
The HispanicMagazineMonitor Report.

Brand and Advertiser Report for the Month of January, 2002

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About the HispanicMagazine Monitor Report:

HispanicMagazine Monitor is an advertising monitoring and intelligence service focused exclusively on Hispanic print media in the U.S. We monitor the leading print publications targeting the U.S. Hispanic Market and provide estimates of Ad pages and Ad spending by title, brand/product, and advertiser (company level). HispanicMagazineMonitor provides actionable intelligence to help you sell, buy, and plan Hispanic advertising - or make strategic decisions.

The HispanicMagazine Monitor Report is available by subscription on a quarterly or monthly basis. Individual reports and custom competitive analyses are also available. For further information on the HispanicMagazine Monitor Report, please contact:

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<p align="center">January Box-Score Ad Page Counts and Estimated Dollars for January, 2002</p>								
Title (frequency)	Issue Date	Ad Pages (2002)	Ad Pages (2001)	(% chg prev yr)		Est. Dollars ¹ (2002)	Est. Dollars ¹ (2001)	(% chg prev yr)
BuenHogar ² (m)	January, 2002	3.00	na*	na*		\$18,975	na*	na*
Cosmopolitan en Español ² (m)	January, 2002	17.66	13.99	26.23%		\$154,270	\$130,477	18.24%
Cristina la Revista ² (m)	January, 2002	17.32	na*	na*		\$187,500	na*	na*
Glamour en Español ² (m)	January, 2002	19.99	na*	na*		\$69,965	na*	na*
Hispanic Business (m)	January/February, 2002	31.16	50.08	-37.78%		\$543,691	\$874,421	-37.82%
Hispanic Magazine (m)	January/February, 2002	42.33	54.80	-22.76%		\$651,370	\$788,667	-17.41%
Latina ³ (m)	January/February, 2002	52.31	75.00	-30.25%		\$731,634	\$994,951	-26.47%
Loft ² (m)	January/February, 2002	29.00	na**	na**		\$57,690	na**	na**
Maxim en Español ² (bi-monthly)	December/January, 2002	22.33	na**	na**		\$138,000	na**	na**
People en Español (m)	December/January, 2002	84.49	100.31	-15.77%		\$2,293,700	\$2,429,994	-5.61%
Prevention en Español ² (m)	January, 2002	14.00	na*	na*		\$42,000	na*	na*
Selecciones ² (m)	January, 2002	18.00	10.00	80.00%		\$312,800	\$190,400	64.29%
Teen en Español ² (m)	January, 2002	8.33	na*	na*		\$20,992	na*	na*
Vanidades ² (bi-wkly)	January 8, 2002	14.74	na*	na*		\$172,770	na*	na*
Vanidades ² (bi-wkly)	January 22, 2002	12.16	na*	na*		\$142,590	na*	na*

¹ Estimated dollars based on rate cards from magazine publishers and/or S.R.D.S.; ² U.S. edition. Dollars estimated at U.S. Hispanic gross rates.
³ Previous-year comparisons for Latina Jan/Feb '02 combined issue are against total of January, 2001 and February, 2001 issues.
* Monitoring for these titles began in Jan, 2002. **Title not published this period.

HispanicMagazineMonitor: Top 50 Brands

Top 50 Brands (by estimated Ad Dollars)				
Rank	Brand/Product Advertised	Brand Parent/Owner	Ad Pages	Estimated Ad Dollars
1	Nissan Altima	Nissan North America, Inc.	9.00	\$153,480
2	WorldVision	WorldVision	8.00	\$116,100
3	Advair Diskus	GlaxoSmithKline Group of Companies	5.00	\$105,000
4	Ford Explorer	Ford Motor Company	4.00	\$85,785
5	Ford	Ford Motor Company	3.00	\$83,700
6	Kool	Brown & Williamson Tobacco Company	6.00	\$79,450
7	Always	Procter & Gamble	8.00	\$78,540
8	Ford Motor Company - Minority Dealer Operations/Minority Supplier Development	Ford Motor Company	5.00	\$75,965
9	State Farm Insurance	State Farm Insurance	4.00	\$72,080
10	Celebrations Chocolates	Mars, Inc.	3.00	\$71,000
11	Viagra	Pfizer, Inc.	4.00	\$68,000
12	La Antidroga	ONDCP	6.00	\$66,520
13	Honda Accord Sedan 2002	American Honda Motor Co., Inc.	3.00	\$64,920
14	American Family Insurance	American Family Mutual Insurance Company	5.00	\$60,405
15	Got Milk?	America's Dairy Farmers and Milk Processors	6.00	\$58,845
16	Toyota Camry	Toyota Motor Sales, U.S.A.	3.00	\$57,500
17	Wal-Mart	Wal-Mart Stores, Inc.	3.00	\$57,500
18	Ford Motor Company - 2002 Hispanic Events Calendar	Ford Motor Company	4.00	\$56,780
19	BCBGirl (fragrance)	Max Azria	2.00	\$54,000

HispanicMagazineMonitor: Top 50 Brands

Top 50 Brands (by estimated Ad Dollars)				
Rank	Brand/Product Advertised	Brand Parent/Owner	Ad Pages	Estimated Ad Dollars
20	Clairol "Hydrience"	Clairol, Inc.	2.00	\$54,000
21	HP Photosmart 618 Digital Camera	Hewlett-Packard Company	2.00	\$54,000
22	John Frieda "Frizz Ease"	John Frieda Professional Hair Care, Inc.	2.00	\$54,000
23	Sam Goody	Musicland Stores Corporation	2.00	\$54,000
24	Sears	Sears, Roebuck & Co.	2.00	\$54,000
25	Telemundo	Telemundo Communications Group, Inc.	2.00	\$54,000
26	United Health Foundation	United Health Foundation	2.00	\$54,000
27	Hemphill Schools	Hemphill Schools	4.32	\$53,200
28	Vicks VapoRub	The Procter & Gamble Company	3.00	\$50,500
29	HP Notebook	Hewlett-Packard Company	3.00	\$48,365
30	Liz Claiborne "Mambo"	Liz Claiborne Cosmetics, Inc.	3.00	\$46,500
31	Bounty	The Procter & Gamble Company	2.00	\$44,000
32	Nissan Xterra 2002	Nissan North America, Inc.	2.00	\$43,785
33	Lancome Paris "Primordiale Intense Night"	L'Oreal USA, Inc.	4.00	\$41,925
34	Tide "Deep Clean"	The Procter & Gamble Company	3.00	\$41,500
35	Tyson	Tyson Foods, Inc.	3.00	\$41,500
36	Infusium 23	Duart Laboratories	2.00	\$40,500
37	Pantene Pro-V	The Procter & Gamble Company	2.00	\$40,500
38	Torengos Tortilla Chips	The Procter & Gamble Company	4.00	\$40,320

HispanicMagazineMonitor: Top 50 Brands

Top 50 Brands (by estimated Ad Dollars)				
Rank	Brand/Product Advertised	Brand Parent/Owner	Ad Pages	Estimated Ad Dollars
39	Charmin "Double Roll"	The Procter & Gamble Company	2.00	\$37,000
40	Samsung N150 Wireless Phone	Samsung Telecommunications America	2.00	\$35,500
41	Infiniti I-35	Nissan North America, Inc.	2.00	\$35,487
42	Bacardi	Bacardi USA, Inc.	2.00	\$34,500
43	Post FruityPebbles	KF Holdings	1.00	\$33,800
44	Delta - Recruitment/Career Diversity	Delta Air Lines, Inc.	2.00	\$31,580
45	Pfizer - Recruitment	Pfizer, Inc.	2.00	\$31,580
46	Salomon Smith Barney	Salomon Smith Barney, Inc.	2.00	\$31,580
47	Honda CR-V	American Honda Motor Co., Inc.	2.00	\$30,813
48	L'Oreal Feria "Multi-Faceted Shimmering Colour"	L'Oreal USA, Inc.	2.00	\$30,240
49	Hyundai Sonata	Hyundai Motor America	1.00	\$29,700
50	CompraloAqui.com	Maya Sales Corp.	3.00	\$29,500
		Top 50 Brands Total:	163.32	\$2,767,445
		<i>(Top 25 as a percent of grand total):</i>	<i>42%</i>	<i>50%</i>
		Grand Total (all Brands)	386.82	\$5,537,947

HispanicMagazineMonitor: Top 50 Advertisers

Top 50 Advertisers (by estimated Ad Dollars)			
Rank	Brand/Product Advertised	Ad Pages	Estimated Ad Dollars
1	The Procter & Gamble Company	23.00	\$332,590
2	Ford Motor Company	17.00	\$329,230
3	Nissan North America, Inc.	13.00	\$232,752
4	Pfizer, Inc.	7.66	\$119,560
5	WorldVision	8.00	\$116,100
6	American Honda Motor Co., Inc.	6.00	\$109,233
7	Sears, Roebuck & Co.	4.00	\$108,000
8	L'Oreal USA, Inc.	10.00	\$107,453
9	GlaxoSmithKline Group of Companies	5.00	\$105,000
10	Toyota Motor Sales, U.S.A.	5.50	\$104,167
11	Hewlett-Packard Company	5.00	\$102,365
12	KF Holdings	3.00	\$87,800
13	State Farm Insurance	5.00	\$86,875
14	Brown & Williamson Tobacco Company	6.00	\$79,450
15	Procter & Gamble	8.00	\$78,540
16	Mars, Inc.	3.00	\$71,000
17	General Motors Corporation	3.00	\$68,795
18	Clairol, Inc.	3.00	\$67,500
19	Target Corporation	4.00	\$67,500

HispanicMagazineMonitor: Top 50 Advertisers

Top 50 Advertisers (by estimated Ad Dollars)			
Rank	Brand/Product Advertised	Ad Pages	Estimated Ad Dollars
20	The Clorox Company	2.50	\$67,500
21	ONDCP	6.00	\$66,520
22	Samsung Telecommunications America	3.00	\$62,500
23	American Family Mutual Insurance Company	5.00	\$60,405
24	America's Dairy Farmers and Milk Processors	6.00	\$58,845
25	Wal-Mart Stores, Inc.	3.00	\$57,500
26	John Frieda Professional Hair Care, Inc.	2.00	\$54,000
27	Max Azria	2.00	\$54,000
28	Musicland Stores Corporation	2.00	\$54,000
29	Telemundo Communications Group, Inc.	2.00	\$54,000
30	United Health Foundation	2.00	\$54,000
31	Hemphill Schools	4.32	\$53,200
32	Clinique Laboratories, Inc.	3.00	\$51,500
33	Liz Claiborne Cosmetics, Inc.	3.00	\$46,500
34	AT&T	2.00	\$41,795
35	DaimlerChrysler Corporation	2.00	\$41,795
36	Tyson Foods, Inc.	3.00	\$41,500
37	Duart Laboratories	2.00	\$40,500
38	Nike, Inc.	3.00	\$40,500

HispanicMagazineMonitor: Top 50 Advertisers

Top 50 Advertisers (by estimated Ad Dollars)			
Rank	Brand/Product Advertised	Ad Pages	Estimated Ad Dollars
39	Maya Sales Corp.	4.00	\$39,500
40	E.T. Browne Drug Co., Inc.	1.98	\$37,260
41	Bacardi USA, Inc.	3.00	\$36,450
42	Colgate-Palmolive Company	3.00	\$36,130
43	Lancaster Group US LLC	2.00	\$33,000
44	Delta Air Lines, Inc.	2.00	\$31,580
45	Pitney Bowes	2.00	\$31,580
46	Salomon Smith Barney, Inc.	2.00	\$31,580
47	Publix Super Markets	4.00	\$30,650
48	Dell Computer Corporation	2.00	\$30,285
49	Hyundai Motor America	1.00	\$29,700
50	Johnson & Johnson	2.00	\$29,590
	Top 50 Brands Total:	225.96	\$3,771,775
	<i>(Top 25 as a percent of grand total):</i>	<i>58%</i>	<i>68%</i>
	Grand Total (all Brands)	386.82	\$5,537,947

January: Inside the Covers Brands/Products Advertised on Covers				
Title (frequency)	Issue Date	First Cover	Second Cover	Third Cover
BuenHogar (m)	January, 2002	Harper's Bazaar	American Family Insurance	Got Milk?
Cosmopolitan en Español (m)	January, 2002	Lancome Paris "Primordiale Intense Night"	Asociacion de la Distrofia Muscular	Kool
Cristina la Revista (m)	January, 2002	American Family Insurance	Advil Liqui-gels	Kool
Glamour en Español (m)	January, 2002	Publix "Jugo de Naranja Publix Premium Calcium Plus"	Thibel "Squeem"	Got Milk?
Hispanic Business (m)	January/February, 2002	Infiniti I-35	Honda CR-V	Lexus RX 300
Hispanic Magazine (m)	January/February, 2002	Ford Explorer 2002	Colgate-Palmolive - Recruitment	Honda Accord Sedan 2002
Latina (m)	January/February, 2002	L'Oreal Feria "Multi-Faceted Shimmering Colour"	Kool	Lancome Paris "Amplicils Panoramic Volume Mascara"
Loft (m)	January/February, 2002	Christian Dior "Higher"	Bancasa	Sony "Cyber-shot"
Maxim en Español (bi-monthly)	December/January, 2002	Kool	Kool	Bacardi
People en Español (m)	December/January, 2002	Ford	Hyundai Sonata 2002	Post FruityPebbles
Prevention en Español (m)	January, 2002	Baptist Health Systems of South Florida - International Division	Walter Mercado	Bigen - Tinte Japones
Selecciones (m)	January, 2002	Nissan Altima 2002	Honda Accord Sedan 2002	na
Teen en Español (m)	January, 2002	Skechers "Michelle-K"	March of Dimes "Acido Folico"	Got Milk?
Vanidades (bi-wkly)	January 8, 2002	Publix Premium Certified Beef	Honda CR-V	Regal Ware "Classica Gold"
Vanidades (bi-wkly)	January 22, 2002	Lancome Paris "Primordiale Intense Night"	Televisa	Dawn - various

HispanicMagazineMonitor: BuenHogar

Buenhogar: January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
1st Cover	Harper's Bazaar	Hearst Communications Inc	Color	1.00	\$6,325
2nd Cover	American Family Insurance	American Family Mutual Insurance Company	Color	1.00	\$6,325
3rd Cover	Got Milk?	America's Dairy Farmers and Milk Processors	Color	1.00	\$6,325
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	3.00	\$18,975

HispanicMagazineMonitor: Cosmopolitan en Español

Cosmopolitan en Español: January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/B&W?	Ad Pages	Estimated Ad Dollars*
1st Cover	Lancome Paris "Primordiale Intense Night"	L'Oreal USA, Inc.	Color	2.00	\$18,275
3	Got Milk?	America's Dairy Farmers and Milk Processors	Color	1.00	\$8,500
5	Pevonia "Botanica"	Pevonia Botanica	Color	1.00	\$8,500
7	Olay "Daily Facials"	The Procter & Gamble Company	Color	1.00	\$8,500
9	Always	Procter & Gamble	Color	1.00	\$8,500
11	Samsung N150 Wireless Phone	Samsung Telecommunications America	Color	1.00	\$8,500
16	WorldVision	WorldVision	Color/B&W	3.00	\$23,375
21	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$8,500
64	Columbia House "Club Musica Latina"	Colombia House	Color	2.00	\$17,000
115	Jairo Ortiz	Jairo Ortiz	Color	1.00	\$8,500
120	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$5,310
121	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$5,310
125	Hemphill Schools	Hemphill Schools	B&W	0.66	\$5,100
2nd Cover	Asociacion de la Distrofia Muscular	Asociacion de la Distrofia Muscular	Color	1.00	\$9,775
3rd Cover	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$10,625
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	17.66	\$154,270

HispanicMagazineMonitor: Cristina la Revista

Cristina la Revista: January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
1st Cover	American Family Insurance	American Family Mutual Insurance Company	Color	1.00	\$11,500
5	Charmin "Double Roll"	The Procter & Gamble Company	Color	1.00	\$10,000
9	Vicks VapoRub	The Procter & Gamble Company	Color	1.00	\$10,000
13	Sierra Mist/Sabritones - Premio Lo Nuestro Contest	PepsiCo, Inc.	Color	1.00	\$10,000
15	Dawn "Fresh Escapes"	The Procter & Gamble Company	Color	1.00	\$10,000
21	Always	Procter & Gamble	Color	1.00	\$10,000
33	Campana Nacional Para Prevenir el Embarazo en Adolescentes	Campana Nacional Para Prevenir el Embarazo en Adolescentes	B&W	1.00	\$7,500
65	WorldVision	WorldVision	Color	1.00	\$20,000
67	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$10,000
71	Hemphill Schools	Hemphill Schools	B&W	1.00	\$7,500
73	Radio Unica	Radio Unica	Color	2.00	\$20,000
76	Skin Success Moisturizing Fade Cream	E.T. Browne Drug Co., Inc.	Color	0.33	\$4,500
77	Palmer's Cocoa Butter Formula	E.T. Browne Drug Co., Inc.	Color	0.33	\$4,500
78	Torengos Tortilla Chips	The Procter & Gamble Company	Color	1.00	\$10,000
87	Cruz de la Fortuna	Maya Sales Corp.	Color	1.00	\$10,000
93	Aderogyl-15	Aventis Pharma, S.A. de C.V.	Color	0.66	\$8,000

HispanicMagazineMonitor: Cristina la Revista

Cristina la Revista: January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd Cover	Advil Liqui-gels	American Home Products Corporation	Color	1.00	\$11,500
3rd Cover	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$12,500
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	17.32	\$187,500

HispanicMagazineMonitor: Glamour en Español

Glamour en Español: January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
1st Cover	Publix "Jugo de Naranja Publix Premium Calcium Plus"	Publix Super Markets	Color	2.00	\$7,000
3	Advil Liqui-gels	American Home Products Corporation	Color	1.00	\$3,500
5	Creative Nail Design "SolarOil"	Creative Nail Design, Inc.	Color	1.00	\$3,500
6	X-Tox	Alternative Medical Technologies, Inc.	Color	0.33	\$1,155
7	Newport	Lorillard Tobacco Company	Color	1.00	\$3,500
8	Nissan Altima 2002	Nissan North America, Inc.	Color	1.00	\$3,500
8	Oggetti "Honora" (jewelry)	Oggetti	Color	0.33	\$1,155
11	Golden Sun Shampoos (various)	Golden Sun Products	Color	1.00	\$3,500
15	Always	Procter & Gamble	Color	1.00	\$3,500
17	Vicks Dayquil	The Procter & Gamble Company	Color	0.50	\$1,750
19	Tide "Deep Clean"	The Procter & Gamble Company	Color	1.00	\$3,500
22	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$1,750
23	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$1,750
27	Touche Balneaire	Alternativa de Moda (Colombia)	Color	1.00	\$3,500
31	Vicks Nyquil	The Procter & Gamble Company	Color	0.50	\$1,750
35	Thibel "Squeem"	Thibel Corp.	Color	1.00	\$3,500
37	Thibel "Squeem"	Thibel Corp.	Color	1.00	\$3,500
41	La Antidroga	ONDCP	Color	1.00	\$3,500
45	Perfumeland	Perfumeland, Inc.	Color	1.00	\$3,500

HispanicMagazineMonitor: Glamour en Español

Glamour en Español: January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
48	Expo Salud & Belleza	Impakt Productions	Color	1.00	\$3,500
95	Linea de la Luz/Linea de Omi Diero	Linea de la Luz/Linea de Omi Diero	Color	0.33	\$1,155
2nd Cover	Thibel "Squeem"	Thibel Corp.	Color	1.00	\$3,500
3rd Cover	Got Milk?	America's Dairy Farmers and Milk Processors	Color	1.00	\$3,500
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	19.99	\$69,965

HispanicMagazineMonitor: Hispanic Business

Hispanic Business: January/February, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
1st Cover	Infiniti I-35	Nissan North America, Inc.	Color	2.00	\$35,487
2	HP Notebook	Hewlett-Packard Company	Color	2.00	\$33,570
5	American Family Insurance	American Family Mutual Insurance Company	Color	1.00	\$16,785
7	Salomon Smith Barney	Salomon Smith Barney, Inc.	Color	1.00	\$16,785
8	Stuttering Foundation of America	Stuttering Foundation of America	B&W	0.33	\$6,147
9	Entel Call Center	Entel Call Center	Color	1.00	\$16,785
11	Land Rover Discovery Series II	Land Rover North America	Color	1.00	\$16,785
13	Oracle - Small Business	Oracle Corporation	Color	1.00	\$16,785
15	Enterprise Rent-a-Car Careers	Enterprise Rent-A-Car Company	Color	1.00	\$16,785
17	Texas Lottery - Supplier Diversity	Texas Lottery	Color	1.00	\$16,785
21	Ford Motor Company - Minority Dealer Operations/Minority Supplier Development	Ford Motor Company	Color	1.00	\$16,785
23	Dell PowerEdge Servers	Dell Computer Corporation	Color	1.00	\$16,785
25	State Farm Insurance	State Farm Insurance	Color	1.00	\$16,785
27	Freddie Mac - Recruitment	Freddie Mac	Color	1.00	\$16,785
29	Toyota - Global Earth Charter	Toyota Motor Sales, U.S.A.	Color	1.00	\$16,785
31	GE - Recruitment	General Electric Company	B&W	1.00	\$12,817
33	Delta - Recruitment/Career Diversity	Delta Air Lines, Inc.	Color	1.00	\$16,785
35	Pfizer - Recruitment	Pfizer, Inc.	Color	1.00	\$16,785
37	Nissan Altima 2002	Nissan North America, Inc.	Color	1.00	\$16,785

HispanicMagazineMonitor: Hispanic Business

Hispanic Business: January/February, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
39	Xerox - Recruitment	Xerox Corporation	Color	1.00	\$16,785
41	Pitney Bowes (Supplier Development Program)	Pitney Bowes	Color	1.00	\$16,785
43	WHotels - New York Times Square	WHotels	Color	1.00	\$16,785
45	Nissan Xterra 2002	Nissan North America, Inc.	Color	1.00	\$16,785
47	Hyatt Careers	Hyatt Hotels & Resorts	B&W	1.00	\$12,817
49	AAA - Diversity/Recruitment	American Automobile Association	B&W	0.50	\$9,102
49	Business Credit Solutions	Business Credit Solutions	Color	0.50	\$13,097
53	Toyota Rav4	Toyota Motor Sales, U.S.A.	Color	1.00	\$16,785
58	Tuck School of Business - Minority Business Executive Program	Tuck School of Business at Dartmouth	B&W	0.25	\$5,371
58	CSC Careers	CSC	Color	0.25	\$9,408
58	Wendy's International, Inc.	Wendy's International, Inc.	Color	0.50	\$13,097
61	Toyota Motor Sales - Recruitment	Toyota Motor Sales, U.S.A.	Color	0.50	\$13,097
61	Duke Energy - Supplier Diversity	Duke Energy	B&W	0.33	\$6,147
2nd Cover	Honda CR-V	American Honda Motor Co., Inc.	Color	1.00	\$18,163
3rd Cover	Lexus RX 300	Toyota Motor Sales, USA	Color	1.00	\$19,671
			Totals:	31.16	\$543,691

HispanicMagazineMonitor: Hispanic Magazine

Hispanic Magazine: January/February, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
1st Cover	Ford Explorer 2002	Ford Motor Company	Color	2.00	\$31,785
3	State Farm Insurance	State Farm Insurance	Color	1.00	\$14,795
5	Salomon Smith Barney	Salomon Smith Barney, Inc.	Color	1.00	\$14,795
7	Nissan Altima 2002	Nissan North America, Inc.	Color	1.00	\$14,795
8	Diabetes Education	National Institutes of Health	B&W	0.33	\$8,895
9	Continental Airlines	Continental Airlines	Color	1.00	\$14,795
11	AT&T - Sponsored Programs ("OnStage")	AT&T	Color	1.00	\$14,795
13	ChevronTexaco	ChevronTexaco Corporation	Color	1.00	\$14,795
15	Andersen	Andersen	Color	1.00	\$14,795
16	Ford Motor Company - Minority Dealer Operations/Minority Suuplier Development	Ford Motor Company	Color	1.00	\$14,795
16	Ford Motor Company - 2002 Hispanic Events Calendar	Ford Motor Company	B&W	4.00	\$56,780
16	Ford Motor Company - Minority Dealer Operations/Minority Suuplier Development	Ford Motor Company	Color	1.00	\$14,795
19	AOL Time Warner - Corporate Diversity	AOL Time Warner Inc.	Color	1.00	\$14,795
21	State Farm Insurance - Recruitment	State Farm Insurance	Color	1.00	\$14,795
23	Jeep Liberty Limited Edition	DaimlerChrysler Corporation	Color	1.00	\$14,795
25	Johnson & Johnson - Recruitment	Johnson & Johnson	Color	1.00	\$14,795
27	Just for Men	Combe Incorporated	Color	1.00	\$14,795
29	TIAA-CREF - Recruitment	Teachers Insurance and Annuity Association College Retirement Equities Fund	Color	1.00	\$14,795
30	Ford Motor Company - Minority Dealer Operations/Minority Suuplier Development	Ford Motor Company	Color	2.00	\$29,590

HispanicMagazineMonitor: Hispanic Magazine

Hispanic Magazine: January/February, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
35	HP Notebook	Hewlett-Packard Company	Color	1.00	\$14,795
37	Pitney Bowes - Recruitment	Pitney Bowes	Color	1.00	\$14,795
39	American Family Insurance	American Family Mutual Insurance Company	Color	1.00	\$14,795
43	Chevy Trailblazer 2002	General Motors Corporation	Color	1.00	\$14,795
47	Delta - Recruitment/Career Diversity	Delta Air Lines, Inc.	Color	1.00	\$14,795
49	U.S. Hispanic Chamber of Commerce "September 2001 Annual Convention"	U.S. Hispanic Chamber of Commerce	Color	0.50	\$12,040
49	Vivendi Universal - Recruitment	Vivendi Universal - Recruitment	Color	0.50	\$12,040
51	Pfizer - Recruitment	Pfizer, Inc.	Color	1.00	\$14,795
53	Johnson & Johnson - Minority & Women Business Supplier Outreach Program	Johnson & Johnson	Color	1.00	\$14,795
55	Morgan Stanley - Recruitment	Morgan Stanley Dean Witter & Co.	Color	1.00	\$14,795
57	Coors - Supplier Diversity	Coors Brewing Company	Color	1.00	\$14,795
59	Nordstrom/Hispanic Magazine - 2002 Teacher of the Year	Nordstrom	Color	1.00	\$14,795
63	Shell - Supplier Diversity	Shell Oil Company	Color	1.00	\$14,795
67	Tricon - Supplier Diversity	Tricon Global Restaurants, Inc.	Color	1.00	\$14,795
71	IRS - Recruitment	Department of the Treasury - Internal Revenue Service	Color	1.00	\$14,795
73	Robert Half International - Recruitment	Robert Half International, Inc.	Color	0.50	\$12,040
73	Foreign Service	U.S. Department of State	B&W	0.50	\$10,200
75	NIH - Undergraduate Scholarship Program	National Institutes of Health	Color	1.00	\$14,795
79	Hispanic Today	U.S. Hispanic Chamber of Commerce	Color	1.00	\$14,795

HispanicMagazineMonitor: Hispanic Magazine

Hispanic Magazine: January/February, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd Cover	Colgate-Palmolive - Recruitment	Colgate-Palmolive Company	Color	1.00	\$16,630
3rd Cover	Honda Accord Sedan 2002	American Honda Motor Co., Inc.	Color	1.00	\$17,520
			Totals:	42.33	\$651,370

Latina: January/February, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
1st Cover	L'Oreal Feria "Multi-Faceted Shimmering Colour"	L'Oreal USA, Inc.	Color	2.00	\$30,240
2	Burdines - Ralph Lauren "Glamorous"	Burdines	Color	2.00	\$27,000
3	Nissan Altima 2002	Nissan North America, Inc.	Color	2.00	\$27,000
7	Clinique "High Impact Eye Shadow Duo"	Clinique Laboratories, Inc.	Color	1.00	\$13,500
9	Nike "Air Terra Contego"	Nike, Inc.	Color	1.00	\$13,500
10	Nike "Enjoy the Weather"	Nike, Inc.	Color	2.00	\$27,000
13	Pepsi	PepsiCo, Inc.	Color	1.00	\$13,500
15	Dell	Dell Computer Corporation	Color	1.00	\$13,500
16	Aveda "Sap Moss"	Aveda	Color	0.33	\$5,130
17	Aveda "Sap Moss"	Aveda	Color	1.00	\$13,500
19	Honda CR-V 2002	American Honda Motor Co., Inc.	Color	1.00	\$13,500
20	Palmer's Skin Success	E.T. Browne Drug Co., Inc.	Color	0.33	\$5,130
21	Dawn - various	The Procter & Gamble Company	Color	1.00	\$13,500
23	Matrix "Redlights Color Highlighting System"	L'Oreal USA, Inc.	Color	1.00	\$13,500
24	L'eggs Care	L'eggs Products, Inc.	Color	1.00	\$13,500
26	Ad Council - AboutLD.org	Ad Council	B&W	1.00	\$9,113
27	Schering/Key "Salud. A guide to good health for Latinas"	Schering/Key	Color	1.00	\$13,500
29	Clairol Herbal Essence "Intensive Blends"	Clairol, Inc.	Color	1.00	\$13,500
30	Target Stores	Target Corporation	Color	1.00	\$13,500

HispanicMagazineMonitor: Latina

Latina: January/February, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
33	Liz Claiborne "Mambo"	Liz Claiborne Cosmetics, Inc.	Color	1.00	\$13,500
35	Diflucan	Pfizer, Inc.	Color	1.66	\$19,980
37	America's Promise	Boys & Girls Clubs of America	B&W	1.00	\$9,113
38	Infusium 23	Duart Laboratories	Color	1.00	\$13,500
40	Colgate "2 in 1 Icy Blast Whitening"	Colgate-Palmolive Company	Color	1.00	\$13,500
43	Vicks VapoRub	The Procter & Gamble Company	Color	1.00	\$13,500
45	Pantene Pro-V	The Procter & Gamble Company	Color	1.00	\$13,500
46	Wal-Mart	Wal-Mart Stores, Inc.	Color	1.00	\$13,500
48	Tyson	Tyson Foods, Inc.	Color	1.00	\$13,500
51	State Farm Insurance	State Farm Insurance	Color	1.00	\$13,500
52	Striae Stretch Mark Crème	Regenetrol Labs	Color	0.33	\$5,130
53	HBO Latino	Home Box Office	Color	1.00	\$13,500
55	Toyota Camry	Toyota Motor Sales, U.S.A.	Color	1.00	\$13,500
57	Always	Procter & Gamble	Color	1.00	\$13,500
59	Newport	Lorillard Tobacco Company	Color	1.00	\$13,500
60	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$8,100
61	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$8,100
62	American Family on PBS	Public Broadcasting System	Color	1.00	\$13,500
93	La Antidroga	ONDPCP	Color	1.00	\$13,500

HispanicMagazineMonitor: Latina

Latina: January/February, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
97	WorldVision	WorldVision	Color	2.00	\$45,225
98	Target "Club Wedd Gift Registry"	Target Corporation	Color	2.00	\$27,000
101	EGL USA	European Gemological Laboratory	Color	1.00	\$13,500
102	Jolen Crème Bleach	J.L. Freeman, Inc.	Color	0.33	\$5,130
103	Frederick's of Hollywood	Frederick's of Hollywood	Color	0.50	\$8,100
103	Mexicana Airlines/Latina Magazine "How-it-all-Began Contest"	Mexicana Airlines/Latina Magazine	Color	0.50	\$8,100
105	Macy's "BridesMaids Dresses"	Federated Department Stores, Inc.	Color	1.00	\$13,500
107	Eterno Amor by Phyllis Bergman	Mercury Ring Corp.	Color	1.00	\$13,500
108	JC Penney "Registro de Regalos"	JC Penney	Color	1.00	\$13,500
110	Tahitian Noni Juice	Morinda, Inc.	Color	1.00	\$13,500
117	Palmer's "Cocoa Butter Formula"	E.T. Browne Drug Co., Inc.	Color	0.33	\$5,130
2nd Cover	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$15,525
3rd Cover	Lancome Paris "Amplicils Panoramic Volume Mascara"	L'Oreal USA, Inc.	Color	1.00	\$17,888
			Totals:	52.31	\$731,634

HispanicMagazineMonitor: Loft

Loft: January/February, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
1st Cover	Christian Dior "Higher"	Christian Dior Perfumes Inc.	B&W	1.00	\$2,300
3	Rolex "Oyster Perpetual Explorer II"	Rolex Watch U.S.A., Inc.	Color	1.00	\$1,950
4	Lucky Strike	Brown & Williamson Tobacco Corp.	Color	2.00	\$3,900
11	Absolut "Mandrin"	Absolut	Color	1.00	\$1,950
15	Ralph Lauren "Romance"	L'Oreal USA, Inc.	Color	1.00	\$1,950
17	Giorgio Armani "Acqua di Gio"	L'Oreal USA, Inc.	Color	1.00	\$1,950
19	Time Force "Zapper Chronograph"	Time Force México, S.A. de C.V.	Color	1.00	\$1,950
21	Robert's "Cornelliani"	Robert's	Color	1.00	\$1,950
29	Berger Joyeros "Corum Swiss Timepieces"	Berger Joyeros	Color	1.00	\$1,950
31	Campana contra Anorexia	Universidad de Antioquia	Color	1.00	\$1,950
45	Intel	Intel	Color	1.00	\$1,950
61	Bulgari "BLV Pour Homme"	Bulgari Corporation of America	Color	1.00	\$1,950
69	Heinekin	Heineken USA, Inc.	Color	1.00	\$1,950
81	Jose Cuervo	Guinness UDV	Color	1.00	\$1,950
105	Bacardi "ZuZu"	Bacardi USA, Inc.	Color	1.00	\$1,950
107	Cartier	Cartier, Inc.	Color	1.00	\$1,950
108	PSN	PSN	Color	1.00	\$1,950
122	Piola Pizza	Piola Pizza	Color	1.00	\$1,950
127	Omega "Constellation Quadra"	Omega Watch Company	Color	1.00	\$1,950

HispanicMagazineMonitor: Loft

Loft: January/February, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
129	Casas Riegner Gallery	Casas Riegner Gallery	Color	1.00	\$1,950
133	Ungaro Pour L'Homme III	Emanuel Ungaro	Color	1.00	\$1,950
135	Roche Bobois	Roche Bobois	Color	1.00	\$1,950
137	Luminaire	Luminaire	Color	1.00	\$1,950
139	Baume & Mercier	Baume & Mercier, Inc.	Color	1.00	\$1,950
140	Gatopardo.com	Grupo de Publicaciones Latinoamericanas S.A.	Color	1.00	\$1,950
143	Momo Design Watches	AIC Performance	Color	1.00	\$1,950
2nd Cover	Bancasa	Bancasa International Corporation	Color	1.00	\$2,195
3rd Cover	Sony "Cyber-shot"	Sony Latin America, Inc.	Color	1.00	\$2,495
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	29.00	\$57,690

HispanicMagazineMonitor: Maxim en Español

Maxim en Español: December/January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
1st Cover	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$6,900
1	Showtime Boxing	Showtime Networks, Inc.	Color	1.00	\$6,000
3	Crown Royal	Joseph E. Seagram & Sons	Color	1.00	\$6,000
5	A. Jaffe	A. Jaffe	Color	1.00	\$6,000
7	Tommy Hilfiger "T" (fragrance)	Tommy Hilfiger	Color	1.00	\$6,000
9	Trojan Condoms	Armcell, LLC	Color	1.00	\$6,000
11	Budweiser	Anheuser-Busch Companies, Inc.	Color	1.00	\$6,000
17	Davidoff "Cool Water"	Lancaster Group US LLC	Color	1.00	\$6,000
30	Mennen "Speed Stick"	Colgate-Palmolive Company	Color	1.00	\$6,000
33	Bud Light	Anheuser-Busch Companies, Inc.	Color	1.00	\$6,000
37	Liz Claiborne "Mambo"	Liz Claiborne Cosmetics, Inc.	Color	1.00	\$6,000
41	Newport	Lorillard Tobacco Company	Color	1.00	\$6,000
57	Skechers Collection Footwear	Skechers USA, Inc.	Color	1.00	\$6,000
67	Bulova	Bulova Corporation	Color	1.00	\$6,000
93	HBO Latino	Home Box Office	Color	1.00	\$6,000
97	Columbia House "Club Musica Latina"	Colombia House	Color	2.00	\$12,000
102	Avirex	Avirex	Color	1.00	\$6,000
114	Playboy TV "Latin Lover"	Playboy TV International LLC	Color	1.00	\$6,000
122	Heineken	Heineken USA, Inc.	Color	1.00	\$6,000

HispanicMagazineMonitor: Maxim en Español

Maxim en Español: December/January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
123	Heineken	Heineken USA, Inc.	Color	0.33	\$2,700
2nd Cover	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$6,900
3rd Cover	Bacardi	Bacardi USA, Inc.	Color	1.00	\$7,500
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	22.33	\$138,000

People en Español: December/January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
1st Cover	Ford	Ford Motor Company	Color	2.00	\$56,700
2	Wal-Mart	Wal-Mart Stores, Inc.	Color	1.00	\$27,000
4	Healing Garden Waters (fragrance)	COTY US, LLC	Color	1.00	\$27,000
6	John Frieda "Frizz Ease"	John Frieda Professional Hair Care, Inc.	Color	2.00	\$54,000
9	Clinique "Aromatics Elixir"	Clinique Laboratories, Inc.	Color	1.00	\$27,000
10	Clairol "Hydrience"	Clairol, Inc.	Color	2.00	\$54,000
16	Chicano Visions: American Painters on the Verge	Target Corporation	Color	1.00	\$27,000
21	Liz Claiborne "Mambo"	Liz Claiborne Cosmetics, Inc.	Color	1.00	\$27,000
23	Infusium 23	Duart Laboratories	Color	1.00	\$27,000
24	BCBGirl (fragrance)	Max Azria	Color	2.00	\$54,000
26	Terra.com	Terra-Lycos	Color	1.00	\$27,000
28	Alize "Red Passion" (wine)	Kobrand Corp	Color	1.00	\$27,000
31	Citizen "Eco-Drive"	Citizen Watch Company of America, Inc.	Color	1.00	\$27,000
32	United Health Foundation	United Health Foundation	Color	2.00	\$54,000
37	Vicks Nyquil	The Procter & Gamble Company	Color	0.50	\$13,500
38	Today's Military	U.S. Military	Color	1.00	\$27,000
41	Jell-O	KF Holdings	Color	1.00	\$27,000
42	Post FruityPebbles/Cocoa Pebbles	KF Holdings	Color	1.00	\$27,000
45	Vicks Dayquil	The Procter & Gamble Company	Color	0.50	\$13,500

HispanicMagazineMonitor: People en Español

People en Español: December/January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
47	Davidoff "Cool Water Woman"	Lancaster Group US LLC	Color	1.00	\$27,000
48	Celebrations Chocolates	Mars, Inc.	Color	1.00	\$27,000
52	Chevy Impala LS	General Motors Corporation	Color	1.00	\$27,000
55	Adidas "Moves" (fragrance)	Adidas International	Color	1.00	\$27,000
56	Rums of Puerto Rico (Ron Bacardi Superior)	Puerto Rico Industrial Development Company	Color	0.33	\$9,000
57	Bacardi	Bacardi USA, Inc.	Color	1.00	\$27,000
58	Samsung N150 Wireless Phone	Samsung Telecommunications America	Color	1.00	\$27,000
61	Garanimals	Garan, Inc.	Color	1.00	\$27,000
63	Sears "Kenmore"	Sears, Roebuck & Co.	Color	1.00	\$27,000
65	Ford Focus ZX5	Ford Motor Company	Color	1.00	\$27,000
67	Advair Diskus	GlaxoSmithKline Group of Companies	Color	2.00	\$54,000
71	HP Photosmart 618 Digital Camera	Hewlett-Packard Company	Color	1.00	\$27,000
73	HP Photosmart 618 Digital Camera	Hewlett-Packard Company	Color	1.00	\$27,000
74	Nissan Altima 2002	Nissan North America, Inc.	Color	2.00	\$54,000
83	Lancers "Rose"	Palm Bay Imports Inc.	Color	1.00	\$27,000
84	Sears	Sears, Roebuck & Co.	Color	2.00	\$54,000
88	Got Milk?	America's Dairy Farmers and Milk Processors	Color	1.00	\$27,000
91	Toyota Camry	Toyota Motor Sales, U.S.A.	Color	1.00	\$27,000
94	Sam Goody	Musicland Stores Corporation	Color	2.00	\$54,000

HispanicMagazineMonitor: People en Español

People en Español: December/January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
97	Ferrero Rocher	Ferrero U.S.A., Inc.	Color	1.00	\$27,000
101	Charmin "Double Roll"	The Procter & Gamble Company	Color	1.00	\$27,000
103	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$27,000
106	Chevy Malibu	General Motors Corporation	Color	1.00	\$27,000
109	Tide "Deep Clean"	The Procter & Gamble Company	Color	1.00	\$27,000
110	Verizon	Verizon Communications	Color	1.00	\$27,000
113	Nissan Xterra 2002	Nissan North America, Inc.	Color	1.00	\$27,000
115	Vicks VapoRub	The Procter & Gamble Company	Color	1.00	\$27,000
116	Celebrations Chocolates	Mars, Inc.	Color	1.00	\$27,000
121	La Antidroga	ONDCP	Color	1.00	\$27,000
125	Sears "Bulova"	Sears, Roebuck & Co.	Color	1.00	\$27,000
126	Clorox 2/Clorox Ultra Bleach	The Clorox Company	Color	0.50	\$13,500
129	Samsung N200 Wireless Phone	Samsung Telecommunications America	Color	1.00	\$27,000
130	Chrysler Sebring	DaimlerChrysler Corporation	Color	1.00	\$27,000
133	International Delight (coffee creamer)	Suiza Foods Corporation	Color	1.00	\$27,000
135	Pantene Pro-V	The Procter & Gamble Company	Color	1.00	\$27,000
136	Pine-Sol	The Clorox Company	Color	1.00	\$27,000
139	American Red Cross	American Red Cross	Color	1.00	\$27,000
141	Always	Procter & Gamble	Color	1.00	\$27,000

HispanicMagazineMonitor: People en Español

People en Español: December/January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
142	Vacune su Bebe	U.S. Department of Health & Human Services	B&W	1.00	\$27,000
144	Herbalife	Herbalife International, Inc.	Color	1.00	\$27,000
146	Telemundo	Telemundo Communications Group, Inc.	Color	1.00	\$27,000
150	Nestle Carnation Evaporated Milk	Nestle USA, Inc.	Color	1.00	\$27,000
152	Clorox Disinfecting Wipes	The Clorox Company	Color	1.00	\$27,000
155	Bounty	The Procter & Gamble Company	Color	1.00	\$27,000
156	Ford	Ford Motor Company	Color	1.00	\$27,000
160	Ford Explorer 2002	Ford Motor Company	Color	2.00	\$54,000
164	Telemundo	Telemundo Communications Group, Inc.	Color	1.00	\$27,000
166	Cingular "Family Talk"	Cingular Wireless LLC	Color	1.00	\$27,000
169	Coca-Cola	The Coca-Cola Company	Color	1.00	\$27,000
170	Honda Accord Sedan 2002	American Honda Motor Co., Inc.	Color	1.00	\$27,000
172	Skin Success Moisturizing Fade Cream	E.T. Browne Drug Co., Inc.	Color	0.33	\$9,000
173	Palmer's Cocoa Butter Formula	E.T. Browne Drug Co., Inc.	Color	0.33	\$9,000
175	Marc Anthony "Libre"	Sony Music Entertainment, Inc.	Color	1.00	\$27,000
176	AT&T Wireless/Nokia	AT&T	Color	1.00	\$27,000
179	State Farm Insurance	State Farm Insurance	Color	1.00	\$27,000
180	Hofstra University Honors College	Hofstra University	Color	1.00	\$27,000
183	Blockbuster Gift Card	Blockbuster, Inc.	Color	1.00	\$27,000

HispanicMagazineMonitor: People en Español

People en Español: December/January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	Hyundai Sonata 2002	Hyundai Motor America	Color	1.00	\$29,700
3rd cover	Post FruityPebbles	KF Holdings	Color	1.00	\$33,800
			Totals:	84.49	\$2,293,700

HispanicMagazineMonitor: Prevention en Español

Prevention en Español: January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
1st Cover	Baptist Health Systems of South Florida - International Division	Baptist Health Systems of South Florida	Color	1.00	\$3,000
3	Paramahansa Yogananda	Self-Realization Fellowship	Color	1.00	\$3,000
5	La Antidroga	ONDCP	Color	1.00	\$3,000
7	Radio Unica	Radio Unica	Color	1.00	\$3,000
15	Vitamina "C" Vitrexon	Laboratorios Vargas	Color	1.00	\$3,000
17	Sanol Primeros Auxilios	Sanol Primeros Auxilios	Color	1.00	\$3,000
19	Make-A-Wish Foundation	Make-A-Wish Foundation	Color	1.00	\$3,000
23	Asics "Gel Kayano VII"	CrossPort de Venezuela, c.a.	Color	1.00	\$3,000
25	Kiaddon - Ginkgo biloba	Merck & Co., Inc.	Color	1.00	\$3,000
27	Kiaddon - Ginkgo biloba	Merck & Co., Inc.	Color	1.00	\$3,000
96	Cancer Research Foundation of America	Cancer Research Foundation of America	B&W	1.00	\$3,000
124	Diabetes Education	National Institutes of Health	B&W	1.00	\$3,000
2nd cover	Walter Mercado	Walter Mercado	Color	1.00	\$3,000
3rd cover	Bigen - Tinte Japones	Bigen	Color	1.00	\$3,000
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	14.00	\$42,000

HispanicMagazineMonitor: Selecciones

Selecciones: January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
1st cover	Nissan Altima 2002	Nissan North America, Inc.	Color	2.00	\$37,400
2	Tyson	Tyson Foods, Inc.	Color	1.00	\$17,000
7	Celebrations Chocolates	Mars, Inc.	Color	1.00	\$17,000
9	Advair Diskus	GlaxoSmithKline Group of Companies	Color	3.00	\$51,000
12	Wal-Mart	Wal-Mart Stores, Inc.	Color	1.00	\$17,000
15	Toyota Camry	Toyota Motor Sales, U.S.A.	Color	1.00	\$17,000
17	Hemphill Schools	Hemphill Schools	Color	2.00	\$34,000
24	Viagra	Pfizer, Inc.	Color	4.00	\$68,000
105	Bounty	The Procter & Gamble Company	Color	1.00	\$17,000
107	La Antidroga	ONDCP	Color	1.00	\$17,000
2nd cover	Honda Accord Sedan 2002	American Honda Motor Co., Inc.	Color	1.00	\$20,400
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	18.00	\$312,800

HispanicMagazineMonitor: Teen en Español

Teen en Español: January, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
1st cover	Skechers "Michelle-K"	Skechers USA, Inc.	Color	2.00	\$5,040
3	Always	Procter & Gamble	Color	1.00	\$2,520
5	La Antidroga	ONDCP	Color	1.00	\$2,520
7	Always	Procter & Gamble	Color	1.00	\$2,520
9	Walter Mercado	Walter Mercado	Color	0.33	\$832
15	Crest "Dual Action Whitening"	The Procter & Gamble Company	Color	1.00	\$2,520
2nd cover	March of Dimes "Acido Folico"	March of Dimes Birth Defects Foundation	Color	1.00	\$2,520
3rd cover	Got Milk?	America's Dairy Farmers and Milk Processors	Color	1.00	\$2,520
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	8.33	\$20,992

HispanicMagazineMonitor: Vanidades (January 8, 2002)

Vanidades: January 8, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
1st cover	Publix Premium Certified Beef	Publix Super Markets	Color	2.00	\$23,650
3	Got Milk?	America's Dairy Farmers and Milk Processors	Color	1.00	\$11,000
5	American Family Insurance	American Family Mutual Insurance Company	Color	1.00	\$11,000
17	WorldVision	WorldVision	B&W	2.00	\$27,500
27	Tide "Deep Clean"	The Procter & Gamble Company	Color	1.00	\$11,000
34	Tyson	Tyson Foods, Inc.	Color	1.00	\$11,000
39	Prescriptives "False Eyelashes" /Burdines	Estee Lauder Companies Inc.	Color	1.00	\$11,000
106	Faja Modeladora "Countour"	Tritex Corp.	Color	1.00	\$11,000
111	Hemphill Schools	Hemphill Schools	B&W	0.66	\$6,600
114	na	na	B&W	0.33	\$3,715
115	Modern Schools	Modern Schools	Color	0.25	\$2,750
119	Centro de Cirugia Plastica de Beverly Hills	Centro de Cirugia Plastica de Beverly Hills	B&W	0.50	\$5,155
121	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$11,000
2nd cover	Honda CR-V	American Honda Motor Co., Inc.	Color	1.00	\$12,650
3rd cover	Regal Ware "Classica Gold"	Regal Ware, Inc.	Color	1.00	\$13,750
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	14.74	\$172,770

HispanicMagazineMonitor: Vanidades (January 22, 2002)

Vanidades: January 22, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
1st cover	Lancome Paris "Primordiale Intense Night"	L'Oreal USA, Inc.	Color	2.00	\$23,650
3	Clinique "Moisture Surge Eye Gel"	Clinique Laboratories, Inc.	Color	1.00	\$11,000
5	Carnival "Quinceanera 2002"	Carnival Cruise Lines	Color	1.00	\$11,000
27	Siete Azahares Te Herbal	Tadin Herb & Tea Co.	Color	1.00	\$11,000
29	Physioderm Spa	Physioderm Spa	Color	1.00	\$11,000
35	American Family on PBS	Public Broadcasting System	Color	1.00	\$11,000
41	Always	Procter & Gamble	Color	1.00	\$11,000
106	Chaleco Contour	Tritex Corp.	Color	1.00	\$11,000
110	na	na	B&W	0.33	\$3,715
115	Modern Schools	Modern Schools	Color	0.33	\$4,950
119	Walter Mercado	Walter Mercado	Color	0.50	\$6,875
2nd cover	Televisa	Televisa	Color	1.00	\$12,650
3rd cover	Dawn - various	The Procter & Gamble Company	Color	1.00	\$13,750
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	12.16	\$142,590