64%</b>	<b>7.3%</b>	<b>14.5%</b>

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NOTES: These numbers include Puerto Rican publications as well as Mexican border publications with US circulation. Puerto Rican publications included are 5 dailies, 18 weeklies, 14 magazines & 15 other publications and there are 10 border dailies that are included in these figures. For international publications only their USA numbers are shown.

## Hispanic Publication Advertising Sales In 2006

Type of Publication	Est. Ad Revenues In Millions				Local \$ %	Revenues Avg. in M's	Ad Revenue Groups For Newspapers In 2006	
	TOTAL	% of Total	Local	National				
Daily Newspapers	\$650	42%	\$538	\$112	83%	\$17,102	Under \$50,000 191 25%	
Weekly Newspapers	\$434	28%	\$352	\$81	81%	\$1,129		
Less Than Weekly Newspapers	\$41	3%	\$31	\$10	76%	\$118		
<b>NEWSPAPER TOTAL</b>	<b>\$1,124</b>	<b>73%</b>	<b>\$921</b>	<b>\$203</b>	<b>82%</b>	<b>\$1,464</b>		
Magazines - Local Glossy	\$37	2%	\$31	\$6.3	83%	\$284	\$50,000-\$99,999 102 13%	
Magazines - Local Newsprint	\$72	5%	\$60	\$12	83%	\$581	\$100,000-\$249,999 142 18%	
Magazines - National	\$162	10%	\$3.2	\$158	2%	\$997		
Magazines - International	\$90	6%	\$0.9	\$89	1%	\$927		
<b>MAGAZINE TOTAL</b>	<b>\$360</b>	<b>23%</b>	<b>\$95</b>	<b>\$266</b>	<b>26%</b>	<b>\$702</b>	\$250,000-\$499,999 100 13%	
Annuals	\$1.9	0%	\$0.4	\$1.5	20%	\$36	\$500,000-\$999,999 90 12%	
Catalogs	\$0.1	0%	\$0.0	\$0.1	2%	\$12		
Journals	\$0.9	0%	\$0.4	\$0.5	40%	\$10	Over \$1,000,000 143 19%	
Newsletters	\$1.2	0%	\$0.2	\$1.0	14%	\$4		
Yellow Pages	\$51.3	3%	\$39.1	\$12.2	76%	\$349		
<b>OTHER TOTAL</b>	<b>\$55</b>	<b>4%</b>	<b>\$40.0</b>	<b>\$15.4</b>	<b>72%</b>	<b>\$97</b>		
<b>TOTALS</b>	<b>\$1,540</b>	<b>100%</b>	<b>\$1,056</b>	<b>\$484</b>	<b>69%</b>	<b>\$832</b>		

### 2006 Advertising Revenue Per Copy & Per Staff

Type of Publication	Average Ad Revenues Per			Ad Revenue Groups For Magazines In 2006	
	Copy Produced	Issue Produced	Staff Person		
Daily Newspapers	\$1.27	\$53,874	\$155,697	Under \$50,000 161 31%	
Weekly Newspapers	\$0.71	\$21,216	\$102,066		
Less Than Weekly Newspapers	\$0.55	\$7,593	\$20,972		
<b>NEWSPAPER TOTAL</b>	<b>\$0.94</b>	<b>\$21,892</b>	<b>\$108,495</b>		
Local Magazines	\$0.62	\$113,446	\$74,640	\$50,000-\$99,999 62 12%	
Nat'l. & Int'l. Magazines	\$1.74	\$14,745	\$32,086	\$100,000-\$249,999 106 21%	
<b>MAGAZINE TOTAL</b>	<b>\$1.13</b>	<b>\$62,791</b>	<b>\$72,569</b>		
Annuals	\$3.51	\$34,444	\$19,968	\$250,000-\$499,999 63 12%	
Catalogs	\$0.21	\$7,828	\$4,059		
Journals	\$0.10	\$1,679	\$2,641	\$500,000-\$999,999 50 10%	
Newsletters	\$0.22	\$529	\$3,257		
Yellow Pages	\$4.76	\$316,315	\$70,228	Over \$1,000,000 72 14%	
<b>OTHER TOTAL</b>	<b>\$2.16</b>	<b>\$48,586</b>	<b>\$35,562</b>		
<b>TOTALS</b>	<b>\$1.00</b>	<b>\$32,064</b>	<b>\$91,197</b>		

### Estimated Hispanic Publication Ad Revenues In 1990, 1995, 2000 & 2005

	1990		1995		2000		2005	
	Total	Increase	Total	Increase	Total	Increase	Total	Increase
Newspapers – Daily	\$76.0	755%	\$171	280%	\$363	79%	\$611	6.4%
Newspapers - Weekly	\$40.0	984%	\$94	361%	\$206	111%	\$346	25.3%
Newspapers - Less than weekly	\$5.0	713%	\$11	270%	\$25	63%	\$39	4.3%
<b>Newspapers TOTAL</b>	<b>\$121.0</b>	<b>829%</b>	<b>\$276.0</b>	<b>307%</b>	<b>\$594.0</b>	<b>89%</b>	<b>\$996.0</b>	<b>12.9%</b>
Magazines	\$27.0	1,235%	\$84	329%	\$213	69%	\$330	9.2%
Other Publications	\$3.1	1,688%	\$14	296%	\$27	105%	\$49	13.1%
<b>OVERALL TOTAL</b>	<b>\$151.1</b>	<b>919%</b>	<b>\$374.0</b>	<b>312%</b>	<b>\$834.0</b>	<b>85%</b>	<b>\$1,375.0</b>	<b>12.0%</b>

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## Hispanic Publication TOTAL Revenues In 2006

Type of Publication	Est. Total Revenues In Millions					Revenues Avg. in M's
	TOTAL	% of Total	Ad %	Newsstand %	Sub %	
Daily Newspapers	\$726	42%	90%	7%	3%	\$19,107
Weekly Newspapers	\$451	26%	96%	1%	3%	\$1,175
Less Than Weekly Newspapers	\$45	3%	91%	4%	5%	\$129
<b>NEWSPAPER TOTAL</b>	<b>\$1,222</b>	<b>71%</b>	<b>92%</b>	<b>5%</b>	<b>3%</b>	<b>\$1,591</b>
Local Magazines	\$118	7%	92%	6%	1%	\$727
Nat'l. & Int'l. Magazines	\$316	18%	80%	16%	4%	\$3,253
<b>MAGAZINE TOTAL</b>	<b>\$433</b>	<b>25%</b>	<b>83%</b>	<b>13%</b>	<b>4%</b>	<b>\$845</b>
Annuals	\$2.1	0%	89%	8%	3%	\$40
Catalogs	\$0.1	0%	100%	0%	0%	\$12
Journals	\$1.9	0%	48%	5%	47%	\$20
Newsletters	\$2.5	0%	47%	0%	53%	\$10
Yellow Pages	\$51.3	3%	100%	0%	0%	\$349
<b>OTHER TOTAL</b>	<b>\$58</b>	<b>3%</b>	<b>96%</b>	<b>0%</b>	<b>4%</b>	<b>\$102</b>
<b>TOTALS</b>	<b>\$1,713</b>	<b>100%</b>	<b>90%</b>	<b>7%</b>	<b>3%</b>	<b>\$926</b>

## 2006 Total Revenue Per Copy & Per Staff

Type of Publication	Average Total Revenues Per		
	Copy Produced	Issue Produced	Staff Person
Daily Newspapers	\$1.42	\$60,189	\$173,947
Weekly Newspapers	\$0.74	\$22,082	\$106,231
Less Than Weekly Newspapers	\$0.60	\$8,322	\$22,986
<b>NEWSPAPER TOTAL</b>	<b>\$1.02</b>	<b>\$23,796</b>	<b>\$117,931</b>
Local Magazines	\$0.67	\$82,744	\$54,440
Nat'l. & Int'l. Magazines	\$2.18	\$51,748	\$112,609
<b>MAGAZINE TOTAL</b>	<b>\$1.35</b>	<b>\$75,504</b>	<b>\$87,261</b>
Annuals	\$3.94	\$38,675	\$22,421
Catalogs	\$0.21	\$7,828	\$4,059
Journals	\$0.22	\$3,534	\$5,558
Newsletters	\$0.48	\$1,132	\$6,970
Yellow Pages	\$4.76	\$316,316	\$70,229
<b>OTHER TOTAL</b>	<b>\$2.25</b>	<b>\$50,830</b>	<b>\$37,204</b>
<b>TOTALS</b>	<b>\$1.11</b>	<b>\$35,672</b>	<b>\$101,459</b>

## Hispanic Publication Circulation Revenues In 2006

Type of Publication	Estimated Revenues In Millions				Newsstand \$ %	Revenues Avg. in M's
	TOTAL	% of Total	Newsstand	Subs		
Daily Newspapers	\$76	44%	\$52	\$24	68%	\$2,005
Weekly Newspapers	\$18	10%	\$5.1	\$13	29%	\$46
Less Than Weekly Newspapers	\$3.9	2%	\$1.7	\$2.2	44%	\$11
<b>NEWSPAPER TOTAL</b>	<b>\$98</b>	<b>56%</b>	<b>\$59</b>	<b>\$39</b>	<b>60%</b>	<b>\$127</b>
Local Magazines	\$9	5%	\$7.2	\$1.7	81%	\$55
Nat'l. & Int'l. Magazines	\$64.1	37%	\$50	\$14.2	78%	\$661
<b>MAGAZINE TOTAL</b>	<b>\$73</b>	<b>42%</b>	<b>\$57</b>	<b>\$16</b>	<b>78%</b>	<b>\$142</b>
Annuals	\$0.2	0%	\$0.2	\$0.1	74%	\$4
Catalogs	\$0.0	0%	\$0.0	\$0.0	0%	\$0
Journals	\$1.0	1%	\$0.1	\$0.9	10%	\$11
Newsletters	\$1.3	1%	\$0.0	\$1.3	1%	\$5
Yellow Pages	\$0.0	0%	\$0.0	\$0.0	0%	\$0
<b>OTHER TOTAL</b>	<b>\$3</b>	<b>1%</b>	<b>\$0.3</b>	<b>\$2.3</b>	<b>11%</b>	<b>\$4</b>
<b>TOTALS</b>	<b>\$173</b>		<b>\$116</b>	<b>\$57</b>	<b>67%</b>	<b>\$94</b>

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