
The HispanicMagazineMonitor Report.

Brand and Advertiser Report for the Month of June, 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 style="text-align: center;">Box-Score Ad Page Counts and Estimated Dollars for June, 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)
Architectural Digest en Español ² (m)	June, 2002	18.16	na*	na*	\$80,820	na*	na*
BuenHogar ² (m)	June, 2002	4.00	19.00	-78.95%	\$25,025	\$107,525	-76.73%
Cosmopolitan en Español ² (m)	June, 2002	20.48	13.32	53.75%	\$164,235	\$133,347	23.16%
Cristina la Revista ² (m)	June, 2002	40.65	na*	na*	\$422,810	na*	na*
Discover en Español ² (m)	June, 2002	8.33	na*	na*	\$22,775	na*	na*
Estylo (bi-monthly)	June/July, 2002	32.33	na*	na*	\$200,950	na*	na*
Glamour en Español ² (m)	June, 2002	41.00	na*	na*	\$200,400	na*	na*
Hispanic Business (m)	June, 2002	58.15	69.14	-15.90%	\$995,578	\$1,174,992	-15.27%
Hispanic Magazine (m)	June, 2002	29.33	36.83	-20.36%	\$442,305	\$513,495	-13.86%
Latina (m)	June, 2002	61.31	65.00	-5.68%	\$964,848	\$956,430	0.88%
Latino Leaders (bi-monthly)	June/July, 2002	11.33	na*	na*	\$94,188	na*	na*
Loft ² (m)	May/June, 2002	37.00	na*	na**	\$150,300	na*	na**
Marie Claire en Español ² (m)	June, 2002	3.00	na*	na*	\$7,100	na*	na*
Maxim en Español ² (bi-monthly)	June/July, 2002	15.66	na*	na**	\$97,200	na*	na**
Men's Fitness en Español ² (m)	June, 2002	11.00	na*	na*	\$33,000	na*	na*
Men's Health en Español ² (m)	June, 2002	4.50	na*	na*	\$28,610	na*	na*
Mira! (bi-weekly)	June 4, 2002	12.16	na*	na*	\$71,830	na*	na*
Mira! (bi-weekly)	June 18, 2002	13.16	na*	na*	\$77,330	na*	na*
Motor Trend en Español ² (m)	June, 2002	14.33	na*	na*	\$45,225	na*	na*

<p style="text-align: center;">Box-Score Ad Page Counts and Estimated Dollars for June, 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)
National Geographic en Español ² (m)	June, 2002	5.00	na*	na*		\$16,200	na*	na*
Newsweek en Español ² (w)	June 5, 2002	9.50	na*	na*		\$30,400	na*	na*
Newsweek en Español ² (w)	June 12, 2002	7.50	na*	na*		\$24,000	na*	na*
Newsweek en Español ² (w)	June 19, 2002	8.83	na*	na*		\$28,256	na*	na*
Newsweek en Español ² (w)	June 26, 2002	8.33	na*	na*		\$26,656	na*	na*
Ocean Drive en Español (bi-monthly)	May/June, 2002	42.25	na*	na*		\$219,750	na*	na*
People en Español (m)	June/July, 2002	89.64	87.82	2.07%		\$3,154,133	\$2,383,700	32.32%
Prevention en Español ² (m)	June, 2002	14.50	na*	na*		\$50,750	na*	na*
Selecciones ² (m)	June, 2002	26.00	22.00	18.18%		\$521,400	\$397,800	31.07%
Ser Padres (bi-monthly)	June/July, 2002	19.33	na*	na*		\$738,000	na*	na*
Teen en Español ² (m)	June, 2002	15.00	na*	na*		\$45,000	na*	na*
Tu ² (m)	June, 2002	7.66	na*	na*		\$24,593	na*	na*
TV y Novelas ² (w)	June 1, 2002	13.16	na*	na*		\$160,569	na*	na*
TV y Novelas ² (w)	June 8, 2002	11.32	na*	na*		\$138,933	na*	na*
TV y Novelas ² (w)	June 15, 2002	18.16	na*	na*		\$216,991	na*	na*
TV y Novelas ² (w)	June 22, 2002	10.82	na*	na*		\$138,574	na*	na*
TV y Novelas ² (w)	June 29, 2002	8.49	na*	na*		\$109,538	na*	na*
Vanidades ² (bi-wkly)	June 11, 2002	20.98	na*	na*		\$255,659	na*	na*

<p style="text-align: center;">Box-Score Ad Page Counts and Estimated Dollars for June, 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)
Vanidades ² (bi-wkly)	June 25, 2002	12.82	na*	na*		\$153,020	na*	na*
Vista (m)	June, 2002	12.00	na*	na*		\$439,350	na*	na*
Vogue en Español ² (m)	June, 2002	28.66	na*	na*		\$143,300	na*	na*
Totals:		825.83	na	na		\$10,759,601	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.
 * Monitoring for these titles began in Jan, 2002. **Title not published this period.

HispanicMagazineMonitor: Top 50 Active Brands

Top 50 Active Brands (by estimated Ad Dollars)				
Rank	Brand/Product Advertised	Brand Parent/Owner	Ad Pages	Estimated Ad Dollars
1	Kool	Brown & Williamson Tobacco Company	18.00	\$261,313
2	Ford Expedition	Ford Motor Company	10.00	\$203,495
3	Clarinet	Schering Corporation	5.00	\$130,163
4	John Frieda "Frizz Ease"	John Frieda Professional Hair Care, Inc.	6.00	\$112,185
5	Chrysler Sebring	DaimlerChrysler Corporation	5.00	\$111,080
6	Torengos Tortilla Chips	The Procter & Gamble Company	7.00	\$108,687
7	Sears	Sears, Roebuck & Co.	5.00	\$107,093
8	Carolina Herrera "Chic"	Carolina Herrera	6.00	\$101,225
9	Toys-R-Us	Toys "R" Us, Inc.	4.00	\$97,650
10	Matrix "Sleek Look Smoothing System"	L'Oreal USA, Inc.	3.00	\$94,164
11	Hyundai Sonata	Hyundai Motor America	6.00	\$93,520
12	State Farm "Seguro de Inquilino"	State Farm Insurance	3.00	\$89,750
13	Pantene Pro-V	The Procter & Gamble Company	7.00	\$89,393
14	Publix "100% Pure Apple Juice"	Publix Super Markets	8.00	\$88,500
15	Tide "Clean Breeze"	The Procter & Gamble Company	4.00	\$88,400
16	CompraloAqui.com	Maya Sales Corp.	9.00	\$86,300
17	Chevy Impala/Cavalier/Malibu	General Motors Corporation	3.00	\$85,593
18	Toyota Matrix	Toyota Motor Sales, USA	3.00	\$81,830
19	La Antidroga	ONDCP	4.00	\$81,600

HispanicMagazineMonitor: Top 50 Active Brands

Top 50 Active Brands (by estimated Ad Dollars)				
Rank	Brand/Product Advertised	Brand Parent/Owner	Ad Pages	Estimated Ad Dollars
20	Various	various	6.05	\$79,800
21	Adidas "Moves" (fragrance)	COTY US, LLC	5.00	\$78,185
22	Chevy Impala LS	General Motors Corporation	5.00	\$76,795
23	Phillip Morris "Hablales - Ellos si Escuchan"	Philip Morris U.S.A.	4.00	\$76,250
24	Crest "SpinBrush"	The Procter & Gamble Company	5.00	\$76,060
25	Chevy Trailblazer	General Motors Corporation	3.00	\$74,588
26	Colgate "2 in 1 Icy Blast Whitening"	Colgate-Palmolive Company	4.00	\$73,975
27	McDonald's "Festeja a Gusto en McDonald's"	McDonald's Corporation	2.00	\$73,800
28	McDonald's "Mighty Kids Meal"	McDonald's Corporation	2.00	\$73,800
29	Honda CR-V	American Honda Motor Co., Inc.	2.00	\$71,900
30	Wal-Mart	Wal-Mart Stores, Inc.	3.00	\$70,343
31	Avandia	GlaxoSmithKline Group of Companies	2.00	\$70,000
32	Garnier "Nutrisse"	Laboratoires Garnier	2.00	\$70,000
33	Maybelline "Smooth Result"	L'Oreal USA, Inc.	2.00	\$70,000
34	Redken "Guts Volume Boosting Spray Foam"	L'Oreal USA, Inc.	2.00	\$70,000
35	Chaleco Contour	Tritex Corp.	6.00	\$69,000
36	Lancome "Rouge Attraction"	L'Oreal USA, Inc.	6.00	\$68,576
37	Bacardi "Mojito Cocktail"	Bacardi USA, Inc.	2.66	\$68,188
38	Got Milk?	America's Dairy Farmers and Milk Processors	6.00	\$67,325

HispanicMagazineMonitor: Top 50 Active Brands

Top 50 Active Brands (by estimated Ad Dollars)				
Rank	Brand/Product Advertised	Brand Parent/Owner	Ad Pages	Estimated Ad Dollars
39	Calgon	COTY US, LLC	4.00	\$66,343
40	Pepsi/Univision.com "El Reventon de Sabor del Verano"	PepsiCo, Inc.	2.66	\$66,229
41	Sears "Kenmore"	Sears, Roebuck & Co.	3.00	\$64,750
42	Productos la Milagrosa	Mesa Publishing	5.00	\$64,400
43	Coca-Cola	The Coca-Cola Company	4.00	\$63,593
44	QuickSlim	Bio Lab	7.00	\$62,800
45	Budweiser	Anheuser-Busch Companies, Inc.	4.00	\$62,785
46	Hemphill Schools	Hemphill Schools	4.66	\$61,005
47	Target Stores	Target Corporation	2.00	\$59,393
48	Avon "Astonishing Lengths Mascara"	Avon Products, Inc.	6.33	\$59,267
49	Glucovance	Bristol-Myers Squibb Company	3.00	\$59,250
50	Bounty	The Procter & Gamble Company	2.00	\$58,700
		Top 50 Brands Total:	233.36	\$4,239,035
		<i>(Top 50 as a percent of grand total):</i>	28%	39%
		Grand Total (all Brands)	825.83	\$10,759,601

HispanicMagazineMonitor: Top 50 Active Advertisers

Top 50 Active Advertisers (by estimated Ad Dollars)			
Rank	Brand/Product Advertised	Ad Pages	Estimated Ad Dollars
1	The Procter & Gamble Company	40.00	\$594,832
2	Ford Motor Company	24.66	\$376,395
3	L'Oreal USA, Inc.	21.33	\$359,521
4	Toyota Motor Sales, USA	18.99	\$301,545
5	Brown & Williamson Tobacco Company	18.00	\$261,313
6	General Motors Corporation	14.00	\$257,770
7	Colgate-Palmolive Company	13.00	\$216,450
8	DaimlerChrysler Corporation	9.00	\$213,458
9	McDonald's Corporation	5.00	\$182,600
10	KF Holdings	6.50	\$182,256
11	COTY US, LLC	10.00	\$179,528
12	Sears, Roebuck & Co.	8.00	\$171,843
13	Schering Corporation	5.00	\$130,163
14	PepsiCo, Inc.	6.66	\$124,014
15	Kimberly-Clark Corporation	3.00	\$114,400
16	John Frieda Professional Hair Care, Inc.	6.00	\$112,185
17	Toys "R" Us, Inc.	5.00	\$112,025
18	na	9.29	\$108,445
19	Skechers USA, Inc.	13.00	\$102,043

HispanicMagazineMonitor: Top 50 Active Advertisers

Top 50 Active Advertisers (by estimated Ad Dollars)			
Rank	Brand/Product Advertised	Ad Pages	Estimated Ad Dollars
20	Carolina Herrera	6.00	\$101,225
21	American Honda Motor Co., Inc.	5.00	\$99,705
22	The Coca-Cola Company	5.00	\$98,593
23	Maya Sales Corp.	10.00	\$97,800
24	Anheuser-Busch Companies, Inc.	5.00	\$97,785
25	Reckitt Benckiser, Inc.	3.33	\$97,259
26	Hyundai Motor America	6.00	\$93,520
27	Bristol-Myers Squibb Company	5.00	\$90,435
28	United States Postal Service	5.00	\$90,193
29	State Farm Insurance	3.00	\$89,750
30	Publix Super Markets	8.00	\$88,500
31	General Electric Company	4.00	\$87,317
32	Various	6.55	\$86,988
33	ONDCP	4.00	\$81,600
34	Bacardi USA, Inc.	4.66	\$81,438
35	Tritex Corp.	7.00	\$80,500
36	Philip Morris U.S.A.	4.00	\$76,250
37	Wal-Mart Stores, Inc.	3.00	\$70,343
38	GlaxoSmithKline Group of Companies	2.00	\$70,000

HispanicMagazineMonitor: Top 50 Active Advertisers

Top 50 Active Advertisers (by estimated Ad Dollars)			
Rank	Brand/Product Advertised	Ad Pages	Estimated Ad Dollars
39	Laboratoires Garnier	2.00	\$70,000
40	Supreme International/Perry Ellis International, Inc.	2.00	\$70,000
41	America's Dairy Farmers and Milk Processors	6.00	\$67,325
42	Advanced Research Laboratories	4.00	\$66,025
43	Home Box Office	3.00	\$65,388
44	Mesa Publishing	5.00	\$64,400
45	Bio Lab	7.00	\$62,800
46	Hemphill Schools	4.66	\$61,005
47	Target Corporation	2.00	\$59,393
48	Avon Products, Inc.	6.33	\$59,267
49	Nestle USA, Inc.	3.00	\$58,613
50	CIBA Vision	3.99	\$57,663
	Top 50 Brands Total:	381.95	\$6,541,859
	<i>(Top 50 as a percent of grand total):</i>	<i>46%</i>	<i>61%</i>
	Grand Total (all Brands)	825.83	\$10,759,601

HispanicMagazineMonitor: Top 25 NEW Brands

Top 25 NEW Brands (by estimated Ad Dollars)				
Rank	Brand/Product Advertised	Brand Parent/Owner	Ad Pages	Estimated Ad Dollars
1	State Farm "Seguro de Inquilino"	State Farm Insurance	3.00	\$89,750
2	McDonald's "Festeja a Gusto en McDonald's"	McDonald's Corporation	2.00	\$73,800
3	McDonald's "Mighty Kids Meal"	McDonald's Corporation	2.00	\$73,800
4	Maybelline "Smooth Result"	L'Oreal USA, Inc.	2.00	\$70,000
5	Bacardi "Mojito Cocktail"	Bacardi USA, Inc.	2.66	\$68,188
6	Pepsi/Univision.com "El Reventon de Sabor del Verano"	PepsiCo, Inc.	2.66	\$66,229
7	Quilted Northern bathroom tissue	Georgia-Pacific Corporation	2.00	\$54,750
8	Nestea	Nestle USA, Inc.	2.00	\$50,593
9	VEET Aquasystem Warm Wax	Reckitt Benckiser, Inc.	2.00	\$50,593
10	Twentieth Century Fox "Películas en Español"	Twentieth Century Fox Home Entertainment, Inc.	2.00	\$41,875
11	Toyota "Safety Programs"	Toyota Motor Sales, USA	2.00	\$35,487
12	Cubavera	Supreme International/Perry Ellis International, Inc.	1.00	\$35,000
13	Eternity for Men	Calvin Klein Cosmetic Corporation	1.00	\$35,000
14	HBOLatino.com	Home Box Office	1.00	\$35,000
15	John Henry	Supreme International/Perry Ellis International, Inc.	1.00	\$35,000
16	Panasonic "Televisor Panasonic HDTV de pantalla de plasma"	Matsushita Electric Industrial Co., Ltd	1.00	\$35,000
17	Pathmark Multicultural Arts Festival	Pathmark Stores	1.00	\$35,000
18	Scooby-Doo Movie	Warner Bros. Pictures	1.00	\$35,000
19	Sierra Mist	PepsiCo, Inc.	1.00	\$35,000

HispanicMagazineMonitor: Top 25 NEW Brands

Top 25 NEW Brands (by estimated Ad Dollars)				
Rank	Brand/Product Advertised	Brand Parent/Owner	Ad Pages	Estimated Ad Dollars
20	The Bryant Park - New York	The Bryant Park Hotel	1.00	\$35,000
21	Ralph Lauren "Ralph" (fragrance)	L'Oreal USA, Inc.	3.00	\$34,185
22	Prudential Life Insurance	The Prudential Insurance Company of America	2.00	\$31,580
23	Aveda "Color Conserve"	Aveda	1.33	\$21,522
24	Estee Lauder "Pure Color Gloss"	Estee Lauder Companies Inc.	2.00	\$21,500
25	Bank of America "Supplier Diversity and Development Initiative"	Bank of America Corporation	1.00	\$16,785
		Top 25 NEW Brands Total:	42.65	\$1,115,636
		<i>(Top 25 as a percent of all NEW Brands:</i>	<i>36%</i>	<i>63%</i>
		Grand Total (all NEW Brands)	117.65	\$1,769,289

HispanicMagazineMonitor: Top 25 NEW Advertisers

Top 25 NEW Advertisers (by estimated Ad Dollars)			
Rank	Brand Parent/Owner	Ad Pages	Estimated Ad Dollars
1	Supreme International/Perry Ellis International, Inc.	2.00	\$70,000
2	Georgia-Pacific Corporation	2.00	\$54,750
3	Pathmark Stores	1.00	\$35,000
4	The Bryant Park Hotel	1.00	\$35,000
5	Burlington Northern Santa Fe Railway	1.00	\$16,785
6	Deutsch Bank Group	1.00	\$16,785
7	Garcia-Media	1.00	\$16,785
8	Major League Baseball Properties, Inc.	1.00	\$16,785
9	University of California Berkeley Haas School of Business	1.00	\$16,785
10	University of Southern California	1.00	\$16,785
11	Hershey Foods Corporation	1.00	\$15,593
12	Los Angeles Research Packaging	1.00	\$15,593
13	Ouidad, Inc.	1.00	\$15,593
14	The Gillette Company	1.00	\$15,593
15	Greater Austin Hispanic Chamber of Commerce	1.00	\$14,795
16	Office Depot, Inc.	1.00	\$14,795
17	CCIM Institute	0.50	\$13,097
18	Samuel A. Ramirez & Co., Inc.	1.00	\$12,817
19	U.S. Small Business Administration	1.00	\$12,817

HispanicMagazineMonitor: Top 25 NEW Advertisers

Top 25 NEW Advertisers (by estimated Ad Dollars)			
Rank	Brand Parent/Owner	Ad Pages	Estimated Ad Dollars
20	Friends of Animals, Inc.	0.33	\$10,076
21	GEF France	2.00	\$10,000
22	Silvia Tcherassi	2.00	\$10,000
23	Univision	1.00	\$10,000
24	Witness Systems, Inc.	3.00	\$9,600
25	Council on Family Health	1.00	\$9,570
	Top 25 NEW Advertisers Total:	29.83	\$485,397
	<i>(Top 25 as a percent of all NEW Advertisers:</i>	<i>53%</i>	<i>78%</i>
	Grand Total (all NEW Advertisers)	55.89	\$621,774

HispanicMagazineMonitor: Top 10 Ad Categories

Top 10 Ad Categories (by estimated Ad Dollars)				
Rank	Brand/Product Advertised	Ad Pages	Estimated Ad Dollars	Share of Total Ad Dollars
1	Personal care products	138.45	\$1,890,725	17.6%
2	Auto manufacturers	79.65	\$1,360,187	12.6%
3	Beverages	61.64	\$855,607	8.0%
4	Pharmaceutical and medicine	30.81	\$604,541	5.6%
5	Household supplies	27.33	\$596,184	5.5%
6	Tobacco	28.00	\$394,930	3.7%
7	Food products	20.50	\$386,765	3.6%
8	Apparel & accessories	43.50	\$372,063	3.5%
9	Department stores	17.66	\$371,694	3.5%
10	Non-profit organizations	24.32	\$311,401	2.9%
	Top 10 Ad Categories Total:	471.86	\$7,144,096	66.4%
	<i>(Top 10 as a percent of grand total):</i>	<i>57%</i>	<i>66%</i>	
	Grand Total (all Brands)	825.83	\$10,759,601	100.0%

Inside the Covers Brands/Products Advertised on Covers				
Title (frequency)	Issue Date	Second Cover	Third Cover	Fourth Cover
Architectural Digest en Español ² (m)	June, 2002	Azhar's Oriental Rugs	OP "Juice" (fragrance)	Invicta
BuenHogar (m)	June, 2002	Trapiche Wines	Brother Sewing Machines	Fisher-Price "Gimnasio Sparkling Symphony"
Cosmopolitan en Español (m)	June, 2002	Lancome "Rouge Attraction"	Kool	Calgon
Cristina la Revista (m)	June, 2002	Estee Lauder "Pure Color Gloss"	Hyundai Sonata	Got Milk?
Discover en Español (m)	June, 2002	Baume & Mercier "Capeland S"	Samsung Electronics	InFocus Projectors
Estylo (m)	June/July, 2002	Clairol "Hydrience"	La Antidroga	Liz Claiborne "Curve"
Glamour en Español (m)	June, 2002	Creative Nail Design "Spa Pedicure"	Squeem	Pantene Pro-V
Hispanic Business (m)	June, 2002	Toyota "Safety Programs"	Capital One "Visa Business"	Pfizer - Recruitment
Hispanic Magazine (m)	June, 2002	Ford Expedition	Toyota "Highlander"	AFLAC - Recruitment
Latino Leaders (bi-monthly)	June/July, 2002	National Council of La Raza 2002 Annual Conference & Latino Expo	Corona Extra	Honda Accord Sedan 2002
Latina (m)	June, 2002	Lancome "Rouge Attraction"	Jose Cuervo	Matrix "Sleek Look Smoothing System"
Loft (m)	May/June, 2002	Ralph Lauren "Chaps"	Salvatore Ferragamo	Chanel "Allure"
Marie Claire en Español (m)	June, 2002	Skechers Sport/Foot Locker	March of Dimes "Acido Folico"	Lancome "Rouge Attraction"
Maxim en Español (bi-monthly)	June/July, 2002	Jack Daniel's Tennessee Whiskey	Newport	Bacardi
Men's Fitness en Español (m)	June, 2002	Chevy Silverado	Hyundai Sonata	Gatorade "Xtremo"
Men's Health en Español (m)	June, 2002	Bulova	Skechers Collection Footwear	Mennen "Speed Stick"
Mira! (bi-weekly)	June 4, 2002	na	Radio Unica	Twentieth Century Fox "Películas en Español"
Mira! (bi-weekly)	June 18, 2002	na	Telemundo "Daniela"	Kool

Inside the Covers				
Brands/Products Advertised on Covers				
Title (frequency)	Issue Date	Second Cover	Third Cover	Fourth Cover
Motor Trend en Español (m)	June, 2002	Ford Motor Company - Minority Dealer Operations/Minority Supplier Development	Hyundai Sonata	Lexus - La Coleccion Lexus
Newsweek en Español (m)	June 5, 2002	Rolex "Cosmograph Daytona"	Bridgestone Tire	SkyTeam Air Miles
Newsweek en Español (m)	June 12, 2002	Felatech 2002: Congreso Estrategico de Tecnologia Clab y Mercadeo Financiero	Dunhill X-Centric	Copa Airlines
Newsweek en Español (m)	June 19, 2002	Tutopia.com	Radio Unica	SkyTeam
Newsweek en Español (m)	June 26, 2002	Ademco International Security Solutions	na (house Ad)	Delta Airlines
National Geographic en Español (m)	June, 2002	Ford Expedition	na (house Ad)	Chevy Impala LS
Ocean Drive en Español (bi-monthly)	May/June, 2002	Piaget "Upstream"	David Yurman Watches	Bacardi "Limon"
People en Español (m)	June/July, 2002	Matrix "Sleek Look Smoothing System"	Chrysler Sebring	Target Stores
Prevention en Español (m)	June, 2002	Chevy Impala LS	Transitions lenses	Squeem
Selecciones (m)	June, 2002	Post FruityPebbles/Cocoa Pebbles	Bounty	na
Ser Padres (bi-monthly)	June/July, 2002	Hyundai Sonata	Huggies "Supreme"	Chevy Trailblazer 2002
Teen en Español (m)	June, 2002	Michael Stuart	U.S. Army	Clean & Clear "Persa-Gel 10"
TV y Novelas (weekly)	June 1, 2002	Tania - Moda en Lenceria	Productos la Milagrosa	Toys-R-Us "Camp Godfrey"
TV y Novelas (weekly)	June 8, 2002	Bulova	Productos la Milagrosa	Ilusion (lingerie)
TV y Novelas (weekly)	June 15, 2002	Bulova	Productos la Milagrosa	Newport
TV y Novelas (weekly)	June 22, 2002	Hyundai Sonata	Productos la Milagrosa	Ilusion (lingerie)
TV y Novelas (weekly)	June 29, 2002	Palmolive (dishwashing liquid)	Colgate "2 in 1 Icy Blast Whitening"	Kool
Tu (m)	June, 2002	Got Milk?	Skechers Sport/Foot Locker	Maybelline "Wet Shine"

<u>Inside the Covers</u> Brands/Products Advertised on Covers				
Title (frequency)	Issue Date	Second Cover	Third Cover	Fourth Cover
Vanidades (bi-wkly)	June 11, 2002	Carolina Herrera "Chic"	Cuadra	Lancome "Rouge Attraction"
Vanidades (bi-wkly)	June 25, 2002	Citre Shine	na (house Ad)	Pork ("El Cerdo es Bueno")
Vista (m)	June, 2002	Ford Expedition	Crest "SpinBrush"	Toyota Matrix
Vogue en Español (m)	June, 2002	Silvia Tcherassi	Aqua Hotel & Lounge	Invicta

Architectural Digest en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Azhar's Oriental Rugs	Azhar's Oriental Rugs	Color	2.00	\$8,700
3	Zientte la Piel	Zientte	Color	1.00	\$4,500
5	Fernando Garcia Diseno Interior	Fernando Garcia Diseno Interior	Color	1.00	\$4,500
7	Centro de Diseno Portobelo	Centro de Diseno Portobelo	Color	1.00	\$4,500
9	Exporenso	Exporenso	Color	1.00	\$4,500
11	Fabrica de Muebles Palermo	Fabrica de Muebles Palermo	Color	1.00	\$4,500
13	Mesas y Sillas	Mesas y Sillas	Color	1.00	\$4,500
15	Lina's Sandwich Café	Lina's Sandwich Café	Color	1.00	\$4,500
19	Mauricio Rubiano - Arquitecto	Mauricio Rubiano - Arquitecto	Color	0.50	\$2,250
21	Arkos Sistemas Arquitectonicos	Arkos Sistemas Arquitectonicos	Color	0.33	\$1,485
23	Marke's Muebles	Marke's Muebles	Color	0.33	\$1,485
25	Contemporaneart Fair, 2002	Contemporanea A.F., Inc.	Color	1.00	\$4,500
27	Ceiba del Mar Hotel & Spa	Ceiba del Mar Hotel & Spa	Color	1.00	\$4,500
48	Veuve Clicquot Champagne	LVMH Moet Hennessy Louis Vuitton	Color	1.00	\$4,500
54	Baume & Mercier "Hampton Milleis"	Baume & Mercier, Inc.	Color	1.00	\$4,500
58	Transitions lentes	Transitions Optical, Inc.	Color	1.00	\$4,500
94	Dunhill X-Centric	Alfred Dunhill (North America) Ltd.	Color	1.00	\$4,500

HispanicMagazineMonitor: Architectural Digest en Español

Architectural Digest en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
3rd cover	OP "Juice" (fragrance)	OP	Color	1.00	\$4,200
4th cover	Invicta	Invicta Watch Company of America	Color	1.00	\$4,200
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	18.16	\$80,820

HispanicMagazineMonitor: BuenHogar

Buenhogar: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd Cover	Trapiche Wines	Frederick Wildman & Sons	Color	1.00	\$6,325
5	Got Milk?	America's Dairy Farmers and Milk Processors	Color	1.00	\$5,500
3rd Cover	Brother Sewing Machines	Brother International Corporation	Color	1.00	\$6,325
4th Cover	Fisher-Price "Gimnasio Sparkling Symphony"	Mattel, Inc.	Color	1.00	\$6,875
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	4.00	\$25,025

HispanicMagazineMonitor: Cosmopolitan en Español

Cosmopolitan en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Lancome "Rouge Attraction"	L'Oreal USA, Inc.	Color	2.00	\$16,770
3	Citre Shine	Advanced Research Laboratories	Color	1.00	\$7,800
5	Crest "Whitening Plus Scope"	The Procter & Gamble Company	Color	1.00	\$7,800
7	Skechers Sport	Skechers USA, Inc.	Color	1.00	\$7,800
9	Pantene Pro-V	The Procter & Gamble Company	Color	1.00	\$7,800
10	Avon "Astonishing Lengths Mascara"	Avon Products, Inc.	Color	2.00	\$15,600
15	Perfumeland	Perfumeland, Inc.	Color	0.33	\$3,510
17	WorldVision	WorldVision	Color/B&W	3.00	\$21,450
19	Dawn - various	The Procter & Gamble Company	Color	1.00	\$7,800
33	Crest "SpinBrush"	The Procter & Gamble Company	Color	1.00	\$7,800
37	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$7,800
39	QuickSlim	Bio Lab	Color	1.00	\$7,800
115	German L. Murias D.D.S.	German L. Murias D.D.S.	Color	1.00	\$7,800
117	X-Tox	Alternative Medical Technologies, Inc.	Color	0.33	\$3,510
121	Galliostro	Galliostro	Color	0.33	\$3,510
123	Na	Na	B&W	0.33	\$2,630
125	Hemphill Schools	Hemphill Schools	B&W	0.66	\$4,680
127	Curaca Blanco	Curaca Blanco	B&W	0.50	\$3,655
3rd cover	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$8,970

HispanicMagazineMonitor: Cosmopolitan en Español

Cosmopolitan en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
4th cover	Calgon	COTY US, LLC	Color	1.00	\$9,750
<i>* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.</i>			Totals:	20.48	\$164,235

HispanicMagazineMonitor: Cristina la Revista

Cristina la Revista: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Estee Lauder "Pure Color Gloss"	Estee Lauder Companies Inc.	Color	2.00	\$21,500
3	Carolina Herrera "Chic"	Carolina Herrera	Color	1.00	\$10,000
6	Ford Expedition	Ford Motor Company	Color	2.00	\$20,000
9	Bulova	Bulova Corporation	Color	1.00	\$10,000
12	Avon "Astonishing Lengths Mascara"	Avon Products, Inc.	Color	2.00	\$20,000
17	Programa Cristina (Lunes 10p.m.)	Univision	Color	1.00	\$10,000
19	Coca-Cola	The Coca-Cola Company	Color	1.00	\$10,000
20	Kool	Brown & Williamson Tobacco Company	Color	4.00	\$40,000
26	Publix "100% Pure Apple Juice"	Publix Super Markets	Color	2.00	\$20,000
31	Citire Shine	Advanced Research Laboratories	Color	1.00	\$10,000
33	Philip Morris "Hablales - Ellos si Escuchan"	Philip Morris U.S.A.	Color	1.00	\$10,000
37	Pantene Pro-V	The Procter & Gamble Company	Color	1.00	\$10,000
39	Palmolive (dishwashing liquid)	Colgate-Palmolive Company	Color	1.00	\$10,000
43	Sears "Kenmore"	Sears, Roebuck & Co.	Color	1.00	\$10,000
45	Pampers	The Procter & Gamble Company	Color	1.00	\$10,000
49	Newport	Lorillard Tobacco Company	Color	1.00	\$10,000
51	Dawn "Fresh Escapes"	The Procter & Gamble Company	Color	1.00	\$10,000
55	Sears	Sears, Roebuck & Co.	Color	1.00	\$10,000
57	Toyota "Highlander"	Toyota Motor Sales, U.S.A.	Color	1.00	\$10,000

Cristina la Revista: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
59	Tadin "Zendo Te Dietetico"	Tadin Herb & Tea Co.	Color	1.00	\$10,000
77	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$10,000
79	QuickSlim	Bio Lab	Color	1.00	\$10,000
82	Modern Schools	Modern Schools	Color	0.33	\$4,500
83	Tilo Manasul	American Tea Company	Color	1.00	\$10,000
84	Centro LatinoAmericano de Fertilidad	Centro LatinoAmericano de Fertilidad	Color	0.50	\$6,250
85	Calzado MiniBurbujas	Mexxishoes, Inc.	Color	1.00	\$10,000
86	Gallostro	Gallostro	Color	0.33	\$4,500
87	Palmer's "Eventone Fade Milk"	E.T. Browne Drug Co., Inc.	Color	0.33	\$4,500
88	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$6,250
89	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$6,250
90	Curaca Blanco	Curaca Blanco	B&W	0.50	\$4,685
94	Radio Unica	Radio Unica	Color	2.00	\$20,000
99	Cuadra	Mundo Exotico	Color	1.00	\$10,000
100	Oportunidad de Trabajo (714) 568-0505	na	B&W	0.33	\$3,375
101	Colgate "Total"	Colgate-Palmolive Company	Color	0.50	\$6,250
102	Toyota Camry	Toyota Motor Sales, U.S.A.	Color	0.33	\$4,500
103	Colgate "Total"	Colgate-Palmolive Company	Color	0.50	\$6,250

HispanicMagazineMonitor: Cristina la Revista

Cristina la Revista: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
3rd cover	Hyundai Sonata	Hyundai Motor America	Color	1.00	\$11,500
4th cover	Got Milk?	America's Dairy Farmers and Milk Processors	Color	1.00	\$12,500
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	40.65	\$422,810

HispanicMagazineMonitor: Discover en Español

Discover en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Baume & Mercier "Capeland S"	Baume & Mercier, Inc.	Color	1.00	\$3,150
3	Giorgio Armani "Acqua di Gio"	L'Oreal USA, Inc.	Color	1.00	\$2,500
5	PECOM	PECOM de Perez Companc S.A.	Color	1.00	\$2,500
9	Perry Ellis "360 For Women/Men"	Parlux Fragrances, Inc.	Color	1.00	\$2,500
11	Transitions lenses	Transitions Optical, Inc.	Color	1.00	\$2,500
13	Chivas Regal	Joseph E. Seagram & Sons	Color	0.33	\$825
69	Radio Unica	Radio Unica	Color	1.00	\$2,500
3rd cover	Samsung Electronics	Samsung Electronics Co. Ltd.	Color	1.00	\$3,150
4th cover	InFocus Projectors	InFocus Corporation	Color	1.00	\$3,150
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	8.33	\$22,775

HispanicMagazineMonitor: Estylo

Estylo: June/July, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	Clairol "Hydrience"	Clairol, Inc.	Color	2.00	\$13,200
2	L'Oreal Paris Studio Line "Volumatic"	L'Oreal USA, Inc.	Color	2.00	\$12,000
4	Nivea "Visage"	Beiersdorf Group	Color	2.00	\$12,000
7	Adidas "Moves" (fragrance)	COTY US, LLC	Color	1.00	\$6,000
8	Avon "Astonishing Lengths Mascara"	Avon Products, Inc.	Color	2.00	\$12,000
11	Pond's "Age Defying Cleansing Towelettes"	Cheesebrough-Pond's USA Co.	Color	1.00	\$6,000
13	Calgon	COTY US, LLC	Color	1.00	\$6,000
15	Lincoln Navigator	Ford Motor Company	Color	1.00	\$6,000
17	Colgate "2 in 1 Icy Blast Whitening"	Colgate-Palmolive Company	Color	1.00	\$6,000
19	Clarins Paris "Hydra-Balance Tinted Moisturizer"	Clarins Paris	Color	1.00	\$6,000
21	Toys-R-Us	Toys "R" Us, Inc.	Color	1.00	\$6,000
23	Chrysler Sebring	DaimlerChrysler Corporation	Color	1.00	\$6,000
25	Pantene Pro-V	The Procter & Gamble Company	Color	1.00	\$6,000
27	Nivea "Silky Shimmer Lotion"	Beiersdorf Group	Color	1.00	\$6,000
29	Crest "Whitening Plus Scope"	The Procter & Gamble Company	Color	1.00	\$6,000
31	Pretty Feet & Hands	B.F. Ascher & Company, Inc.	Color	0.33	\$3,250
33	Kool	Brown & Williamson Tobacco Company	Color	4.00	\$24,000
39	Palmolive (dishwashing liquid)	Colgate-Palmolive Company	Color	1.00	\$6,000
40	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$4,350

HispanicMagazineMonitor: Estylo

Estylo: June/July, 2002					
Start Pg#	Brand/Product Advertisised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
41	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$4,350
43	Showtime "Resurrection Blvd."	Showtime Networks, Inc.	Color	1.00	\$6,000
45	Toyota Corolla	Toyota Motor Sales, U.S.A.	Color	1.00	\$6,000
47	Dawn	The Procter & Gamble Company	Color	1.00	\$6,000
51	Pork ("El Cerdo es Bueno")	National Pork Board	Color	1.00	\$6,000
61	Skechers Sport	Skechers USA, Inc.	Color	1.00	\$6,000
3rd cover	La Antidroga	ONDCP	Color	1.00	\$6,600
4th cover	Liz Claiborne "Curve"	Liz Claiborne Cosmetics, Inc.	Color	1.00	\$7,200
			Totals:	32.33	\$200,950

HispanicMagazineMonitor: Glamour en Español

Glamour en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Creative Nail Design "Spa Pedicure"	Creative Nail Design, Inc.	Color	2.00	\$8,500
2	Mun2	Telemundo Communications Group, Inc.	Color	2.00	\$10,000
5	Skechers "Michelle-K"	Skechers USA, Inc.	Color	1.00	\$5,000
7	Invicta	Invicta Watch Company of America	Color	1.00	\$5,000
8	X-Tox	Alternative Medical Technologies, Inc.	Color	0.33	\$1,650
9	Newport	Lorillard Tobacco Company	Color	1.00	\$5,000
10	FreshLook Color Contacts	CIBA Vision	Color	0.33	\$1,650
11	FreshLook Color Contacts	CIBA Vision	Color	1.00	\$5,000
12	Ford Breast Cancer Awareness Celebrity Scarf campaign	Ford Motor Company	Color	0.33	\$1,650
13	Chivas Regal Fashion Showcase Special Advertising Section	Joseph E. Seagram & Sons	Color	1.00	\$5,000
17	Ford Breast Cancer Awareness Celebrity Scarf campaign	Ford Motor Company	Color	2.00	\$10,000
19	La Antidroga	ONDCP	Color	1.00	\$5,000
21	Dawn	The Procter & Gamble Company	Color	1.00	\$5,000
23	Crest "SpinBrush"	The Procter & Gamble Company	Color	1.00	\$5,000
25	Touche Lingerie/Balneaire	Alternativa de Moda (Colombia)	B&W	1.00	\$5,000
27	Tria's Flowers, Antiques & Gifts	Tria's Flowers, Antiques & Gifts	Color	0.33	\$1,650
29	TadIn Coleccion de Tes y Hierbas	TadIn Herb & Tea Co.	Color	1.00	\$5,000
31	Utopia hair Studio by Veronica Cabrera	Veronica Cabrera	B&W	1.00	\$5,000
33	Radio Unica	Radio Unica	Color	1.00	\$5,000

HispanicMagazineMonitor: Glamour en Español

Glamour en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
35	Aqua Hotel & Lounge	Aqua Hotel & Lounge	Color	1.00	\$5,000
37	Pond's "RenAscent"	Cheesebrough-Pond's USA Co.	Color	1.00	\$5,000
39	Thibel "Squeem"	Thibel Corp.	Color	1.00	\$5,000
41	Richard Febles Atelier	Richard Febles Atelier	Color	1.00	\$5,000
43	Perfumeland	Perfumeland, Inc.	Color	1.00	\$5,000
44	Frederick's of Hollywood	Frederick's of Hollywood	Color	1.00	\$5,000
45	Royal Caribbean Special Advertising Section	Royal Caribbean Cruises Ltd.	Color	4.00	\$20,000
49	Sweet Art by Lucila (cakes)	Sweet Art by Lucila	Color	1.00	\$5,000
50	Omni Colonnade Hotel Special Advertising Section	Omni Hotels	Color	2.00	\$10,000
52	Sweet Art by Lucila (cakes) - Special Advertising Section	Sweet Art by Lucila	Color	0.50	\$2,500
52	Cake Designs by Edda - Special Advertising Section	Cake Designs by Edda	Color	0.50	\$2,500
53	Cake Designs by Edda	Cake Designs by Edda	Color	1.00	\$5,000
57	QuickSlim	Bio Lab	Color	1.00	\$5,000
59	by Nina - Intimate Garment & Apparel	by Nina - Intimate Garment & Apparel	Color	1.00	\$5,000
60	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$2,500
61	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$2,500
72	Thibel "Squeem"	Thibel Corp.	Color	1.00	\$5,000
109	Striae Stretch Mark Crème	Regenetrol Labs	Color	0.33	\$1,650
110	Various	various	B&W	0.33	\$1,650

HispanicMagazineMonitor: Glamour en Español

Glamour en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
3rd cover	Squeem	Squeem	Color	1.00	\$3,500
4th cover	Pantene Pro-V	The Procter & Gamble Company	Color	1.00	\$3,500
<i>* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.</i>			Totals:	40.98	\$200,400

Hispanic Business: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	Toyota "Safety Programs"	Toyota Motor Sales, U.S.A.	Color	2.00	\$35,487
3	Delta - Recruitment/Career Diversity	Delta Air Lines, Inc.	Color	1.00	\$16,785
5	Budweiser	Anheuser-Busch Companies, Inc.	Color	1.00	\$16,785
6	Friends of Animals	Friends of Animals, Inc.	Color	0.33	\$10,076
7	Xerox - Recruitment	Xerox Corporation	Color	1.00	\$16,785
9	Principal Financial Group	Principal Financial Group	Color	1.00	\$16,785
10	Ford Motor Company - Minority Dealer Operations/Minority Supplier Development	Ford Motor Company	Color	2.00	\$33,570
13	U.P.S.	United Parcel Service	Color	1.00	\$16,785
15	American Airlines	American Airlines, Inc.	Color	1.00	\$16,785
17	Prudential Life Insurance	The Prudential Insurance Company of America	Color	1.00	\$16,785
19	Lincoln Navigator	Ford Motor Company	Color	1.00	\$16,785
21	Miller "Hablemos Claro"	Miller Brewing Company	Color	1.00	\$16,785
23	CDW	CDW Computer Centers, Inc.	Color	1.00	\$16,785
25	Hyatt Hotels & Resorts	Hyatt Hotels & Resorts	Color	1.00	\$16,785
27	Deutsch Financial Services	Deutsch Bank Group	Color	1.00	\$16,785
29	American Airlines Diversified Supplier Program	American Airlines, Inc.	Color	1.00	\$16,785
30	AFLAC	American Family Life Assurance Company of Columbus	Color	1.00	\$16,785
35	Toyota "Highlander"	Toyota Motor Sales, U.S.A.	Color	1.00	\$16,785
37	G.E. Recruitment	General Electric Company	B&W	1.00	\$12,817

HispanicMagazineMonitor: Hispanic Business

Hispanic Business: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
39	Major League Baseball "Diverse Business Partners Program"	Major League Baseball Properties, Inc.	Color	1.00	\$16,785
41	Banco Popular	Banco Popular	Color	1.00	\$16,785
43	Chrysler Sebring	DaimlerChrysler Corporation	Color	1.00	\$16,785
45	Boeing (supplier diversity)	The Boeing Company	Color	1.00	\$16,785
47	Bank of America "Supplier Diversity and Development Initiative"	Bank of America Corporation	Color	1.00	\$16,785
48+	SunTrust	SunTrust Banks, Inc.	Color	1.00	\$16,785
48+	Total Health Choice	Total Health Choice, Inc.	Color	1.00	\$16,785
48+	Union Planters Bank	Union Planters Bank	B&W	1.00	\$12,817
49	U.S. Small Business Administration	U.S. Small Business Administration	B&W	1.00	\$12,817
51	Hallmark Careers	Hallmark Cards, Inc.	B&W	1.00	\$12,817
53	IRS - Recruitment	Department of the Treasury - Internal Revenue Service	Color	1.00	\$16,785
55	American Express "OPEN Small Business Network"	American Express Company	Color	1.00	\$16,785
57	JC Penney Supplier Diversity	JC Penney	Color	1.00	\$16,785
59	Dodge Neon	DaimlerChrysler Corporation	Color	1.00	\$16,785
61	American Family Insurance	American Family Mutual Insurance Company	Color	1.00	\$16,785
63	Merrill Lynch - Employee Diversity	Merrill Lynch & Co., Inc.	Color	1.00	\$16,785
65	The PhD Project	The PhD Project	Color	1.00	\$16,785
67	SanAntonioVisit.com	San Antonio Convention & Visitors Bureau	Color	1.00	\$16,785
69	USPS "Global Delivery Services"	United States Postal Service	Color	1.00	\$16,785

Hispanic Business: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
71	Disney - Minority Business Relations	Disney	Color	1.00	\$16,785
73	Marshall School of Business	University of Southern California	Color	1.00	\$16,785
75	Foreign Service	U.S. Department of State	Color	1.00	\$16,785
77	Toyota "Minority Supplier Development Program"	Toyota Motor Sales, U.S.A.	Color	1.00	\$16,785
79	Nordstrom - Supplier Diversity Program	Nordstrom	Color	1.00	\$16,785
81	Burlington Northern Sante Fe Railway - Recruitment	Burlington Northern Santa Fe Railway	Color	1.00	\$16,785
83	Berkeley MBA	University of California Berkeley Haas School of Business	Color	1.00	\$16,785
85	Honda Accord Sedan 2002	American Honda Motor Co., Inc.	Color	1.00	\$16,785
87	Amica Insurance	Amica Insurance	Color	1.00	\$16,785
89	Garcia-Media	Garcia-Media	Color	1.00	\$16,785
91	Samuel A. Ramirez & Co., Inc.	Samuel A. Ramirez & Co., Inc.	B&W	1.00	\$12,817
93	CCIM Institute	CCIM Institute	Color	0.50	\$13,097
93	Duke Energy - Supplier Diversity	Duke Energy	B&W	0.33	\$6,147
95	Wendy's - Supplier Diversity	Wendy's International, Inc.	Color	0.50	\$13,097
95	Girls and Boys Town	Girls and Boys Town	B&W	0.50	\$9,102
97	PepsiCo Minority/Women Business Development	PepsiCo, Inc.	Color	1.00	\$16,785
99	National Arbor Day Foundation	National Arbor Day Foundation	B&W	0.33	\$6,147
99	Federated - Recruitment	Federated Department Stores, Inc.	Color	0.66	\$10,251
100	Telemundo KMAS	Telemundo Communications Group, Inc.	B&W	0.25	\$5,371

HispanicMagazineMonitor: Hispanic Business

Hispanic Business: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
100	The Schmidt Firm	The Schmidt Firm	Color	0.25	\$9,408
100	International Bank of Commerce	International Bank of Commerce	Color	0.50	\$13,097
101	AstraZeneca - Recruitment	AstraZeneca Group	Color	0.50	\$13,097
101	L&M Technologies	L&M Technologies	B&W	0.25	\$5,371
101	Medical Hair Restoration	Medical Hair Restoration	B&W	0.25	\$5,371
3rd cover	Capital One "Visa Business"	Capital One Bank	Color	1.00	\$18,163
4th cover	Pfizer - Recruitment	Pfizer, Inc.	Color	1.00	\$19,671
			Totals:	58.15	\$995,578

HispanicMagazineMonitor: Hispanic Magazine

Hispanic Magazine: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	Ford Expedition	Ford Motor Company	Color	2.00	\$31,785
3	Pitney Bowes - Recruitment	Pitney Bowes	Color	1.00	\$14,795
5	Bank of America	Bank of America Corporation	Color	1.00	\$14,795
7	Foreign Service	U.S. Department of State	Color	1.00	\$14,795
8	Diabetes Education	National Institutes of Health	B&W	0.33	\$8,895
9	Amica Insurance	Amica Insurance	Color	1.00	\$14,795
10	Top 25 Colleges for Hispanics	Chevrolet/Hispanic Magazine	Color	1.00	\$14,795
11	Chevy Trailblazer 2002	General Motors Corporation	Color	1.00	\$14,795
13	Nordstrom - Supplier Diversity Program	Nordstrom	Color	1.00	\$14,795
15	Army ROTC	U.S. Army	Color	1.00	\$14,795
17	Prudential Life Insurance	The Prudential Insurance Company of America	Color	1.00	\$14,795
19	Chrysler Sebring	DaimlerChrysler Corporation	Color	1.00	\$14,795
23	USPS "Correo Directo"	United States Postal Service	Color	1.00	\$14,795
27	Chevy Impala LS	General Motors Corporation	Color	1.00	\$14,795
29	American Family Insurance	American Family Mutual Insurance Company	Color	1.00	\$14,795
31	American Airlines	American Airlines, Inc.	Color	1.00	\$14,795
33	HBO Latino	Home Box Office	Color	1.00	\$14,795
34	Toyota Camry	Toyota Motor Sales, U.S.A.	Color	2.00	\$29,590
39	New York Life - Supplier Diversity	New York Life Insurance Company	B&W	1.00	\$12,395

HispanicMagazineMonitor: Hispanic Magazine

Hispanic Magazine: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
41	Absolut "Citron"	Absolut	Color	1.00	\$14,795
43	Office Depot "Vendor Diversity"	Office Depot, Inc.	Color	1.00	\$14,795
45	Hilton Supplier Diversity	Hilton Hospitality, Inc.	Color	1.00	\$14,795
47	Chevy Silverado	General Motors Corporation	Color	1.00	\$14,795
57	California Department of Health Services (anti-smoking)	California Department of Health Services	Color	1.00	\$14,795
59	TAMACC 27th Annual Convention & Business Expo	Greater Austin Hispanic Chamber of Commerce	Color	1.00	\$14,795
65	Miller "Hablemos Claro"	Miller Brewing Company	Color	1.00	\$14,795
3rd cover	Toyota "Highlander"	Toyota Motor Sales, U.S.A.	Color	1.00	\$16,630
4th cover	AFLAC - Recruitment	American Family Life Assurance Company of Columbus	Color	1.00	\$17,520
			Totals:	29.33	\$442,305

HispanicMagazineMonitor: Latina

Latina: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	Lancome "Rouge Attraction"	L'Oreal USA, Inc.	Color	2.00	\$34,931
2	John Frieda "Frizz Ease"	John Frieda Professional Hair Care, Inc.	Color	2.00	\$31,185
4	Maybelline "Ultimate Wear"	L'Oreal USA, Inc.	Color	2.00	\$31,185
6	Girl Scouts	Girl Scouts of the United States of America	Color	1.00	\$15,593
7	EGL USA	European Gemological Laboratory	Color	1.00	\$15,593
9	Acuvue 2 Colours	Johnson & Johnson Vision Care, Inc.	Color	1.00	\$15,593
10	Ralph Lauren "Ralph" (fragrance)	Polo Ralph Lauren Corporation	Color	2.00	\$31,185
13	Ice Breakers Hot Cinnamon Mints	Hershey Foods Corporation	Color	1.00	\$15,593
15	Soft & Dri "Power Stripe"	The Gillette Company	Color	1.00	\$15,593
16	Marc Anthony "Mended"	Sony Music Entertainment, Inc./Barnes & Noble Booksellers	Color	0.33	\$5,929
17	Target Stores	Target Corporation	Color	1.00	\$15,593
18	Aveda "Color Conserve"	Aveda	Color	0.33	\$5,929
19	Aveda "Color Conserve"	Aveda	Color	1.00	\$15,593
21	Calgon	COTY US, LLC	Color	1.00	\$15,593
22	Bacardi "Mojito Cocktail"	Bacardi USA, Inc.	Color	0.33	\$5,929
23	Bacardi "Mojito Cocktail"	Bacardi USA, Inc.	Color	1.00	\$15,593
27	L.A. Looks "Style & Lock Microfine Gel Hair Spray"	Los Angeles Research Packaging	Color	1.00	\$15,593
29	Aveeno "Skin Relief Lotion"	Johnson & Johnson Consumer Companies, Inc.	Color	1.00	\$15,593
31	Coca-Cola	The Coca-Cola Company	Color	1.00	\$15,593

HispanicMagazineMonitor: Latina

Latina: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/B&W?	Ad Pages	Estimated Ad Dollars
33	Excedrin "Migraine"	Bristol-Myers Squibb Company	Color	2.00	\$31,185
36	Pantene Pro-V	The Procter & Gamble Company	Color	1.00	\$15,593
39	VEET Aquasystem Warm Wax	Reckitt Benckiser, Inc.	Color	1.00	\$15,593
41	Newport	Lorillard Tobacco Company	Color	1.00	\$15,593
43	Toyota Corolla	Toyota Motor Sales, U.S.A.	Color	1.00	\$15,593
45	USPS "Correo Directo"	United States Postal Service	Color	1.00	\$15,593
47	TRESemme Hydrology Contouring Mositure Gel	Alberto-Culver USA, Inc.	Color	1.00	\$15,593
48	Tyson	Tyson Foods, Inc.	Color	1.00	\$15,593
49	TRESemme Hydrology - various	Alberto-Culver USA, Inc.	Color	0.33	\$5,929
51	Dell "Global Diversity"	Dell Computer Corporation	Color	1.00	\$15,593
52	Wal-Mart	Wal-Mart Stores, Inc.	Color	1.00	\$15,593
55	Oreo Cookies	KF Holdings	Color	0.50	\$9,356
56	Skechers Sport	Skechers USA, Inc.	Color	1.00	\$15,593
58	Pepsi/Univision.com "El Reventon de Sabor del Verano"	PepsiCo, Inc.	Color/B&W	1.33	\$19,563
60	Ouidad "Waterworks Shampoo"	Ouidad, Inc.	Color	1.00	\$15,593
63	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$15,593
65	Chevy Trailblazer 2002	General Motors Corporation	Color	1.00	\$15,593
66	The Alma Awards	American Broadcasting Company	Color	1.00	\$15,593
67	Adidas "Moves" (fragrance)	COTY US, LLC	Color	2.00	\$31,185

HispanicMagazineMonitor: Latina

Latina: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/B&W?	Ad Pages	Estimated Ad Dollars
81	Mistic	Mistic Brands, Inc.	Color	1.00	\$15,593
87	Jeep Liberty Limited Edition	DaimlerChrysler Corporation	Color	1.00	\$15,593
91	HBO Latino	Home Box Office	Color	1.00	\$15,593
93	Nestea	Nestle USA, Inc.	Color	1.00	\$15,593
94	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$9,356
95	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$9,356
99	Goya - Salsa	Goya Foods, Inc.	Color	1.00	\$15,593
101	Martex (sheets and towels)	WestPoint Stevens, Inc.	Color	1.00	\$15,593
102	Fantasia "Hair Polisher Solid Ice"	Fantasia Industries Corporation	Color	0.33	\$5,929
103	Dawn "Fresh Escapes"	The Procter & Gamble Company	Color	1.00	\$15,593
104	The Bracelet	Until There's A Cure Foundation	Color	1.00	\$15,593
106	Palmer's "Cocoa Butter Formula"	E.T. Browne Drug Co., Inc.	Color	0.50	\$9,356
107	Sears	Sears, Roebuck & Co.	Color	1.00	\$15,593
108	Tahitian Noni Juice	Morinda, Inc.	Color	1.00	\$15,593
111	Mentoring.org	The National Mentoring Partnership	Color	1.00	\$15,593
112	Gynecare Thermachoice Uterine Balloon Therapy	Johnson & Johnson Consumer Companies, Inc.	Color	1.00	\$15,593
115	Clarinet (desloratadine)	Schering Corporation	Color/B&W	2.00	\$25,163
117	Striae Stretch Mark Crème	Regenetrol Labs	Color	0.33	\$5,929
118	"Read the Label"	Council on Family Health	B&W	1.00	\$9,570

HispanicMagazineMonitor: Latina

Latina: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
120	Chevy Impala/Cavalier/Malibu	General Motors Corporation	Color	1.00	\$15,593
3rd cover	Jose Cuervo	Guinness UDV	Color	1.00	\$17,930
4th cover	Matrix "Sleek Look Smoothing System"	L'Oreal USA, Inc.	Color	1.00	\$20,664
			Totals:	61.31	\$964,848

HispanicMagazineMonitor: Latino Leaders

Latino Leaders: June/July, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	National Council of La Raza 2002 Annual Conference & Latino Expo	National Council of La Raza	Color	1.00	\$8,990
1	AeroMexico.com	Aeromexico	Color	1.00	\$8,020
3	Nestle	Nestle USA, Inc.	Color	1.00	\$8,020
5	USPS Express Mail/Priority Mail	United States Postal Service	Color	1.00	\$8,020
7	Americorps	Corporation for National and Community Service	B&W	0.33	\$4,338
11	American Family Insurance	American Family Mutual Insurance Company	Color	1.00	\$8,020
15	ScholarSite.com	TIYM Publishing Co., Inc.	Color	1.00	\$8,020
20	U.P.S. - Recruitment	United Parcel Service	Color	1.00	\$8,020
21	U.P.S.	United Parcel Service	Color	1.00	\$8,020
45	Hotel Mision Zona Rosa	Hoteles Misión	Color	1.00	\$8,020
3rd cover	Corona Extra	Grupo Modelo, S.A. de C.V.	Color	1.00	\$8,680
4th cover	Honda Accord Sedan 2002	American Honda Motor Co., Inc.	Color	1.00	\$8,020
			Totals:	11.33	\$94,188

HispanicMagazineMonitor: Loft

Loft: May/June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Ralph Lauren "Chaps"	Polo Ralph Lauren Corporation	Color	2.00	\$8,700
4	Carolina Herrera "Chic"	Carolina Herrera	Color	2.00	\$8,000
6	Comcel	Comcel	Color	2.00	\$8,000
9	Ungaro Pour L'Homme III	Ungaro Parfums S.A.	Color	1.00	\$4,000
11	Boots 'n Bags	Boots 'n Bags	Color	1.00	\$4,000
13	Absolut "Mandrin"	Absolut	Color	1.00	\$4,000
17	Bulgari "BLV Pour Homme"	Bulgari Corporation of America	Color	1.00	\$4,000
19	Rado "Cetrix"	The Swatch Group, Ltd.	Color	1.00	\$4,000
21	Revo lenses	Luxottica Group SPA	Color	1.00	\$4,000
31	Calvin Klein Watches	The Swatch Group, Ltd.	B&W	1.00	\$4,000
35	Dior "Bikini"	Christian Dior Laboratoires	Color	1.00	\$4,000
39	Emporio Armani "White"	Giorgio Armani	Color	1.00	\$4,000
41	Tissot watches	Tissot Ltd.	Color	1.00	\$4,000
51	Emporio Armani	Giorgio Armani	B&W	1.00	\$4,000
53	Murano Grande	The Related Group of Florida	Color	1.00	\$4,000
55	Roney Palace OceanFront Condominium	Majestic Properties, Inc.	Color	1.00	\$4,000
65	Jade Residences at Brickell Bay	Fortune International	Color	1.00	\$4,000
67	Dunhill X-Centric	Alfred Dunhill (North America) Ltd.	Color	1.00	\$4,000
69	Piola Pizza	Piola Pizza	Color	1.00	\$4,000

HispanicMagazineMonitor: Loft

Loft: May/June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
71	Cartier "Reloj 21 Chronoscaph"	Cartier, Inc.	Color	1.00	\$4,000
73	Martell Very Fine Cognac	Martell & Co.	Color	1.00	\$4,000
75	Azzaro Collection "Pure Vetiver"	Groupe Clarins	Color	1.00	\$4,000
83	Yahoo! FifaWorldCup.com	Yahoo!, Inc.	Color	1.00	\$4,000
85	Despegar.com	Despegar.com, Inc.	Color	1.00	\$4,000
87	Deseo Hotel & Lounge	Design Hotels	Color	1.00	\$4,000
91	Victoria International Associates	Victoria International Associates	Color	1.00	\$4,000
93	Sheaffer Pen "Prelude"	BIC USA, Inc.	Color	1.00	\$4,000
117	Rolex "Oyster Perpetual Explorer II"	Rolex Watch U.S.A., Inc.	Color	1.00	\$4,000
131	Momo Design Watches	AIC Performance	Color	1.00	\$4,000
133	Luminaire	Luminaire	Color	1.00	\$4,000
140	HP Photosmart (various)	Hewlett-Packard Company	Color	1.00	\$4,000
143	Contemporaneart Fair, 2002	Contemporanea A.F., Inc.	Color	1.00	\$4,000
3rd cover	Salvatore Ferragamo	Salvatore Ferragamo Group	Color	1.00	\$4,500
4th cover	Chanel "Allure"	Chanel, Inc.	Color	1.00	\$5,100
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	37.00	\$150,300

HispanicMagazineMonitor: Marie Claire en Español

Marie Claire en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Skechers Sport/Foot Locker	Skechers USA, Inc.	Color	1.00	\$2,300
3rd cover	March of Dimes "Acido Folico"	March of Dimes Birth Defects Foundation	Color	1.00	\$2,300
4th cover	Lancome "Rouge Attraction"	L'Oreal USA, Inc.	Color	1.00	\$2,500
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	3.00	\$7,100

HispanicMagazineMonitor: Maxim en Español

Maxim en Español: June/July, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Jack Daniel's Tennessee Whiskey	Jack Daniel Distillery	Color	1.00	\$6,900
3	Adidas "Moves" (fragrance)	COTY US, LLC	Color	1.00	\$6,000
5	Trojan Condoms	Armkel, LLC	Color	1.00	\$6,000
6	Crown Royal	Joseph E. Seagram & Sons	Color	0.33	\$2,700
7	Crown Royal	Joseph E. Seagram & Sons	Color	1.00	\$6,000
9	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$6,000
15	Cuadra	Mundo Exotico	Color	1.00	\$6,000
19	Heineken	Heineken USA, Inc.	Color	1.00	\$6,000
29	Jose Cuervo	Guinness UDV	Color	1.00	\$6,000
39	Budweiser	Anheuser-Busch Companies, Inc.	Color	1.00	\$6,000
42	Skechers Collection Footwear	Skechers USA, Inc.	Color	1.00	\$6,000
90	Bulova	Bulova Corporation	Color	1.00	\$6,000
97	Bulova	Bulova Corporation	Color	1.00	\$6,000
107	Heineken	Heineken USA, Inc.	Color	0.33	\$2,700
109	Magna-RX+	Right Choice Pharmacy	B&W	1.00	\$4,500
3rd cover	Newport	Lorillard Tobacco Company	Color	1.00	\$6,900
4th cover	Bacardi	Bacardi USA, Inc.	Color	1.00	\$7,500
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	15.66	\$97,200

HispanicMagazineMonitor: Men's Fitness en Español

Men's Fitness en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Chevy Silverado	General Motors Corporation	Color	1.00	\$3,000
2	Weider Nutritional Supplements	Weider	Color	2.00	\$6,000
5	Skechers Collection Footwear	Skechers USA, Inc.	Color	1.00	\$3,000
7	Radio Unica	Radio Unica	Color	1.00	\$3,000
9	Weider Nutritional Supplements	Weider	Color	1.00	\$3,000
10	Bridgestone Tire	Bridgestone/Firestone North American Tire, LLC	Color	2.00	\$6,000
15	Invicta	Invicta Watch Company of America	Color	1.00	\$3,000
3rd cover	Hyundai Sonata	Hyundai Motor America	Color	1.00	\$3,000
4th cover	Gatorade "Xtremo"	PepsiCo, Inc.	Color	1.00	\$3,000
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	11.00	\$33,000

HispanicMagazineMonitor: Men's Health en Español

Men's Health en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Bulova	Bulova Corporation	Color	1.00	\$6,900
19	Magna-RX+	Right Choice Pharmacy	B&W	1.00	\$4,500
93	Hemphill Schools	Hemphill Schools	B&W	0.50	\$2,810
3rd cover	Skechers Collection Footwear	Skechers USA, Inc.	Color	1.00	\$6,900
4th cover	Mennen "Speed Stick"	Colgate-Palmolive Company	Color	1.00	\$7,500
<i>* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.</i>			Totals:	4.50	\$28,610

HispanicMagazineMonitor: Mira!

Mira!: June 4, 2002					
Start Pg#	Brand/Product Advertisised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
6	John Frieda "Frizz Ease"	John Frieda Professional Hair Care, Inc.	Color	2.00	\$11,000
9	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$5,500
10	Columbia House "Club Musica Latina"	Columbia House	Color	2.00	\$11,000
13	BioLustre	BioLustré, Inc.	Color	1.00	\$5,500
23	Abuelo Hernandez, Curandero	na	Color	0.50	\$3,465
28	Various	Various	Color	0.25	\$1,925
28	LasAmericasJewelers.com	Las Americas Jewelers	Color	0.25	\$1,925
29	Thibel "Squeem"	Thibel Corp.	Color	1.00	\$5,500
32	Carta Astral y Tarot	Icon Promotions, Inc.	Color	0.25	\$1,925
33	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$5,500
34	Irma Serrano (fortune-teller)	Irma Serrano	Color	0.25	\$1,925
41	Various	Various	Color	0.66	\$4,290
3rd cover	Radio Unica	Radio Unica	Color	1.00	\$5,500
4th cover	Twentieth Century Fox "Películas en Espanol"	Twentieth Century Fox Home Entertainment, Inc.	Color	1.00	\$6,875
			Totals:	12.16	\$71,830

HispanicMagazineMonitor: Mira!

Mira!: June 18, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
7	Newport	Lorillard Tobacco Company	Color	1.00	\$5,500
10	Columbia House "Club Musica Latina"	Columbia House	Color	2.00	\$11,000
13	BioLustre	BioLustré, Inc.	Color	1.00	\$5,500
17	Radio Unica	Radio Unica	Color	1.00	\$5,500
28	Various	Various	Color	0.50	\$3,465
29	Squeem	Squeem	Color	1.00	\$5,500
31	QuickSlim	Bio Lab	Color	1.00	\$5,500
33	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$5,500
34	Irma Serrano (fortune-teller)	Irma Serrano	Color	0.25	\$1,925
40	Curandera de Amor	Curandera de Amor	Color	0.25	\$1,925
40	LasAmericasJewelers.com	Las Americas Jewelers	Color	0.25	\$1,925
41	Various	Various	Color	0.66	\$4,290
43	Bloussant/48 ht. Miami Diet	na	Color	1.00	\$5,500
45	Modern Schools	Modern Schools	Color	0.25	\$1,925
3rd cover	Telemundo "Daniela"	Telemundo Communications Group, Inc.	Color	1.00	\$5,500
4th cover	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$6,875
			Totals:	13.16	\$77,330

HispanicMagazineMonitor: Motor Trend en Español

Motor Trend en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Ford Motor Company - Minority Dealer Operations/Minority Supplier Development	Ford Motor Company	Color	2.00	\$6,745
3	Mitsubishi Eclipse	Mitsubishi Motor Sales of America, Inc.	Color	1.00	\$3,000
5	Honda Accord Sedan 2002	American Honda Motor Co., Inc.	Color	1.00	\$3,000
7	Toyota Matrix	Toyota Motor Sales, USA	Color	1.00	\$3,000
9	Skechers Collection Footwear	Skechers USA, Inc.	Color	1.00	\$3,000
13	Veuve Clicquot Champagne	LVMH Moet Hennessy Louis Vuitton	Color	1.00	\$3,000
15	Chevy Silverado	General Motors Corporation	Color	1.00	\$3,000
17	Dunhill X-Centric	Alfred Dunhill (North America) Ltd.	Color	1.00	\$3,000
19	Radio Unica	Radio Unica	Color	1.00	\$3,000
22	Bridgestone Tire	Bridgestone/Firestone North American Tire, LLC	Color	2.00	\$6,000
27	Chivas Regal	Joseph E. Seagram & Sons	Color	0.33	\$990
3rd cover	Hyundai Sonata	Hyundai Motor America	Color	1.00	\$3,745
4th cover	Lexus - La Coleccion Lexus	Toyota Motor Sales, USA	Color	1.00	\$3,745
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.				14.33	\$45,225

HispanicMagazineMonitor: National Geographic en Español

National Geographic en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Ford Expedition	Ford Motor Company	Color	2.00	\$6,450
4	Publix "100% Pure Apple Juice"	Publix Super Markets	Color	2.00	\$6,000
4th cover	Chevy Impala LS	General Motors Corporation	Color	1.00	\$3,750
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	5.00	\$16,200

HispanicMagazineMonitor: Newsweek en Español

Newsweek en Español: June 5, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
0	Rolex "Cosmograph Daytona"	Rolex Watch U.S.A., Inc.	Color	1.00	\$3,200
5	Delta Airlines	Delta Air Lines, Inc.	Color	1.00	\$3,200
9	ELUS VII Conference - Ecuador	Society for Worldwide Interbank Financial Telecommunication	Color	1.00	\$3,200
11	John Hopkins International	Johns Hopkins University and Health System	Color	1.00	\$3,200
12	Nautica	Nautica Enterprises, Inc.	Color	2.00	\$6,400
37	Yahoo! FifaWorldCup.com	Yahoo!, Inc.	Color	0.50	\$1,600
39	Copa Airlines	Copa Airlines	Color	1.00	\$3,200
51	Bridgestone Tire	Bridgestone/Firestone North American Tire, LLC	Color	1.00	\$3,200
52	SkyTeam Air Miles	SkyTeam	Color	1.00	\$3,200
			Totals:	9.50	\$30,400

HispanicMagazineMonitor: Newsweek en Español

Newsweek en Español: June 12, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Felatech 2002: Congreso Estrategico de Tecnologia Clab y Mercadeo Financiero	Florida International Bankers Association	Color	1.00	\$3,200
4	European Lottery Guild	European Lottery Guild	B&W	2.00	\$6,400
9	Yahoo! FifaWorldCup.com	Yahoo!, Inc.	Color	0.50	\$1,600
23	Tutopia.com	Tutopia.com, Inc	Color	1.00	\$3,200
25	Galeria la Cometa "Edgar Negret"	Galeria la Cometa	Color	1.00	\$3,200
3rd cover	Dunhill X-Centric	Alfred Dunhill (North America) Ltd.	Color	1.00	\$3,200
4th cover	Copa Airlines	Copa Airlines	Color	1.00	\$3,200
			Totals:	7.50	\$24,000

HispanicMagazineMonitor: Newsweek en Español

Newsweek en Español: June 19, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Tutopia.com	Tutopia.com, Inc	Color	1.00	\$3,200
7	Victorinox Telescopes & Microscopes	Victorinox México S.A. de C.V.	Color	0.50	\$1,600
10	University of Miami "Maestria en Ciencias de Gerencia Profesional"	University of Miami	Color	2.00	\$6,400
17	YKK Architectural Products	YKK Corporation	B&W	0.33	\$1,056
23	Victorinox "CyberTool"	Victorinox México S.A. de C.V.	Color	0.50	\$1,600
26	Mitel Networks "3300 Integrated Communications Platform"	Mitel Networks Corporation	Color	2.00	\$6,400
41	Yahoo! FifaWorldCup.com	Yahoo!, Inc.	Color	0.50	\$1,600
3rd cover	Radio Unica	Radio Unica	Color	1.00	\$3,200
4th cover	SkyTeam	SkyTeam	Color	1.00	\$3,200
			Totals:	8.83	\$28,256

HispanicMagazineMonitor: Newsweek en Español

Newsweek en Español: June 26, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Ademco International Security Solutions	Ademco International	Color	1.00	\$3,200
5	Witness Systems	Witness Systems, Inc.	Color	3.00	\$9,600
11	Loto Canadiense 6/49	Canadian Overseas Marketing	Color	1.00	\$3,200
13	World Vision (Vision Mundial)	World Vision International	Color	1.00	\$3,200
19	USA Network "Men in Black Alien Attack" Vacation Contest	Universal Studios Networks Latin America	Color	1.00	\$3,200
21	YKK Architectural Products	YKK Corporation	B&W	0.33	\$1,056
4th cover	Delta Airlines	Delta Air Lines, Inc.	Color	1.00	\$3,200
			Totals:	8.33	\$26,656

HispanicMagazineMonitor: Ocean Drive en Español

Ocean Drive en Español: May/June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	Piaget "Upstream"	Piaget International S.A.	Color	1.00	\$5,750
3	Fendi	LVMH Moet Hennessy Louis Vuitton	Color	1.00	\$5,000
5	Dewar's Special Reserve Scotch Whisky	John Dewar & Sons Ltd.	Color	1.00	\$5,000
7	Tiffany "Roundel Bracelet"	Tiffany & Co.	Color	1.00	\$5,000
9	Prada	Prada	B&W	1.00	\$5,000
10	Angela Zapata	Angela Zapata	Color	2.00	\$10,000
12	Boots 'n Bags	Boots 'n Bags	Color	0.50	\$3,500
13	Budweiser	Anheuser-Busch Companies, Inc.	Color	1.00	\$5,000
14	Mojitos Cuban Cuisine	Mojitos Cuban Cuisine	Color	0.25	\$2,100
14	Dr. Mantovani & Dr. Escoto DDS	Dr. Mantovani & Dr. Escoto DDS	B&W	0.25	\$2,100
15	DCOTA - Design Center of the Americas	DCOTA - Design Center of the Americas	Color	1.00	\$5,000
16	Gulfstream Mortgage Corporation	Gulfstream Mortgage Corporation	Color	0.25	\$2,100
17	Lincoln LS	Ford Motor Company	Color	1.00	\$5,000
18	Richard J. Lung, M.D. Cirujano Plastico	Richard J. Lung, M.D. Cirujano Plastico	Color	0.50	\$3,500
19	E&L Paris	E&L Paris	Color	1.00	\$5,000
20	Azure Condominium	Real Estate Transactions, Inc.	Color	1.00	\$5,000
23	Belvedere Vodka	Polmos Zyrardow	Color	1.00	\$5,000
25	Alfred Angelo Bridal-Prom-Occasion	Alfred Angelo	Color	1.00	\$5,000
27	The Islands at Doral	Century Homebuilders	Color	1.00	\$5,000

HispanicMagazineMonitor: Ocean Drive en Español

Ocean Drive en Español: May/June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
29	NeoLofts	Urban Renaissance Partners	Color	1.00	\$5,000
31	Wholesale Interiors	Wholesale Interiors	Color	1.00	\$5,000
33	Lennar - The Grande	Lennar Corporation	Color	1.00	\$5,000
35	Fine Decorators	Fine Decorators	Color	1.00	\$5,000
39	Indigo Bay	Real Estate Transactions, Inc.	Color	1.00	\$5,000
41	BA Style	BA Style	Color	1.00	\$5,000
45	The Peninsula	International Sales Group, Inc.	Color	1.00	\$5,000
47	Majestic Collection	Majestic Properties	Color	1.00	\$5,000
49	The Related Group of Florida	The Related Group of Florida	Color	1.00	\$5,000
51	Audrey Ross Real Estate	Audrey Ross Real Estate	Color	1.00	\$5,000
53	International Art Center	International Art Center	Color	1.00	\$5,000
54	La Perla Ocean Residences	Cornerstone Properties	Color	1.00	\$5,000
57	OleoMed Suplementos Nutricionales	Pharmed Group Corporation	Color	1.00	\$5,000
59	Mass'ter3 Massager	Fit4Ever	Color	1.00	\$5,000
115	Gables Smile & Cosmetic Dentistry	Gables Smile & Cosmetic Dentistry	Color	1.00	\$5,000
121	Century Plumbing	Century Plumbing	Color	1.00	\$5,000
125	Fernando J. Portuondo, P.A.	Fernando J. Portuondo, P.A.	Color	0.25	\$2,100
125	Global Lending Corporation	Global Lending Corporation	Color	0.25	\$2,100
127	Voicestream Wireless	Voicestream Wireless	Color	1.00	\$5,000

HispanicMagazineMonitor: Ocean Drive en Español

Ocean Drive en Español: May/June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
131	Oxygen Lounge	Oxygen Lounge	Color	1.00	\$5,000
135	Playboy TV en Espanol	Playboy Enterprises, Inc.	Color	1.00	\$5,000
136	Sid Hoeltzell Photography	Sid Hoeltzell Photography	Color	1.00	\$5,000
141	Cardozo Hotel	Cardozo Hotel	Color	1.00	\$5,000
143	The Living Room - South Beach	The Living Room - South Beach	Color	1.00	\$5,000
145	Bongos Cuban Café	Bongos Cuban Café	Color	1.00	\$5,000
3rd cover	David Yurman Watches	David Yurman	Color	1.00	\$5,750
4th cover	Bacardi "Limon"	Bacardi USA, Inc.	Color	1.00	\$5,750
			Totals:	42.25	\$219,750

HispanicMagazineMonitor: People en Español

People en Español: June/July, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	Matrix "Sleek Look Smoothing System"	L'Oreal USA, Inc.	Color	2.00	\$73,500
2	John Henry	Supreme International/Perry Ellis International, Inc.	Color	1.00	\$35,000
3	Cubavera	Supreme International/Perry Ellis International, Inc.	Color	1.00	\$35,000
4	Maybelline "Smooth Result"	L'Oreal USA, Inc.	Color	2.00	\$70,000
6	Garnier "Nutrisse"	Laboratoires Garnier	Color	2.00	\$70,000
8	Chevy Impala/Cavalier/Malibu	General Motors Corporation	Color	1.00	\$35,000
11	Eternity for Men	Calvin Klein Cosmetic Corporation	Color	1.00	\$35,000
12	Absolut "Citron"	Absolut	Color	1.00	\$35,000
15	Lincoln LS	Ford Motor Company	Color	1.00	\$35,000
16	Redken "Guts Volume Boosting Spray Foam"	L'Oreal USA, Inc.	Color	2.00	\$70,000
18	Healing Garden Waters (fragrance)	COTY US, LLC	Color	1.00	\$35,000
20	Minute Maid Premium Blends	The Coca-Cola Company	Color	1.00	\$35,000
23	Mennen "Speed Stick"	Colgate-Palmolive Company	Color	1.00	\$35,000
24	Carolina Herrera "Chic"	Carolina Herrera	Color	2.00	\$70,000
25	Various	Various	Color	1.00	\$35,000
26	GE "Profile" Appliances	General Electric Company	Color	1.00	\$35,000
30	John Frieda "Frizz Ease"	John Frieda Professional Hair Care, Inc.	Color	2.00	\$70,000
32	Calgon	COTY US, LLC	Color	1.00	\$35,000
34	Palmer's "Skin Success"	E.T. Browne Drug Co., Inc.	Color	0.33	\$11,667

HispanicMagazineMonitor: People en Español

People en Español: June/July, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/B&W?	Ad Pages	Estimated Ad Dollars
35	Palmer's Cocoa Butter Formula	E.T. Browne Drug Co., Inc.	Color	0.33	\$11,667
37	Adidas "Moves" (fragrance)	COTY US, LLC	Color	1.00	\$35,000
39	OPI "Sheer Romance 2002"	OPI Products, Inc.	Color	1.00	\$35,000
43	McDonald's	McDonald's Corporation	Color	1.00	\$35,000
44	Got Milk?	America's Dairy Farmers and Milk Processors	Color	1.00	\$35,000
47	Avandia	GlaxoSmithKline Group of Companies	Color/B&W	2.00	\$70,000
51	Sears "Kenmore"	Sears, Roebuck & Co.	Color	1.00	\$35,000
52	Quilted Northern bathroom tissue	Georgia-Pacific Corporation	Color	1.00	\$35,000
54	One-A-Day Kids "Scooby-Doo!"	Bayer Corporation	Color	0.50	\$17,500
55	Oreo Cookies	KF Holdings	Color	0.50	\$17,500
59	Wal-Mart	Wal-Mart Stores, Inc.	Color	1.00	\$35,000
60	Pine-Sol	The Clorox Company	Color	1.00	\$35,000
62	Tyson	Tyson Foods, Inc.	Color	1.00	\$35,000
64	Bacardi "Mojito Cocktail"	Bacardi USA, Inc.	Color	0.33	\$11,667
65	Bacardi "Mojito Cocktail"	Bacardi USA, Inc.	Color	1.00	\$35,000
66	Toyota Matrix	Toyota Motor Sales, USA	Color	1.00	\$35,000
68	Lysol/Wizard "La Mejor Ama de Casa de America" Contest	Reckitt Benckiser, Inc.	Color	0.33	\$11,667
69	Lysol/Wizard "La Mejor Ama de Casa de America" Contest	Reckitt Benckiser, Inc.	Color	1.00	\$35,000
72	HBOLatino.com	Home Box Office	Color	1.00	\$35,000

People en Español: June/July, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
79	Coca-Cola	The Coca-Cola Company	Color	1.00	\$35,000
80	Jeep Liberty Limited Edition	DaimlerChrysler Corporation	Color	1.00	\$35,000
82	Panasonic "Televisor Panasonic HDTV de pantalla de plasma"	Matsushita Electric Industrial Co., Ltd	Color	1.00	\$35,000
85	Sears	Sears, Roebuck & Co.	Color	1.00	\$35,000
86	Pond's "Age Defying Cleansing Towelettes"	Cheesebrough-Pond's USA Co.	Color	1.00	\$35,000
91	Kool	Brown & Williamson Tobacco Company	Color	4.00	\$140,000
92	Chevy Impala LS	General Motors Corporation	Color	1.00	\$35,000
96	Continental Airlines	Continental Airlines	Color	1.00	\$35,000
99	VEET Aquasystem Warm Wax	Reckitt Benckiser, Inc.	Color	1.00	\$35,000
100	Honda CR-V	American Honda Motor Co., Inc.	Color	1.00	\$35,000
103	Twentieth Century Fox "Películas en Español"	Twentieth Century Fox Home Entertainment, Inc.	Color	1.00	\$35,000
106	Smooth 'N Shine	Advanced Research Laboratories	Color	1.00	\$35,000
108	Budweiser "Homerunazo"	Anheuser-Busch Companies, Inc.	Color	1.00	\$35,000
111	Advil Liqui-gels	American Home Products Corporation	Color	1.00	\$35,000
112	Toys-R-Us	Toys "R" Us, Inc.	Color	1.00	\$35,000
117	Scooby-Doo Movie	Warner Bros. Pictures	Color	1.00	\$35,000
118	Dodge Neon	DaimlerChrysler Corporation	Color	1.00	\$35,000
121	Pantene Pro-V	The Procter & Gamble Company	Color	1.00	\$35,000
122	The Bryant Park - New York	The Bryant Park Hotel	B&W	1.00	\$35,000

HispanicMagazineMonitor: People en Español

People en Español: June/July, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
129	Pepsi/Univision.com "El Reventon de Sabor del Verano"	PepsiCo, Inc.	Color	1.33	\$46,667
132	Pathmark Multicultural Arts Festival	Pathmark Stores	Color	1.00	\$35,000
134	Colgate "2 in 1 Icy Blast Whitening"	Colgate-Palmolive Company	Color	1.00	\$35,000
137	Bounty	The Procter & Gamble Company	Color	1.00	\$35,000
138	FreshLook Color Contacts	CIBA Vision	Color	0.33	\$11,667
139	FreshLook Color Contacts	CIBA Vision	Color	1.00	\$35,000
141	Bridgestone Tire	Bridgestone/Firestone North American Tire, LLC	Color	1.00	\$35,000
145	State Farm "Seguro de Inquilino"	State Farm Insurance	Color	1.00	\$35,000
147	Post "Honey Bunches of Oats"	KF Holdings	Color	1.00	\$35,000
148	Tide "Clean Breeze"	The Procter & Gamble Company	Color	1.00	\$35,000
150	Skechers "Michelle-K"	Skechers USA, Inc.	Color	1.00	\$35,000
151	Avon "Astonishing Lengths Mascara"	Avon Products, Inc.	Color	0.33	\$11,667
153	Kool-Aid	KF Holdings	Color	1.00	\$35,000
154	Clarinet (desloratadine)	Schering Corporation	Color/B&W	3.00	\$105,000
158	Palmolive	Colgate-Palmolive Company	Color	1.00	\$35,000
163	Philip Morris "Hablales - Ellos si Escuchan"	Philip Morris U.S.A.	Color	1.00	\$35,000
165	Nestea	Nestle USA, Inc.	Color	1.00	\$35,000
166	Ford "Superacion sin Fronteras"	Ford Motor Company	Color	1.00	\$35,000
170	Ford Expedition	Ford Motor Company	Color	2.00	\$70,000

HispanicMagazineMonitor: People en Español

People en Español: June/July, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
173	Fondo Hispano de Becas	Fondo Hispano de Becas	Color	1.00	\$35,000
174	Sierra Mist	PepsiCo, Inc.	Color	1.00	\$35,000
176	One-A-Day Kids "Scooby-Doo!"/Scooby Doo Movie	Bayer Corporation	Color	0.33	\$11,667
179	La Antidroga	ONDCP	Color	1.00	\$35,000
3rd cover	Chrysler Sebring	DaimlerChrysler Corporation	Color	1.00	\$38,500
4th cover	Target Stores	Target Corporation	Color	1.00	\$43,800
			Totals:	89.64	\$3,154,133

HispanicMagazineMonitor: Prevention en Español

Prevention en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Chevy Impala LS	General Motors Corporation	Color	1.00	\$3,500
3	Tadin "Zendo Te Dietetico"	Tadin Herb & Tea Co.	Color	1.00	\$3,500
5	Thibel "Squeem"	Thibel Corp.	Color	1.00	\$3,500
7	Colgate "Total"	Colgate-Palmolive Company	Color	1.00	\$3,500
15	Tyson	Tyson Foods, Inc.	Color	1.00	\$3,500
17	U.S. Department of Health and Human Services	U.S. Department of Health and Human Services	B&W	1.00	\$3,500
19	Sinestryn	Zambon Colombia S.A.	Color	1.00	\$3,500
21	Thibel "Squeem"/various	Thibel Corp.	Color	1.00	\$3,500
23	Cancer Research Foundation of America	Cancer Research Foundation of America	B&W	1.00	\$3,500
29	Make-A-Wish Foundation	Make-A-Wish Foundation	Color	1.00	\$3,500
31	Radio Unica	Radio Unica	Color	1.00	\$3,500
100	Diabetes Education	National Institutes of Health	B&W	1.00	\$3,500
105	Ad Council/McCormick Tribune Foundation	Ad Council	Color	0.50	\$1,750
3rd cover	Transitions lenses	Transitions Optical, Inc.	Color	1.00	\$3,500
4th cover	Squeem	Squeem	Color	1.00	\$3,500
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	14.50	\$50,750

HispanicMagazineMonitor: Selecciones

Selecciones: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	Post FruityPebbles/Cocoa Pebbles	KF Holdings	Color	1.00	\$23,700
5	Colgate "Total"	Colgate-Palmolive Company	Color	1.00	\$19,750
7	GE "Profile" Appliances	General Electric Company	Color	1.00	\$19,750
8	Wal-Mart	Wal-Mart Stores, Inc.	Color	1.00	\$19,750
11	Hyundai Sonata	Hyundai Motor America	Color	1.00	\$19,750
13	G.E. Recruitment	General Electric Company	B&W	1.00	\$19,750
14	Colgate "2 in 1 Icy Blast Whitening"	Colgate-Palmolive Company	Color	1.00	\$19,750
16	Hemphill Schools	Hemphill Schools	Color	2.00	\$39,500
19	Toyota Rav4	Toyota Motor Sales, U.S.A.	Color	1.00	\$19,750
20	Sears "Kenmore"	Sears, Roebuck & Co.	Color	1.00	\$19,750
23	Post "Honey Bunches of Oats"	KF Holdings	Color	1.00	\$19,750
25	Glucovance	Bristol-Myers Squibb Company	Color/B&W	3.00	\$59,250
30	Quilted Northern bathroom tissue	Georgia-Pacific Corporation	Color	1.00	\$19,750
111	Chevy Impala LS	General Motors Corporation	Color	1.00	\$19,750
113	Crest "Whitening Plus Scope"	The Procter & Gamble Company	Color	1.00	\$19,750
117	Philip Morris "Hablales - Ellos si Escuchan"	Phillip Morris U.S.A.	Color	1.00	\$19,750
119	Kool-Aid	KF Holdings	Color	1.00	\$19,750
126	Publix "100% Pure Apple Juice"	Publix Super Markets	Color	2.00	\$39,500
135	Dawn "Fresh Escapes"	The Procter & Gamble Company	Color	1.00	\$19,750

HispanicMagazineMonitor: Selecciones

Selecciones: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
137	State Farm "Seguro de Inquilino"	State Farm Insurance	Color	1.00	\$19,750
141	Toys-R-Us	Toys "R" Us, Inc.	Color	1.00	\$19,750
3rd cover	Bounty	The Procter & Gamble Company	Color	1.00	\$23,700
			Totals:	26.00	\$521,400

Ser Padres: June/July, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	Hyundai Sonata	Hyundai Motor America	Color	1.00	\$42,300
2	Tide "Clean Breeze"	The Procter & Gamble Company	Color	1.00	\$36,900
4	McDonald's "Festeja a Gusto en McDonald's"	McDonald's Corporation	Color	2.00	\$73,800
6	Baby Orajel	Del Laboratories, Inc.	Color	1.00	\$36,900
9	Enfamil "Lipil"	Mead Johnson & Company	Color	1.00	\$36,900
11	RSV Prevention Information	MedImmune, Inc.	B&W	1.00	\$27,700
16	Pampers	The Procter & Gamble Company	Color	1.00	\$36,900
18	Avent Naturally	Avent America, Inc.	Color	1.00	\$36,900
21	Honda CR-V	American Honda Motor Co., Inc.	Color	1.00	\$36,900
22	Toys-R-Us	Toys "R" Us, Inc.	Color	1.00	\$36,900
32	McDonald's "Mighty Kids Meal"	McDonald's Corporation	Color	2.00	\$73,800
34	Huggies "Natural Care Wipes"	Kimberly-Clark Corporation	Color	1.00	\$36,900
41	Oreo Cookies	KF Holdings	Color	0.50	\$22,200
46	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$22,200
47	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$22,200
48	Huggies "Pull-Ups"	Kimberly-Clark Corporation	Color	1.00	\$36,900
55	Balmex "Diaper Rash Ointment"	Block Drug Company	Color	0.33	\$14,700
59	Preparation H "Medicated Wipes"	Whitehall-Robins Healthcare	Color	0.50	\$22,200

HispanicMagazineMonitor: Ser Padres

Ser Padres: June/July, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
3rd cover	Huggies "Supreme"	Kimberly-Clark Corporation	Color	1.00	\$40,600
4th cover	Chevy Trailblazer 2002	General Motors Corporation	Color	1.00	\$44,200
			Totals:	19.33	\$738,000

HispanicMagazineMonitor: Teen en Español

Teen en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Michael Stuart	Universal Motown Records Group	B&W	2.00	\$6,000
2	Terra.com	Terra-Lycos	Color	2.00	\$6,000
5	Skechers "4 Wheelers"	Skechers USA, Inc.	Color	1.00	\$3,000
7	Got Milk?	America's Dairy Farmers and Milk Processors	B&W	1.00	\$3,000
9	Coca-Cola	The Coca-Cola Company	Color	1.00	\$3,000
11	Always	The Procter & Gamble Company	Color	1.00	\$3,000
13	Navy - Recruitment	U.S. Navy	Color	1.00	\$3,000
15	Crest "Whitening Plus Scope"	The Procter & Gamble Company	Color	1.00	\$3,000
17	Bank of America - Student Loans	Bank of America Corporation	Color	1.00	\$3,000
21	Pepsi	PepsiCo, Inc.	Color	1.00	\$3,000
37	LaBella "Pomade"	Newhall Laboratories, Inc.	Color	1.00	\$3,000
3rd cover	U.S. Army	U.S. Army	Color	1.00	\$3,000
4th cover	Clean & Clear "Persa-Gel 10"	Johnson & Johnson Consumer Companies, Inc.	Color	1.00	\$3,000
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	15.00	\$45,000

Tu: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Got Milk?	America's Dairy Farmers and Milk Processors	B&W	1.00	\$2,700
3	Clean & Clear "Persa-Gel 10"	Johnson & Johnson Consumer Companies, Inc.	Color	1.00	\$3,000
5	Ralph Lauren "Ralph" (fragrance)	L'Oreal USA, Inc.	Color	1.00	\$3,000
11	L'Oreal Paris "Colour Fresco"	L'Oreal USA, Inc.	Color	0.33	\$1,347
13	L'Oreal Paris "Open Soft Permanent ColorGel"	L'Oreal USA, Inc.	Color	1.00	\$3,000
14	FreshLook Color Contacts	CIBA Vision	Color	0.33	\$1,347
15	FreshLook Color Contacts	CIBA Vision	Color	1.00	\$3,000
3rd cover	Skechers Sport/Foot Locker	Skechers USA, Inc.	Color	1.00	\$3,450
4th cover	Maybelline "Wet Shine"	L'Oreal USA, Inc.	Color	1.00	\$3,750
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	7.66	\$24,593

HispanicMagazineMonitor: TV y Novelas

TV y Novelas: June 1, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Tania - Moda en Lencería	Grupo Bekita S.A. de C.V	Color	1.00	\$13,225
9	BioLustre	BioLustré, Inc.	Color	1.00	\$11,500
17	Brother Sewing Machines	Brother International Corporation	Color	1.00	\$11,500
29	Cebu Work Boots	Cebu	Color	1.00	\$11,500
33	Thibel "Squeem"	Thibel Corp.	Color	1.00	\$11,500
47	Chaleco Contour	Tritex Corp.	Color	1.00	\$11,500
69	Te Manasul	American Tea Company	Color	1.00	\$11,500
71	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$11,500
85	Calzado MiniBurbujas	Mexxishoes, Inc.	Color	0.50	\$7,188
87	Joyería y Relojería Regio Montana	Joyería y Relojería Regio Montana	Color	0.50	\$7,188
89	Curaca Blanco	Curaca Blanco	B&W	0.50	\$5,390
91	Abuelo Hernandez, Curandero	na	B&W	0.50	\$5,390
93	Galliostro	Galliostro	Color	0.50	\$7,188
95	Various	Various	B&W	0.66	\$6,900
3rd cover	Productos la Milagrosa	Mesa Publishing	Color	1.00	\$13,225
4th cover	Toys-R-Us "Camp Godfrey"	Toys "R" Us, Inc.	Color	1.00	\$14,375
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	13.16	\$160,569

HispanicMagazineMonitor: TV y Novelas

TV y Novelas: June 8, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Bulova	Bulova Corporation	Color	1.00	\$13,225
9	BioLustre	BioLustré, Inc.	Color	1.00	\$11,500
15	Corali y Jeromi "Maestros de Magia Blanca" (323) 585-8463	na	Color	0.33	\$5,175
15	Diana "Para desesperados La Magia del Amor"	na	Color	0.33	\$5,175
15	Melina el Tarot	na	Color	0.33	\$5,175
25	Thibel "Squeem"	Thibel Corp.	Color	1.00	\$11,500
29	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$11,500
33	Faja Modeladora "Contour"	Tritex Corp.	Color	1.00	\$11,500
53	QuickSlim	Bio Lab	Color	1.00	\$11,500
77	Hemphill Schools	Hemphill Schools	B&W	1.00	\$8,625
81	Various	Various	B&W	0.33	\$3,880
91	Curaca Blanco	Curaca Blanco	B&W	0.50	\$5,390
95	Galliostro	Galliostro	Color	0.50	\$7,188
3rd cover	Productos la Milagrosa	Mesa Publishing	Color	1.00	\$13,225
4th cover	Ilusion (lingerie)	na	Color	1.00	\$14,375
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	11.32	\$138,933

HispanicMagazineMonitor: TV y Novelas

TV y Novelas: June 15, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Bulova	Bulova Corporation	Color	1.00	\$13,225
3	Pantene Pro-V	The Procter & Gamble Company	Color	1.00	\$11,500
5	Toyota "Highlander"	Toyota Motor Sales, U.S.A.	Color	1.00	\$11,500
7	Philip Morris "Hablales - Ellos si Escuchan"	Philip Morris U.S.A.	Color	1.00	\$11,500
9	Tide "Clean Breeze"	The Procter & Gamble Company	Color	1.00	\$11,500
12	Columbia House "Club Musica Latina"	Columbia House	Color	2.00	\$23,000
15	Crest "SpinBrush"	The Procter & Gamble Company	Color	1.00	\$11,500
29	Various	Various	Color	1.00	\$11,500
33	Cuadra (boots)	Mundo Exotico	Color	1.00	\$11,500
47	Thibel "Squeem"	Thibel Corp.	Color	1.00	\$11,500
57	Zendo Te Dietetico	Tadin Herb & Tea Co.	Color	1.00	\$11,500
65	Chaleco Contour	Tritex Corp.	Color	1.00	\$11,500
77	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$11,500
87	Premios Orquidea USA 2002	Various	Color	0.50	\$7,188
89	Gallioistro	Gallioistro	Color	0.50	\$7,188
91	Curaca Blanco	Curaca Blanco	B&W	0.50	\$5,390
95	Various	Various	B&W	0.66	\$6,900

HispanicMagazineMonitor: TV y Novelas

TV y Novelas: June 15, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
3rd cover	Productos la Milagrosa	Mesa Publishing	Color	1.00	\$13,225
4th cover	Newport	Lorillard Tobacco Company	Color	1.00	\$14,375
<i>* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.</i>			Totals:	18.16	\$216,991

HispanicMagazineMonitor: TV y Novelas

TV y Novelas: June 22, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Hyundai Sonata	Hyundai Motor America	Color	1.00	\$13,225
17	Chaleco Contour	Tritex Corp.	Color	1.00	\$11,500
29	Corali y Jeromi "Maestros de Magia Blanca" (323) 585-8463	na	Color	0.33	\$5,175
29	Diana "Para desesperados La Magia del Amor"	na	Color	0.33	\$5,175
29	Melina el Tarot	na	Color	0.33	\$5,175
47	QuickSlim	Bio Lab	Color	1.00	\$11,500
55	La Jota AM 1390	La Jota AM 1390	Color	1.00	\$11,500
65	Cruz de la Fortuna	Maya Sales Corp.	Color	1.00	\$11,500
83	Joyeria y Relojeria Regio Montana	Joyeria y Relojeria Regio Montana	Color	0.50	\$7,188
85	Tania - Moda en Lenceria	Grupo Bekita S.A. de C.V	Color	0.50	\$7,188
87	Gallioistro	Gallioistro	Color	0.50	\$7,188
89	Hemphill Schools	Hemphill Schools	B&W	0.50	\$5,390
91	Curaca Blanco	Curaca Blanco	B&W	0.50	\$5,390
95	Curaca Blanco	Curaca Blanco	B&W	0.33	\$3,880
3rd cover	Productos la Milagrosa	Mesa Publishing	Color	1.00	\$13,225
4th cover	Ilusion (lingerie)	na	Color	1.00	\$14,375
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	10.82	\$138,574

HispanicMagazineMonitor: TV y Novelas

TV y Novelas: June 29, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Palmolive (dishwashing liquid)	Colgate-Palmolive Company	Color	1.00	\$13,225
5	Tadin Coleccion de Tes y Hierbas	Tadin Herb & Tea Co.	Color	1.00	\$11,500
33	Productos la Milagrosa	Mesa Publishing	Color	1.00	\$11,500
41	Corali y Jeromi "Maestros de Magia Blanca" (323) 585-8463	na	Color	0.33	\$5,175
41	Diana "Para desesperados La Magia del Amor"	na	Color	0.33	\$5,175
41	Melina el Tarot	na	Color	0.33	\$5,175
57	Chaleco Contour	Tritex Corp.	Color	1.00	\$11,500
77	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$11,500
81	Gallostro	Gallostro	Color	0.50	\$7,188
3rd cover	Colgate "2 in 1 Icy Blast Whitening"	Colgate-Palmolive Company	Color	1.00	\$13,225
4th cover	Kool	Brown & Williamson Tobacco Company	Color	1.00	\$14,375
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	8.49	\$109,538

HispanicMagazineMonitor: Vanidades

Vanidades: June 11, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Carolina Herrera "Chic"	Carolina Herrera	Color	1.00	\$13,225
3	Burdines/Clinique	Federated Department Stores, Inc.	Color	1.00	\$11,500
5	Omega "Constellation Quadra"	Omega Watch Company	Color	1.00	\$11,500
7	Lincoln Navigator	Ford Motor Company	Color	1.00	\$11,500
15	Santayana "The Habana Collection"	Santayana UniqueJewelry Design	Color	0.50	\$7,188
18	Publix "100% Pure Apple Juice"	Publix Super Markets	Color	2.00	\$23,000
25	TourLite International - Greece	FAR&WIDE Travel Corporation	Color	1.00	\$11,500
27	Sears	Sears, Roebuck & Co.	Color	1.00	\$11,500
29	Skin Success Moisturizing Fade Cream	E.T. Browne Drug Co., Inc.	Color	0.33	\$5,175
30	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$7,188
31	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$7,188
33	Crest "SpinBrush"	The Procter & Gamble Company	Color	1.00	\$11,500
35	Pampers	The Procter & Gamble Company	Color	1.00	\$11,500
37	Got Milk?	America's Dairy Farmers and Milk Processors	B&W	1.00	\$8,625
39	California Department of Health Services (anti-smoking)	California Department of Health Services	Color	1.00	\$11,500
41	Toyota Rav4	Toyota Motor Sales, U.S.A.	Color	1.00	\$11,500
106	Firm International	Firm International	Color	1.00	\$11,500
108	NA	NA	B&W	0.33	\$3,880
109	Perfumeland	Perfumeland, Inc.	Color	0.33	\$5,175

HispanicMagazineMonitor: Vanidades

Vanidades: June 11, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
114	Toyota Camry	Toyota Motor Sales, U.S.A.	Color	0.33	\$5,175
115	Modern Schools	Modern Schools	Color	0.33	\$5,175
119	Curaca Blanco	Curaca Blanco	B&W	0.50	\$5,390
121	Chaleco Contour	Tritex Corp.	Color	1.00	\$11,500
122	Galliostro	Galliostro	Color	0.33	\$5,175
3rd cover	Cuadra	Mundo Exotico	Color	1.00	\$13,225
4th cover	Lancome "Rouge Attraction"	L'Oreal USA, Inc.	Color	1.00	\$14,375
<i>* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.</i>			Totals:	20.98	\$255,659

HispanicMagazineMonitor: Vanidades

Vanidades: June 25, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Citre Shine	Advanced Research Laboratories	Color	1.00	\$13,225
3	Pond's "Age Defying Cleansing Towelettes"	Cheesebrough-Pond's USA Co.	Color	1.00	\$11,500
5	Dawn "Fresh Escapes"	The Procter & Gamble Company	Color	1.00	\$11,500
7	Pevonia "Botanica"	Pevonia Botanica	Color	1.00	\$11,500
18	Toyota Camry	Toyota Motor Sales, U.S.A.	Color	0.33	\$5,175
19	Toyota Highlander	Toyota Motor Sales, U.S.A.	Color	1.00	\$11,500
27	Make-A-Wish Foundation	Make-A-Wish Foundation	B&W	1.00	\$8,625
37	Hispanic Christian Churches Association	Hispanic Christian Churches Association	Color	1.00	\$11,500
106	CompraloAqui.com	Maya Sales Corp.	Color	1.00	\$11,500
109	Modern Schools	Modern Schools	Color	0.33	\$5,175
111	Chaleco Contour	Tritex Corp.	Color	1.00	\$11,500
114	Oportunidad de Trabajo (714) 568-0505	na	B&W	0.33	\$3,880
115	QuickSlim	Bio Lab	Color	1.00	\$11,500
119	Curaca Blanco	Curaca Blanco	B&W	0.50	\$5,390
122	Gallioistro	Gallioistro	Color	0.33	\$5,175
4th cover	Pork ("El Cerdo es Bueno")	National Pork Board	Color	1.00	\$14,375
* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.			Totals:	12.82	\$153,020

HispanicMagazineMonitor: Vista

Vista: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars
2nd cover	Ford Expedition	Ford Motor Company	Color	2.00	\$75,260
7	Sears	Sears, Roebuck & Co.	Color	1.00	\$35,000
9	Chrysler Sebring	DaimlerChrysler Corporation	Color	1.00	\$35,000
11	St. Jude Children's Research Hospital	St. Jude Children's Research Hospital	Color	1.00	\$35,000
13	State Farm "Seguro de Inquilino"	State Farm Insurance	Color	1.00	\$35,000
15	Budweiser	Anheuser-Busch Companies, Inc.	Color	1.00	\$35,000
17	Chevy Impala/Cavalier/Malibu	General Motors Corporation	Color	1.00	\$35,000
19	USPS Express Mail/Priority Mail	United States Postal Service	Color	1.00	\$35,000
21	La Antidroga	ONDCP	Color	1.00	\$35,000
3rd cover	Crest "SpinBrush"	The Procter & Gamble Company	Color	1.00	\$40,260
4th cover	Toyota Matrix	Toyota Motor Sales, USA	Color	1.00	\$43,830
			Totals:	12.00	\$439,350

HispanicMagazineMonitor: Vogue en Español

Vogue en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
2nd cover	Silvia Tcherassi	Silvia Tcherassi	Color	2.00	\$10,000
2	Pinel	Carlos Pinel	Color	2.00	\$10,000
5	Skechers Sport	Skechers USA, Inc.	Color	1.00	\$5,000
7	Trapiche Wines	Frederick Wildman & Sons	Color	1.00	\$5,000
8	Ford Breast Cancer Awareness Celebrity Scarf campaign	Ford Motor Company	Color	0.33	\$1,650
9	Perry Ellis "360 For Women/Men"	Parlux Fragrances, Inc.	Color	1.00	\$5,000
10	Striae Stretch Mark Crème	Regenetrol Labs	Color	0.33	\$1,650
11	Angel Sanchez Fashion	Angel Sanchez	Color	1.00	\$5,000
15	Tide "Clean Breeze"	The Procter & Gamble Company	Color	1.00	\$5,000
17	Ford Breast Cancer Awareness Celebrity Scarf campaign	Ford Motor Company	Color	2.00	\$10,000
21	Radio Unica	Radio Unica	Color	1.00	\$5,000
23	Nautica	Nautica Enterprises, Inc.	Color	1.00	\$5,000
25	GEF France	GEF France	Color	1.00	\$5,000
27	GEF France	GEF France	Color	1.00	\$5,000
29	Pinel	Carlos Pinel	Color	1.00	\$5,000
31	Touche Balneaire	Alternativa de Moda (Colombia)	Color	1.00	\$5,000
33	Touche Lingerie/Balneaire	Alternativa de Moda (Colombia)	B&W	1.00	\$5,000
37	Beverly Hills Vestidos de Bano	na	Color	1.00	\$5,000
46	Fernando Garcia Diseno Interior	Fernando Garcia Diseno Interior	Color	1.00	\$5,000

HispanicMagazineMonitor: Vogue en Español

Vogue en Español: June, 2002					
Start Pg#	Brand/Product Advertised	Brand Parent/Owner	Color/ B&W?	Ad Pages	Estimated Ad Dollars*
94	Adriana Kamle "Golfistas en Bronce"	Adriana Kamle	Color	1.00	\$5,000
97	Lina's Sandwich Café	Lina's Sandwich Café	Color	1.00	\$5,000
99	Veuve Clicquot Champagne	LVMH Moet Hennessy Louis Vuitton	Color	1.00	\$5,000
101	Boots 'n Bags	Boots 'n Bags	Color	1.00	\$5,000
107	Sting Eyewear	D E R I G O S. p .A.	Color	1.00	\$5,000
108	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$2,500
109	Torengos Tortilla Chips	The Procter & Gamble Company	Color	0.50	\$2,500
3rd cover	Aqua Hotel & Lounge	Aqua Hotel & Lounge	Color	1.00	\$5,000
4th cover	Invicta	Invicta Watch Company of America	Color	1.00	\$5,000
<i>* U.S. edition. Dollars estimated at U.S. Hispanic gross rates.</i>			Totals:	28.66	\$143,300