

Leo Burnett U.S.A.

Media Department

MARLBORO

1994 HISPANIC MEDIA RECOMMENDATION

MAY 3, 1994

2060286781



LEO BURNETT

AUDIENCE

2060286782



AUDIENCE

WILL PLACE PRIMARY SUPPORT ON AUDIENCE OF HISPANIC MALE SMOKERS LA-24

- HISPANIC MALES SIGNIFICANTLY MORE LIKELY TO SMOKE IN GENERAL THAN THEIR FEMALE COUNTERPARTS

	<u>INCIDENCE OF SMOKING</u>			<u>FEMALE</u>	<u>INDEX</u>
	<u>TOTAL</u>	<u>MALE</u>	<u>INDEX</u>		
TOTAL POPULATION	26%	28%	(108)	25%	(96)
TOTAL HISPANICS	15	19	(127)	12	(80)

SOURCE: MDI CIGARETTE TRACKING STUDY, 10/93

- HISPANIC MALES ALSO MORE LIKELY TO SMOKE MARLBORO THAN HISPANIC FEMALES
 - 71% OF MARLBORO'S HISPANIC FRANCHISE IS MALE

	<u>TOTAL HISPANIC ADULTS</u>	<u>HISPANIC MARLBORO SMOKERS</u>	<u>INDEX</u>
MALE	48.93%	71.00%	(145)
FEMALE	51.07	29.00	(56)

SOURCE: 1992 SMRB DOUBLEBASE

- IMPORTANT TO EMPHASIZE LA-24 SEGMENT TO PROTECT FUTURE OF MARLBORO HISPANIC FRANCHISE
 - ACCORDING TO PHILIP MORRIS CONTINUOUS SMOKER TRACKING, SHARE AMONG LA-24 SEGMENT HAS DECLINED TO 52%

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AUDIENCE (CONT'D)

WILL PLACE SECONDARY EMPHASIS ON MALES 25-34 TO RE-INFORCE
BRAND CHOICE AMONG CURRENT SMOKER BASE

- ACCORDING TO PHILIP MORRIS CONTINUOUS SMOKER TRACKING,
SHARE AMONG 25-34 SEGMENT REMAINS STRONG AT 45%

WILL PLACE TERTIARY SUPPORT ON HISPANIC FEMALE SMOKERS LA-34

- DO NOT WANT TO IGNORE THE YOUNGER HISPANIC WOMEN WHO
COMPRISE UP TO 30% OF MARLBORO'S HISPANIC BUSINESS

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AUDIENCE (CONT'D)

EMPHASIS WILL BE PLACED AGAINST SPANISH-DOMINANT AND BI-LINGUAL HISPANICS

- REPRESENT THE MAJORITY OF HISPANIC SMOKERS

% HISPANIC SMOKERS BY HOUSEHOLD LANGUAGE
MDI CIGARETTE TRACKING STUDY, 10/93

SPANISH DOMINANT	59%
BI-LINGUAL	21%
ENGLISH DOMINANT	19%

- ALSO REPRESENT THE BULK OF NEW IMMIGRANTS
 - IMPORTANT TO REACH THEM EARLY AS THEY SHAPE THEIR BRAND PREFERENCES IN THE U.S.

LANGUAGE PREFERRED
AMONG FOREIGN-BORN HISPANICS
1992 YANKELOVICH

	<u>LIVED IN U.S.</u>	
	<u>LESS THAN</u>	<u>10 OR</u>
	<u>10 YEARS</u>	<u>MORE YEARS</u>
SPANISH	71%	46%
BOTH EQUALLY	25	47
ENGLISH	4	7



AUDIENCE (CONT'D)

NONETHELESS, WE CANNOT IGNORE HIGHER INCOME, ENGLISH-DOMINANT HISPANICS, AS THEY ARE CONSIDERABLY MORE LIKELY TO BE HEAVY HISPANIC SMOKERS

- IMPORTANT TO REACH THEM WITHIN CULTURALLY RELEVANT ENVIRONMENT

PROFILE OF HISPANIC CIGARETTE SMOKERS BY LEVEL OF USAGE % OF CIGARETTES SMOKED PER DAY

	<u>VERY HEAVY</u>		<u>MEDIUM/ HEAVY</u>	<u>LIGHT</u>		
	<u>40+</u>	<u>30-39</u>	<u>20-29</u>	<u>10-19</u>	<u>5-9</u>	<u><5</u>
	<u>/DAY</u>	<u>/DAY</u>	<u>/DAY</u>	<u>/DAY</u>	<u>/DAY</u>	<u>/DAY</u>
<u>HH LANGUAGE</u>						
ONLY ENGLISH	31%	26%	24%	17%	18%	7%
MORE ENGLISH	30	31	31	27	23	25
BOTH	5	8	9	9	10	11
MORE SPANISH	20	22	16	27	29	24
ONLY SPANISH	14	13	20	19	20	33
<u>HH INCOME</u>						
\$50,000+	20	26	16	15	8	9
\$25-49,000	18	28	23	34	31	28
\$10-24,999	31	21	32	25	36	41
<\$10,000	5	14	20	11	12	16

SOURCE: HISPANIC INFOSOURCE BY NUSTATS, INC.

NOTE: THIS CHART DOES NOT PROVIDE PERCENTAGE OF TOTAL HISPANICS WHO ARE HEAVY, MEDIUM OR LIGHT SMOKERS. IT SIMPLY PROVIDES A PROFILE OF HEAVY/MEDIUM/LIGHT HISPANIC SMOKERS BY LANGUAGE AND INCOME



BUDGET SUMMARY

	<u>\$(M)</u>	<u>SO\$</u>
OUTDOOR	\$1,617.4M	74%
MAGAZINES	264.8	12
SUPPLEMENTS	129.6	6
NEWSPAPERS	<u>186.2</u>	<u>8</u>
TOTAL	\$2,198.0M	100%



OUTDOOR

2060286788



LEO BURNETT

OUTDOOR

MARCH

- REPLICATED MARLBORO'S 1993 HISPANIC OOH LEVELS OF A #50 SHOWING IN 8-SHEETS AND BUS SHELTERS (IF AVAILABLE)
- ONLY EXCEPTION WAS MIAMI, WHERE WE RAN A #25 SHOWING OF 8-SHEETS AND BUS SHELTERS PER THE MARKET SPECIALIST RECOMMENDATION



MARLBORO
1994 HISPANIC OUTDOOR PLAN
MARCH

MARKETS	8--SHEET		8--SHEET		BUS		BUS		MARCH	
	SHOWING	COST	SHOWING	COST	SHELTERS	SHOWERING	SHELTERS	COST	OOH	TOTAL
LOS ANGELES	50	\$18,437	50	\$18,437	50		50	\$50,000		\$68,437
NEW YORK	50	\$10,718	50	\$10,718	50		50	\$72,625		\$83,343
MIAMI	25	\$2,581	25	\$2,581	25		25	\$7,315		\$9,896
SAN FRANCISCO	50	\$1,471	50	\$1,471						\$1,471
CHICAGO	50	\$2,891	50	\$2,891						\$2,891
HOUSTON	50	\$4,319	50	\$4,319						\$4,319
— SAN ANTONIO	50	\$4,720	50	\$4,720						\$4,720
— McALLEN — BROWNSVILLE	50	\$5,511	50	\$5,511						\$5,511
— CORPUS CHRISTI	50	\$2,212	50	\$2,212						\$2,212
DALLAS/FT WORTH	50	\$1,917	50	\$1,917						\$1,917
SAN DIEGO	50	\$4,381	50	\$4,381						\$4,381
FRESNO	50	\$2,655	50	\$2,655						\$2,655
— ALBUQUERQUE	50	\$3,687	50	\$3,687						\$3,687
— EL PASO	50	\$2,852	50	\$2,852						\$2,852
SACRAMENTO	50	\$1,652	50	\$1,652						\$1,652
PHOENIX	50	\$1,770	50	\$1,770						\$1,770
TOTAL		\$71,774		\$71,774				\$129,940		\$201,714

(MAROOH.WK1)

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LEO BURNETT

OUTDOOR

JUNE-DECEMBER

- RECOMMEND PURSUING OOH EFFORT WITHIN THE TOP 20 HISPANIC MARKETS
 - ACCOUNT FOR CORE OR 78% OF TOTAL U.S. HISPANIC POPULATION
 - REPRESENT 37% OF TOTAL MARLBORO VOLUME
 - MARLBORO HISPANIC VOLUME NUMBERS BY MARKET CURRENTLY UNAVAILABLE
- ALSO RECOMMEND FOCUSING ON FIVE ADDITIONAL HISPANIC MARKETS THAT HAVE A HISPANIC POPULATION CONCENTRATION GREATER THAN 30%
 - HISPANICS LIKELY IMPACTING MARLBORO VOLUME/SHARE CHANGES
 - SALINAS, LAREDO, ODESSA-MIDLAND, EL CENTRO AND LUBBOCK
 - ACCOUNT FOR AN ADDITIONAL 3% OF TOTAL HISPANIC POPULATION



OUTDOOR**JUNE-SEPTEMBER**

<u>RANK</u>	<u>MARKET</u>	<u>HISPANIC POPULATION</u>	<u>% OF TOTAL U.S. HISPANIC POPULATION</u>	<u>% OF TOTAL MARKET POPULATION</u>	<u>MSA % CONTRIBUTION TO VOLUME</u>
1	Los Angeles	5,468.6M	21.9%	33.7%	4.5%
2	New York	3,054.7	12.2	16.0	8.0
3	Miami	1,201.8	4.8	34.7	1.4
4	San Francisco	1,008.9	4.0	16.1	2.0
5	Chicago	998.7	4.0	11.4	2.5
6	Houston	898.4	3.6	21.7	1.5
7	San Antonio	893.2	3.6	48.3	0.3
8	McAllen- Brownsville	654.3	2.6	86.9	(A)
9	Dallas/Ft. Worth	635.2	2.5	13.1	2.0
10	San Diego	579.8	2.3	21.9	1.4
11	Fresno	545.3	2.2	36.2	0.8
12	Albuquerque	542.1	2.2	35.8	0.4
13	El Paso	538.3	2.2	69.2	(B)
14	Sacramento	479.1	1.9	15.4	1.7
15	Phoenix	468.8	1.9	16.5	1.3
16	Philadelphia	322.6	1.3	4.4	2.9
17	Denver	312.3	1.3	11.7	2.3
18	Corpus Christi	296.9	1.2	56.0	(A)
19	Boston	260.8	1.0	4.4	2.7
20	Washington, D.C.	253.8	1.0	5.4	1.6
24	Salinas	199.0	0.8	30.7	(C)
28	Laredo	142.9	0.6	93.9	(A)
30	Odessa-Midland	134.3	0.5	34.3	0.6
31	El Centro, CA	126.3	0.5	54.0	(D)
32	Lubbock	122.9	0.5	31.3	(E)
Total		20,139.0M	80.6%		37.9%

- (A) McAllen-Brownsville, Corpus Christi and Laredo part of San Antonio TA
 (B) El Paso part of Albuquerque TA
 (C) Salinas part of San Francisco TA
 (D) El Centro part of San Diego TA
 (E) Lubbock part of Odessa-Midland TA



OUTDOOR**JUNE-DECEMBER**

- FOR PURPOSES OF OOH BUY, RE-ARANGED RECOMMENDED. MARKET LIST BY TRADING AREA

	HISPANIC POP. (M)	% OF TOTAL U.S. HISPANIC POP.	% HISPANIC OF TOTAL MARKET
LOS ANGELES			
- LOS ANGELES	4,722.6	19.0%	30.8%
- RIVERSIDE/SAN BERNARDINO	746.0	2.9	34.2
NEW YORK			
- NEW YORK	3,054.7	12.2	16.0
- NEW JERSEY	699.3	2.7	20.0
MIAMI	1,201.8	4.8	34.7
SAN FRANCISCO			
- SAN FRANCISCO	1,008.9	4.0	16.1
- SAN JOSE	N/A	N/A	N/A
- SALINAS	199.0	8.0	30.7
CHICAGO	998.7	4.0	11.4
HOUSTON	898.4	3.6	21.7
SAN ANTONIO			
- SAN ANTONIO	893.2	3.6	48.3
- McALLEN-BROWNSVILLE	654.3	2.6	86.9
- CORPUS CHRISTI	296.9	1.2	56.0
- LAREDO	142.9	6.0	93.9
DALLAS			
- DALLAS	635.2	2.5	13.1
- FT. WORTH	N/A	N/A	N/A
SAN DIEGO			
- SAN DIEGO	579.8	2.3	21.9
- EL CENTRO, CA	126.9	5.0	54.0
FRESNO	545.3	2.2	36.2
ALBUQUERQUE			
- ALBUQUERQUE	542.1	2.2	35.8
- EL PASO	538.3	2.2	69.2
SACRAMENTO	479.1	1.9	15.4
PHOENIX	468.8	1.9	16.5
PHILADELPHIA	322.6	1.3	4.4
DENVER	312.3	1.3	11.7
BOSTON	260.8	1.0	4.4
WASHINGTON, D.C.	253.8	1.0	5.4
ODESSA-MIDLAND			
- ODESSA-MIDLAND	134.3	5.0	34.3
- LUBBOCK	122.9	5.0	31.3

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OUTDOOR

JUNE-DECEMBER

- RECOMMEND ADDITIONAL 5-MONTH PRESENCE STARTING IN JUNE
 - COVER EVERY MONTH WITH THE EXCEPTION OF SEPTEMBER AND NOVEMBER
- RECOMMENDED LEVELS AND FORMATS TAKE INTO ACCOUNT INPUT OF MARKET SPECIALISTS
 - 84% OF DOLLARS CURRENTLY ALLOCATED TO HISPANIC OOH FALL WITHIN MARKETS THAT HAVE BEEN VISITED BY OUR SPECIALISTS

<u>MARKET</u>	<u>\$M</u>	<u>% TOTAL</u>
LOS ANGELES	\$387.1M	24%
NEW YORK/NEW JERSEY	548.4	34
MIAMI	87.9	5
SAN FRANCISCO/SAN JOSE	77.9	5
CHICAGO	48.6	3
HOUSTON	56.9	4
SAN ANTONIO	32.1	2
DALLAS/FT. WORTH	36.6	2
SAN DIEGO	41.3	2
SACRAMENTO	9.9	1
PHILADELPHIA	14.2	1
DENVER	16.5	1
TOTAL	\$1,357.4	84%

- WILL CONTINUE TO FINE TUNE RECOMMENDATION AS NEEDED AS OTHER MARKETS ARE VISITED AND ABOVE MARKETS REVISITED



OUTDOOR
JUNE-DECEMBER
RECOMMENDED LEVELS

- IN NEW YORK, RECOMMEND #125 SHOWING FOR JUNE AND #150 FOR JULY THROUGH DECEMBER
 - AGGRESSIVE LEVEL NECESSARY TO COMBAT NEWPORT'S HIGHLY VISIBLE #100 SHOWING YEAR-ROUND 8-SHEET PRESENCE IN THE MARKET
 - JUNE'S SHOWING LEVEL IS LOWER DUE TO UNAVAILABILITY OF BUS SHELTERS BECAUSE OF THE WORLD CUP
- RECOMMEND #75 SHOWING IN ALL OTHER MARKETS WITH A POPULATION OF 550M OR MORE HISPANICS
 - INCLUDES LOS ANGELES, RIVERSIDE/SAN BERNADINO, NEW JERSEY, MIAMI, SAN FRANCISCO/SAN JOSE, CHICAGO, HOUSTON, SAN ANTONIO, McALLEN-BROWNSVILLE, DALLAS/FT. WORTH AND SAN DIEGO
 - TOGETHER WITH NEW YORK, COMPRISE 62% OF ALL U.S. HISPANICS
 - LEVEL WILL ALLOW MARLBORO TO ACHIEVE 91% REACH OF HISPANIC SMOKERS WITHIN EACH MARKET
 - WHILE COMPETITIVE DATA IS SKETCHY, BELIEVE THIS LEVEL WILL ALLOW MARLBORO TO ESTABLISH LEADERSHIP
 - IT IS UNLIKELY THAT ANY ONE COMPETITOR WILL BE MORE VISIBLE THAN MARLBORO ON ANY GIVEN MONTH AND HIGHLY UNLIKELY THAT ANY WILL HAVE A STRONGER PRESENCE THAN US OVER THE COURSE OF THE YEAR
- RECOMMEND #50 SHOWING IN MARKETS WITH A POPULATION OF 250M TO 549M HISPANICS
 - INCLUDES FRESNO, ALBUQUERQUE, EL PASO, SACRAMENTO, PHOENIX, PHILADELPHIA, DENVER AND BOSTON
 - COMPRISE AN ADDITIONAL 15% OF ALL HISPANICS LIVING IN U.S.
 - #50 SHOWING LEVEL SHOULD CONTINUE TO ALLOW MARLBORO TO DOMINATE THESE LESS COMPETITIVE MARKETS
- FOR NOW, RECOMMEND AGAINST PURSUING A HISPANIC OOH PRESENCE IN WASHINGTON, D.C., THE 20TH LARGEST HISPANIC MARKET IN THE U.S.
 - HISPANIC POPULATION IN WASHINGTON, D.C. IS HIGHLY DISPERSED AND TO THE BEST OF OUR KNOWLEDGE, NO "HISPANIC" LOCATIONS ARE AVAILABLE



OUTDOOR

JUNE-DECEMBER

RECOMMENDED LEVELS

- RECOMMEND #25 SHOWING IN SALINAS, LAREDO, EL CENTRO, ODESSA-MIDLAND AND LUBBOCK
 - TOGETHER THESE MARKETS ONLY ACCOUNT FOR 3% OF ALL U.S. HISPANICS
 - HOWEVER, WITHIN EACH OF THESE MARKETS HISPANICS COMPRISE AT LEAST 30% OF THE POPULATION
 - BELIEVE #25 HISPANIC SHOWING SHOULD BE SUFFICIENT TO ESTABLISH AND SUSTAIN MARLBORO AWARENESS IN EACH OF THESE MARKETS
 - TAKES INTO ACCOUNT VERY LIMITED COMPETITIVE ACTIVITY IN THESE MARKETS AND MARLBORO HISPANIC BUDGETARY LIMITATIONS



OUTDOOR

JUNE-DECEMBER

RECOMMENDED FORMATS

- BASED ON RECOMMENDATION OF MARKET SPECIALISTS, RECOMMEND A MIX OF 8-SHEETS AND 30-SHEETS IN MOSTLY ALL MARKETS, AS WELL AS BUS SHELTERS WHERE AVAILABLE
 - BIGGER IS BETTER
 - 30-SHEETS PROVIDE A BETTER FIT FOR THE MARLBORO CREATIVE MESSAGE, WHILE ALLOWING FOR AROUND-THE-CLOCK PRESENCE
 - 8-SHEETS ARE NOT ILLUMINATED AT NIGHT
 - DIVERSITY IS IMPORTANT
 - OUR GOAL IS TO DOMINATE THE MARKETPLACE AND DIVERSITY IS KEY IN ACHIEVING THIS OBJECTIVE
 - ATTEMPTED TO PLAN ON AT LEAST TWO TYPES OF UNITS IN EVERY MARKET BASED ON AVAILABILITY
- IN EVERY MARKET, WE ARE ALSO REACTING TO SERVICE PROBLEMS IDENTIFIED DURING RECENT TRIPS
 - E.G., RECOMMEND ELIMINATING 8-SHEET PRESENCE IN MIAMI DUE TO RECENT PROBLEMS WITH ACKERLEY



MARLBORO
1994 HISPANIC OUTDOOR RECOMMENDATION
JUNE

TRADING AREAS	% OF TOTAL		% HISPANIC OF TOTAL MARKET	U.S.		HISPANIC POP. (M)	30-SHEET		8-SHEET		8-SHEET		BUS		BUS		JUNE	
	HISPANIC POP. (M)	HISPANIC POP.		POP.	SHOWING		COST	SHOWING	COST	SHOWING	COST	SHELTERS SHOWING	SHELTERS COST	TOTAL SHOWING LEVELS	OOH TOTAL COST			
LOS ANGELES	4722.6	19.0%	30.8%	50	\$46,740	25	\$17,000					75	\$63,740					
- LOS ANGELES																		
- RIVERSIDE/ SAN BERNARDINO	746.0	2.9%	34.2%			25	\$798					25	\$798					
NEW YORK																		
- NEW YORK	3054.7	12.2%	16.0%	75	\$36,772	50	\$13,500					125	\$50,272					
- NEW JERSEY	699.3	2.7%	20.0%	25	\$4,200	50	\$9,480					75	\$13,680					
MIAMI	1201.8	4.8%	34.7%								75	\$15,595	\$15,595					
SAN FRANCISCO																		
- SAN FRANCISCO	1008.9	4.0%	16.1%	25	\$1,200	25	\$375				25	\$5,319	\$6,894					
- SAN JOSE				75	\$8,400							75	\$8,400					
- SALINAS*	199.0	8.0%	30.7%	25	\$1,686							25	\$1,686					
CHICAGO	998.7	4.0%	11.4%	50	\$7,680	25	\$1,470					75	\$9,150					
HOUSTON	898.4	3.6%	21.7%	50	\$8,300	25	\$2,212					75	\$10,512					
SAN ANTONIO																		
- SAN ANTONIO	893.2	3.6%	48.3%	50	\$3,080	25	\$2,400					75	\$5,480					
- McALLEN - BROWNSVILLE	654.3	2.6%	86.9%	50	\$8,690	25	\$3,850					75	\$12,540					
- CORPUS CHRISTI	296.9	1.2%	56.0%	25	\$2,246	25	\$1,300					50	\$3,546					
- LAREDO*	142.9	6.0%	93.9%	25	\$1,080							25	\$1,080					
DALLAS																		
- DALLAS	635.2	2.5%	13.1%	75	\$5,950							75	\$5,950					
- FT. WORTH						75	\$990					75	\$990					
SAN DIEGO																		
- SAN DIEGO	579.8	2.3%	21.9%	75	\$7,380							75	\$7,380					
- EL CENTRO, CA*	126.3	5.0%	54.0%	25	\$1,733							25	\$1,733					
FRESNO	545.3	2.2%	36.2%			50	\$2,657					50	\$2,657					
ALBUQUERQUE																		
- ALBUQUERQUE	542.1	2.2%	35.8%	25	\$2,200	25	\$2,000					50	\$4,200					
- EL PASO	538.3	2.2%	69.2%	25	\$4,000	25	\$1,500					50	\$5,500					
SACRAMENTO	479.1	1.9%	15.4%			50	\$1,652					50	\$1,652					
PHOENIX	468.8	1.9%	16.5%	50	\$5,010							50	\$5,010					
PHILADELPHIA	322.6	1.3%	4.4%	25	\$2,000	25	\$840					50	\$2,840					
DENVER	312.3	1.3%	11.7%	25	\$2,100	25	\$1,200					50	\$3,300					
BOSTON	260.8	1.0%	4.4%	50	\$2,000							50	\$2,000					
WASHINGTON, D.C.	253.8	1.0%	5.4%					NO OOH VEHICLES AVAILABLE TO REACH THE HISPANIC MARKET										
ODESSA - MIDLAND																		
- ODESSA - MIDLAND*	134.3	5.0%	34.3%	25	\$1,400							25	\$1,400					
- LUBBOCK*	122.9	5.0%	31.3%	25	\$855							25	\$855					
TOTAL					\$164,702		\$63,224						\$20,914	\$248,840				

* REPRESENTS MARKETS WITH A 30%+ CONCENTRATION OF HISPANICS (OUTSIDE THE TOP 20 HISPANIC MARKETS)

FIGURES ARE UNAVAILABLE

SAN BERNARDINO 30-SHEETS AND NEW YORK BUS SHELTERS ARE SOLD OUT FOR JUNE

(1 JUOOH.WK1)



LEO BURNETT

2060286798

MARLBORO

% OF TOTAL

*REPRESENTS MARKETS WITH A 30%+ CONCENTRATION OF HISPANICS; (OUTSIDE THE TOP 20 HISPANIC MARKETS)

FIGURES ARE UNAVAILABLE

2060286799
(300H.WK1)



LEO BURNETT

OUTDOOR

- PLEASE NOTE REVISED OOH RECOMMENDATION DOES NOT INCLUDE A RESERVE
 - BELIEVE ALL OBJECTIVES BEHIND ORIGINAL RESERVE ARE ADDRESSED IN THIS REVISION
 - NEW YORK HEAVY-UP
 - COMPETITIVE PRESENCE WITHIN TOP 20 HISPANIC MARKETS AS WELL AS FIVE ADDITIONAL MARLBORO MARKETS WITH HIGH HISPANIC DENSITY (30%+)
 - BASED ON CURRENT INPUT FROM MARKET SPECIALISTS
 - 30-SHEET PRESENCE, WHERE AVAILABLE, TO SUPPORT CHRISTMAS COPY IN DECEMBER
 - CAN BE HANDLED WITHIN CURRENT PLAN AS A COPY SPLIT
- AS YEAR PROGRESSES AND FURTHER FINE-TUNING OF CURRENT PLAN REQUIRES SHIFTING OF DOLLARS, WILL ADDRESS AS NEEDED BY
 - RECONSIDERING OOH PRESENCE IN SALINAS, LAREDO, ODESSA-MIDLAND, EL CENTRO AND LUBBOCK
- CONVERSELY, IF FINAL NEGOTIATED COSTS COME IN UNDER PLAN, WILL ADD 7TH MONTH PRESENCE IN ALL OR SELECTED MARKET AS APPROPRIATE



MAGAZINES

2060286801



LEO BURNETT

MAGAZINES

CREATED 5 TIERS OF PUBLICATIONS BASED ON THEIR ABILITY TO EFFECTIVELY AND EFFICIENTLY DELIVER OUR 3 KEY SEGMENTS (IN ORDER OF PRIORITY)

- SPANISH-DOMINANT/BILINGUAL MALE SMOKERS LA-24
- SPANISH-DOMINANT/BILINGUAL MALE SMOKERS 25-34
- SPANISH-DOMINANT/BILINGUAL FEMALE SMOKERS LA-34

- TIER I
- TIER I CONSISTS OF SPANISH AND BILINGUAL MALE BOOKS WITH A 15%+ LA-24 COMPOSITION

- TIER II
- TIER II CONSISTS OF SPANISH-LANGUAGE AND BILINGUAL MALE PUBLICATIONS WITH A HIGH 25-34 COMPOSITION

- TIER III
- TIER III CONSISTS OF SPANISH-LANGUAGE AND BILINGUAL FEMALE BOOKS WITH A 40%+ LA-34 COMPOSITION THAT DO PARTICULARLY WELL AGAINST THE LA-24 SEGMENT (I.E., 10%+ COMPOSITION OF LA-24 SEGMENT)

- TIER IV
- TIER IV CONSISTS OF ENGLISH-LANGUAGE MALE BOOKS WITH A HIGH LA-24 COMPOSITION

- TIER V
- TIER V CONSISTS OF ENGLISH-LANGUAGE DUAL BOOKS WITH A 30%+ LA-34 COMPOSITION



MAGAZINES

- RECOMMEND A 50/50 SPLIT OF BACK COVERS AND SECOND COVER SPREADS ACROSS ALL BOOKS
 - FROM A MEDIA PERSPECTIVE, BELIEVE BACK COVERS ARE MOST IMPACTFUL IN MAXIMIZING BRAND REACH
 - FROM A CREATIVE PERSPECTIVE, BELIEVE SPREADS ARE MOST IMPACTFUL
 - THE OVERALL ADVERTISING CAMPAIGN FOR MARLBORO WORKS BETTER IN SPREAD FORMAT, AS FULL BREADTH OF MARLBORO'S IMAGERY CAN BE PORTRAYED



MAGAZINES

TIER I CONSISTS OF SPANISH AND BILINGUAL MALE BOOKS WITH A 15%+ LA-24 COMPOSITION

- WILL RUN 6X-8X/YEAR FREQUENCY IN HOMBRE AND MECANICA POPULAR
- WILL RUN 1 SECOND COVER SPREAD IN BOTH HISPANICS IN BASEBALL AND HISPANICS IN SOCCER YEARBOOKS
 - MAGAZINES PUBLISHED ONLY 1X/YEAR
- WILL RUN 3 INSERTIONS IN HISPANICS IN BOXING YEARBOOK
 - 1 SECOND COVER SPREAD, 1 CENTER SPREAD AND 1 BACK COVER

TIER I MAGAZINES

	<u>TOTAL INSERTIONS</u>
HISPANICS IN BASEBALL (B)	1
HISPANICS IN BOXING (B)	3
HISPANICS IN SOCCER (B)	1
HOMBRE (S)	8
MECANICA POPULAR (S)	6



MAGAZINES

TIER II CONSISTS OF SPANISH-LANGUAGE AND BILINGUAL MALE
PUBLICATIONS WITH A HIGH 25-34 COMPOSITION

- WILL RUN 6X/YEAR FREQUENCY

TIER II MAGAZINES

TOTAL INSERTIONS

AUTOMUNDO (S)

6

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MAGAZINES

TIER III CONSISTS OF SPANISH-LANGUAGE AND BILINGUAL FEMALE BOOKS WITH A 40%+ LA-34 COMPOSITION THAT DO PARTICULARLY WELL AGAINST THE LA-24 SEGMENT (I.E., 10%+ COMPOSITION OF LA-24 SEGMENT)

- WILL RUN 4X/YEAR FREQUENCY
- AS AGREED, WILL STAGGER FEMALE PUBLICATIONS IN ORDER TO ACHIEVE MORE CONTINUOUS BRAND PRESENCE AGAINST FEMALE SMOKER AUDIENCE THROUGHOUT THE YEAR

TIER III MAGAZINES

	<u>TOTAL INSERTIONS</u>
COSMOPOLITAN (S)	4
CRISTINA (S)	4
MARIE CLAIRE (S)	4
TV Y NOVELAS (S)	4



MAGAZINES

TIER IV CONSISTS OF ENGLISH-LANGUAGE MALE BOOKS WITH A HIGH LA-24 COMPOSITION

- WILL RUN 3X/YEAR FREQUENCY
 - 2 BACK COVERS AND 1 SECOND COVER SPREAD

TIER IV MAGAZINES

TOTAL INSERTIONS

LOW RIDER (E)

3



MAGAZINES

TIER V CONSISTS OF ENGLISH-LANGUAGE DUAL BOOKS WITH A 30% +
LA-34 COMPOSITION

- WILL RUN 3X/YEAR FREQUENCY
 - 3 BACK COVERS
 - INCLUDES BACK COVER RUN IN JAN./FEB. ISSUE

TIER V MAGAZINES

TOTAL INSERTIONS

HISPANIC (E)

3



1994 MARLBORO MAGAZINES

MAGAZINES	LANG.	CIRC. (000)	CPM	%MALE/ FEMALE	P4C+B GROSS COST	INSTN	# OF PPS	2C+B GROSS COST	INSTN	# OF PPS	BC+B GROSS COST	INSTN	# OF PPS	TOTAL GROSS COST	TOTAL TOTAL INSTNS PAGES
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SPANISH DOMINANT/BILINGUAL HISPANICS

TIER I - MALE BOOKS W/ 15%+ LA-24 COMP.

HISPANICS IN BASEBALL (JUL - AUG)	B	250.0	\$32.00	90/10*	\$8,000.00	0	0	\$16,000.00	1	2	\$8,000.00	0	0	\$9,000.00	0	0	\$16,000.00	1	2
HISPANICS IN BOXING (MAY - JUL)	B	250.0	\$32.00	90/10*	\$8,000.00	0	2	\$16,000.00	1	2	\$8,000.00	1	1	\$75,000.00	1	1	\$16,000.00	3	5
HISPANICS IN SOCCER (MAY - JUL)	B	250.0	\$32.00	90/10*	\$1,368.00	0	0	\$2,941.20	4	8	\$1,573.20	0	0	\$1,710.00	4	4	\$16,000.00	1	2
HOMERIE	S	14.0	\$97.71	91/9	\$864.00	0	0	\$1,667.60	3	6	\$993.60	0	0	\$1,080.00	3	3	\$9,812.80	6	12
MECANICA POPULAR	S	15.8	\$54.68	97/3		0	0					0	0				\$134,417.60	19	30

TIER II - MALE BOOKS W/ HIGH 25-34 COMP.

AUTOMUNDO	S	54.0	\$37.59	93/7	\$2,030.00	0	0	\$4,466.00	3	6	\$2,436.00	0	0	\$3,045.00	3	3	\$22,533.00	6	9
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TIER III - FEMALE BOOKS W/ 40%+ LA-34 COMP.
WITH 10%+ LA-24 COMP.

COSMOPOLITAN	S	35.8	\$60.34	11/89	\$2,160.00	0	0	\$4,644.00	2	4	\$2,484.00	0	0	\$2,700.00	2	2	\$14,688.00	4	6
CRISTINA	S	91.0	\$35.60	34/66	\$3,240.00	0	0	\$6,966.00	2	4	\$3,726.00	0	0	\$4,050.00	2	2	\$22,032.00	4	6
MARIE CLAIRE	S	15.5	\$83.61	10/90	\$1,296.00	0	0	\$2,786.40	2	4	\$1,490.40	1	1	\$1,620.00	1	1	\$9,683.20	4	6
TV Y NOVELAS	S	93.9	\$23.77	12/88	\$2,232.00	0	0	\$4,798.80	2	4	\$2,566.80	0	0	\$2,790.00	2	2	\$15,177.60	4	6
																	\$60,560.80	16	24

ENGLISH-DOMINANT HISPANICS

TIER IV - MALE BOOKS W/ HIGH LA-24 COMP.

LOW RIDER	E	143.0	\$21.08	90/10	\$3,015.00	0	0	\$6,690.00	1	2	\$3,675.00	0	0	\$3,995.00	2	2	\$14,680.00	3	4
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TIER V - DUAL BOOKS W/ 30%+ LA-34 COMP.

HISPANIC	E	225.0	\$38.91	46/54	\$8,755.00	0	0	\$19,095.00	0	0	\$10,340.00	0	0	\$10,860.00	3	3	\$32,580.00	3	3
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* ESTIMATED MALE/FEMALE RATIO

PLEASE NOTE: PLANDELIVERS 60%/40% MALE VS. FEMALE IMPRESSIONS RATIO

(MAGBOX)

\$264,791.40 47 70

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LEO BURNETT

NEWSPAPER SUPPLEMENTS

2060286810



LEO BURNETT

NEWSPAPER SUPPLEMENTS

- CONTINUE TO RECOMMEND PRESENCE WITHIN HNN BASEBALL AND SOCCER SUPPLEMENTS
 - PROVIDE GOOD OPPORTUNITY TO EXTEND MALE AUDIENCE REACH WITHIN VERY RELEVANT ENVIRONMENT
 - CONTINUE TO RECOMMEND 100% BACK COVERS FOR MAXIMUM VISIBILITY, GIVEN NATURE OF VEHICLE AND METHOD OF DISTRIBUTION - I.E., INSERTED WITHIN SPANISH-LANGUAGE NEWSPAPERS
- AS REQUESTED, HAVE ALSO RECONSIDERED PRESENCE OF VISTA
 - RECOMMEND 3X FREQUENCY CONSISTING OF 100% BACK COVERS
 - CONSISTENT WITH LEVEL RECOMMENDED FOR TIER V MAGAZINES



1994 MARLBORO HISPANIC SUPPLEMENT RECOMMENDATION

SUPPLEMENTS	CIRC	DIM	1X RATE	CPM	BC	2CSP	DATES	POSITION	# OF INSERTS.	TOTAL COST
VISTA	1100.0	9 1/8 X 11	\$21,800	\$19.82	\$27,200	\$45,900	SEPT., OCT., & DEC.	BC	3	\$81,600.00
HNN SUPPLEMENTS:										
BEISBOL (BASEBALL)	350.0	8 1/2 X 11	\$10,500.00	\$30.00	\$12,000.00	\$22,000.00	JULY & OCT.	BC	2	\$24,000.00
FUTBOL (SOCCER)	350.0	8 1/2 X 11	\$10,500.00	\$30.00	\$12,000.00	\$22,000.00	MAY & JUNE	BC	2	\$24,000.00
GRAND TOTAL										\$129,600.00

HNN SUPPLEMENTS ARE INSERTED IN THE FOLLOWING SPANISH - LANGUAGE NEWSPAPERS:

NEWSPAPERS	CIRC.	MARKET	AUDITED
TU MUNDO	100.0	LA	VAC
EL DIARIO	55.0	NY	ABC
EXTRA	65.0	CHICAGO	VAC
DIARIO LAS AMERICAS	50.0	MIAMI	N/A
EL MENSAJERO	25.0	SF	VAC
EL MEXICA	30.0	HOUSTON	CPVS
LA PRENSA	25.0	SA	CPVS
	350.0		

(94VSSUPP.WK1)

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LEO BURNETT

NEWSPAPERS

2060286813



NEWSPAPERS

AUTO RACING

- CONTINUE TO RECOMMEND \$63M NEWSPAPER EFFORT IN SUPPORT OF AUTO RACING
 - \$20M TO BE FUNDED FROM COMMUNITY EVENTS PLAN
 - WILL RUN ONE FULL PAGE AD IN ALL VIABLE NEWSPAPERS WITHIN MARKET LEADING UP TO SIX SELECTED RACES
 - LONG BEACH, CA (LA); WEST ALLIS, WI (CHICAGO); LONDON, NH (BOSTON); ELKHART LAKE, WI (CHICAGO); LOWER NAZARETH TOWNSHIP, PA (PHILADELPHIA); MONTEREY, CA (SF)
 - IF MONEY WERE NOT AN ISSUE, WOULD LIKE TO RUN TWO INSERTIONS IN EVERY PAPER LEADING UP TO EVERY RACE
 - HOWEVER, MUST WORK WITHIN GIVEN BUDGET PARAMETERS
 - ELIMINATING SUPPORT OF SMALLER RACES WILL NOT FREE UP ENOUGH MONEY TO DOUBLE SUPPORT BEHIND BIGGER RACES
- CREATIVE UNIT SHOULD INCLUDE RESPONSE MECHANISM, SO WE CAN BETTER ASSESS VIABILITY OF NEWSPAPERS FOR FUTURE EFFORTS



RACE/MARKET/DATE	AUDIT	CIRC	RD	STUDY	DIM	COLS	IN	COL	OPEN	1X RATE	CPM	ADD	INSERTION	SPACE	MATERIALS	# OF	TOTAL
NEWSPAPERS									RATE			COLOR	DATE	CLOSING	CLOSING	INSTNS	2C FP
LA / APRIL 17																	COST
TOYOTA GRAND PRIX OF LONG BEACH																	
AZTECA (W)	APPLIED	35.0	N		13 3/4 X 21 1/2	6	129		\$13.00	\$1,677.00	\$47.91	\$150.00	4/13	4/6	4/11	1	\$1,827.00
EASTERN GROUP PUBLICATIONS (TH)	PS	68.0	PROCESS		13 X 21	5	126		\$22.00	\$2,772.00	\$40.76	\$125.00	4/14	4/6	4/11	1	\$2,897.00
ENFOQUE (MONTHLY - 15th)	CPVS	140.2	Y		10 X 13	5	65		N/A	\$2,000.00	\$14.27	\$250.00	4/15	4/6	4/11	1	\$2,250.00
EXCELSIOR (W)*	VAC	60.4	Y		13 X 21 1/2	6	129		\$13.71	\$1,768.59	\$29.28	\$330.00	4/13	4/6	4/11	1	\$2,098.59
LA OPINION (DAILY - 15th)	ABC	108.4	Y		13 X 21 1/2	6	129		\$25.43	\$3,280.47	\$30.26	\$295.00	4/15	4/11	4/13	1	\$3,575.47
NUESTRO TIEMPO (TH)	APPLIED	400.0	PROCESS		10 13/16 X 13	5	65		\$153.00	\$9,945.00	\$24.86	\$1,200.00	4/14	4/11	4/11	1	\$11,145.00
TU MUNDO (TH)	VAC	110.0	Y		10 X 13	5	65		\$32.83	\$2,133.95	\$19.40	\$150.00	4/14	4/11	4/12	1	\$2,283.95
UNION HISPANA (F)	VAC	35.0	N		10 X 13 1/4	5	65		\$13.85	\$900.25	\$25.72	\$100.00	4/15	4/11	4/12	1	\$1,000.25
LA TOTAL																8	\$27,077.26
*PLEASE NOTE: EXCELSIOR IS A TABLOID (10 1/4 X 12 3/4) / SPORTS SECTION IS A PULL-OUT B/S AS DETAILED ABOVE																	
MILLER GENUINE DRAFT 200																	
WISC. CHGO/JUNE 5																	
EXITO (TH)	PROCESS	65.0	PROCESS		10 13/16 X 14	5	70		\$44.50	\$2,500.00	\$38.46	\$300.00	6/02	5/27	5/27	1	\$2,800.00
EXTRA (TH)	VAC	68.0	N		10 1/4 X 13	4	52		\$48.40	\$2,516.80	\$37.01	\$225.00	6/02	5/27	5/27	1	\$2,741.80
LA RAZA (TH)	VAC	40.0	N		11 1/2 X 13	5	65		\$27.00	\$1,755.00	\$43.88	\$200.00	6/02	5/27	5/27	1	\$1,955.00
CHICAGO TOTAL																3	\$7,496.80
NEW ENGLAND 200																	
NH(BOSTON)/AUG. 21																	
JAMAICA PLAIN GAZETTE (BI-MONTHLY)	PS	16.0	Y		10 13/16 X 16	5	80		\$17.00	\$1,360.00	\$85.00	\$50.00	8/12	8/05	8/05	1	\$1,410.00
LA SEMANA (TH)	PS	10.0	N		10 1/4 X 15 1/2	6	93		\$14.00	\$1,302.00	\$130.20	\$150.00	8/18	8/12	8/12	1	\$1,452.00
MISSION HILL GAZETTE (MONTHLY)	PS	15.0	Y		10 13/16 X 16	5	80		\$15.00	\$1,200.00	\$80.00	\$275.00	8/05	7/29	7/29	1	\$1,475.00
BOSTON TOTAL																3	\$4,337.00
TEXACO/HAVOLINE 200																	
WISC. CHGO/J. SEPT. 11																	
EXITO (TH)	PROCESS	65.0	PROCESS		10 13/16 X 14	5	70		\$44.50	\$2,500.00	\$38.46	\$300.00	9/08	9/01	9/01	1	\$2,800.00
EXTRA (TH)	VAC	68.0	N		10 1/4 X 13	4	52		\$48.40	\$2,516.80	\$37.01	\$225.00	9/08	9/01	9/01	1	\$2,741.80
LA RAZA (TH)	VAC	40.0	N		11 1/2 X 13	5	65		\$27.00	\$1,755.00	\$43.88	\$200.00	9/08	9/01	9/01	1	\$1,955.00
CHICAGO TOTAL																3	\$7,496.80
BOSCH SPARK PLUG GRAND PRIX																	
PENN. (PHIL)/ SEPT. 18																	
EL HISPANO (TH)	PS	26.0	N		10 5/16 X 16	5	80		\$28.00	\$2,240.00	\$86.15	\$200.00	9/15	9/08	9/08	1	\$2,440.00
LA ACTUALIDAD (TH)	PS	20.0	N		10 X 14	6	84		\$8.50	\$714.00	\$35.70	\$100.00	9/15	9/08	9/08	1	\$814.00
PHILADELPHIA TOTAL																2	\$3,254.00
MONTREY GRAND PRIX																	
SF / OCTOBER 2																	
EL BOHEMO (W)	CPVS	30.0	N		13 X 21 1/2	6	129		\$21.00	\$2,709.00	\$90.30	\$225.00	9/28	9/21	9/21	1	\$2,934.00
EL MENSAJERO (W)	VAC	32.1	N		9 13/16 X 13	6	78		\$26.50	\$2,067.00	\$64.39	\$350.00	9/28	9/21	9/21	1	\$2,417.00
EL OBSERVADOR (W)	VAC	22.9	N		13 X 21	6	126		\$21.33	\$2,688.00	\$117.38	\$150.00	9/28	9/21	9/21	1	\$2,838.00
LA OFERTA REVIEW (W,SA)	CPVS	32.0	N		13 X 21	6	126		\$24.81	\$3,126.06	\$97.69	\$150.00	9/28	9/21	9/21	1	\$3,276.06
LA VOZ LATINA (W)	CPVS	19.3	N		13 X 21	6	126		\$15.12	\$1,905.12	\$98.71	\$125.00	9/28	9/21	9/21	1	\$2,030.12
SF TOTAL																5	\$13,495.18
GRAND TOTAL																24	\$63,157.04
EVENTS BUDGET																	\$20,000.00
OUT OF POCKET MEDIA \$																	\$43,157.04

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OUTLINE DENOTES THE RACES RECOMMENDED BY THE EVENTS GROUP

NEWSPAPERS

COUNTRY STORE

- ALSO CONTINUE TO RECOMMEND WIDESPREAD NEWSPAPER EFFORT IN SUPPORT OF COUNTRY STORE
 - WILL SUPPORT ALL VIABLE NEWSPAPERS WITHIN THE MARKET LIST WHICH COMPRISE APPROXIMATELY 75% OF ALL U.S. HISPANICS
 - MARKETS NOT INCLUDED ARE EL PASO, LAREDO, ODESSA-MIDLAND, EL CENTRO, LUBBOCK
 - EITHER NEWSPAPERS NOT VIABLE OR NO NEWSPAPER EXISTS IN MARKET
 - \$143M BUDGET WILL FUND ONE FULL PAGE INSERTION IN EACH NEWSPAPER IN THE MONTH OF AUGUST
 - IN LINE WITH HISPANIC POS DROP
 - CREATIVE UNIT SHOULD INCLUDE SAMPLES OF MERCHANDISE AND ENCOURAGE HISPANICS TO ORDER CATALOG AND SPECIAL ORDER FORM IN SPANISH THROUGH EXCLUSIVE 1-800 HISPANIC NUMBER



1994 MARLBORO HISPANIC COUNTRY STORE MEDIA RECOMMENDATION

MARKET/ NEWSPAPER	AUDIT	CIRC	RD STUDY	DIM	COLS	COL IN	OPEN RATE	1X RATE	CPM	ADD COLOR	# OF INSTNS	TOTAL 2C FP COST
LA												
AZTECA (W)	APPLIED	35.0	N	13 3/4 X 21 1/2	6	129	\$13.00	\$1,677.00	\$47.91	\$150.00	1	\$1,827.00
EGP (TH)	PS	68.0	PROCESS	13 X 21	6	126	\$22.00	\$2,772.00	\$40.76	\$125.00	1	\$2,897.00
ENFOQUE(TH)	CPVS	140.2	Y	10 X 13	5	65	N/A	\$2,000.00	\$14.27	\$250.00	1	\$2,250.00
EXCELSIOR (W)	VAC	60.4	Y	10 1/4 X 12 3/4	5	65	\$24.70	\$1,605.50	\$26.58	\$330.00	1	\$1,935.50
LA OPINION (D)	ABC	108.4	Y	13 X 21.5	6	129	\$25.43	\$3,280.47	\$30.26	\$295.00	1	\$3,575.47
NUESTRO TIEMPO (TH)	APPLIED	400.0	PROCESS	10 13/16 X 13	5	65	\$153.00	\$9,945.00	\$24.86	\$1,200.00	1	\$11,145.00
TU MUNDO (TH)	VAC	110.0	Y	10 X 13	5	65	\$32.83	\$2,133.95	\$19.40	\$150.00	1	\$2,283.95
UNION HISPANA (F)	VAC	35.0	N	10 X 13 1/4	5	65	\$13.85	\$900.25	\$25.72	\$100.00	1	\$1,000.25
LA TOTAL											8	\$26,914.17
NY												
CONTINENTAL (TH)	PS	38.0	N	10 X 14	5	70	\$35.00	\$2,450.00	\$64.47	\$75.00	1	\$2,525.00
EL DIARIO (D/EXCEPT SA)	ABC	60.0	Y	9 13/16 X 13 1/2	6	78	\$46.73	\$3,644.94	\$60.75	\$350.00	1	\$3,994.94
EL ESPECIAL (W)	PS	76.0	N	10 X 13	4	52	\$40.00	\$2,080.00	\$27.37	\$500.00	1	\$2,580.00
IMPACTO (W)	PS	60.0	N	10 13/16 X 14	5	70	\$34.46	\$2,412.20	\$40.20	\$250.00	1	\$2,662.20
LA VOZ HISPANA (TH)	PS	68.1	N	9 3/4 X 14	4	56	\$32.00	\$1,792.00	\$26.31	\$250.00	1	\$2,042.00
LISTIN (W)	PS	30.0	N	9 3/4 X 13	4	52	\$12.50	\$650.00	\$21.67	\$130.00	1	\$780.00
NOTICIAS DEL MUNDO (D/M-F)	PS	32.0	N	13 X 21	6	126	\$21.46	\$2,703.96	\$84.50	\$300.00	1	\$3,003.96
NY TOTAL											7	\$17,588.10
MIAMI												
EL NUEVO HERALD (D)	VAC	101.8	Y	13 X 22 1/2	6	135	\$37.00	\$4,995.00	\$49.07	\$540.00	1	\$5,535.00
EL NUEVO PATRIA (TH)	PS	28.5	Y	10 X 16	6	96	\$11.60	\$1,113.60	\$39.07	\$80.00	1	\$1,193.60
EXITO (W)	VAC	75.0	Y	10 13/16 X 13	5	65	\$29.45	\$1,914.25	\$25.52	\$250.00	1	\$2,164.25
MIAMI TOTAL											3	\$8,892.85
SF												
EL BOHEMIO (W)	CPVS	30.0	N	13 X 21 1/2	6	129	\$21.00	\$2,709.00	\$90.30	\$225.00	1	\$2,934.00
EL MENSAJERO (W)	VAC	32.1	N	9 13/16 X 13	6	78	\$26.50	\$2,067.00	\$64.39	\$350.00	1	\$2,417.00
EL OBSERVADOR (W)	VAC	22.9	N	13 X 21	6	126	\$21.33	\$2,688.00	\$117.38	\$150.00	1	\$2,838.00
LA OFERTA REVIEW (W,SA)	CPVS	32.0	N	13 X 21	6	126	\$24.81	\$3,126.06	\$97.69	\$150.00	1	\$3,276.06
LA VOZ LATINA (W)	CPVS	19.3	N	13 X 21	6	126	\$15.12	\$1,905.12	\$98.71	\$125.00	1	\$2,030.12
MISSION LIFE (MONTHLY)	VAC	40.0	N	10 X 13	5	65	\$18.40	\$1,196.00	\$29.90	\$150.00	1	\$1,346.00
SF TOTAL											6	\$14,841.18

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LEO BURNETT

1994 MARLBORO HISPANIC COUNTRY STORE MEDIA RECOMMENDATION

MARKET/ NEWSPAPER	AUDIT	CIRC	RD	STUDY	DIM	COLS	COL IN	OPEN RATE	1X RATE	CPM	ADD COLOR	# OF INSTNS	TOTAL 2C FP COST
CHICAGO													
EXITO (TH)	PROCESS	65.0		PROCESS	10 13/16 X 14	5	70	\$44.50	\$2,500.00	\$38.46	\$300.00	1	\$2,800.00
EXTRA (TH)	VAC	68.0		N	10 1/4 X 13	4	52	\$48.40	\$2,516.80	\$37.01	\$225.00	1	\$2,741.80
LA RAZA (TH)	VAC	40.0		N	11 1/2 X 13	5	65	\$27.00	\$1,755.00	\$43.88	\$200.00	1	\$1,955.00
CHICAGO TOTAL												3	\$7,496.80
HOUSTON													
EL MEXICA (TH)	CPVS	55.0		N	13 X 21	6	126	\$18.00	\$2,000.00	\$36.36	\$75.00	1	\$2,075.00
LA INFORMACION (W)	CPVS	84.0		N	10 1/4 X 14	6	84	\$30.00	\$2,520.00	\$30.00	\$125.00	1	\$2,645.00
LA VOZ DE HOUSTON (W)	CPVS	50.0		N	13 X 21 1/2	6	129	\$20.00	\$2,580.00	\$51.60	\$200.00	1	\$2,780.00
SEMANA (W)	VAC	50.0		N	10 5/16 X 13	5	65	\$27.00	\$1,755.00	\$35.10	\$160.00	1	\$1,915.00
HOUSTON TOTAL												4	\$9,415.00
SAN ANTONIO													
LA PRENSA (W)	CPVS	35.0		N	13 X 21	6	126	\$15.00	\$1,890.00	\$54.00	\$100.00	1	\$1,990.00
WEST SIDE SUN/SOUTH SIDE SUN (TH)	PS	115.0		N	13 X 21	6	126	\$48.42	\$6,100.92	\$53.05	\$300.00	1	\$6,400.92
SAN ANTONIO TOTAL												2	\$8,390.92
McALLEN/BROWNSVILLE													
EL PERIODICO (W)	CPVS	151.0		Y	13 X 21	6	126	\$12.95	\$1,631.70	\$10.81	\$165.00	1	\$1,796.70
EL HERALDO DE BROWNSVILLE (D)	ABC	18.5		N	13 X 21	6	126	\$12.13	\$1,528.38	\$82.62	\$200.00	1	\$1,728.38
McALLEN/BROWNS. TOTAL												2	\$3,525.08
DALLAS													
EL EXTRA (TH)	VAC	27.0		N	13 3/4 X 21	6	126	\$14.00	\$1,764.00	\$65.33	\$95.00	1	\$1,859.00
EL HERALDO NEWS (TU)	PS	28.0		N	13 X 21 1/2	6	129	\$14.65	\$1,889.85	\$67.49	\$95.00	1	\$1,984.85
EL HISPANO NEWS (TH)	CPVS	27.0		Y	13 X 21	6	126	\$12.50	\$1,575.00	\$58.33	\$60.00	1	\$1,635.00
EL INFORMADOR HISPANO (F)	CPVS	30.0		Y	11 3/4 X 13	5	65	\$12.50	\$812.50	\$27.08	\$100.00	1	\$912.50
DALLAS TOTAL												4	\$6,391.35

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1994 MARLBORO HISPANIC COUNTRY STORE MEDIA RECOMMENDATION

MARKET/ NEWSPAPER	AUDIT	CIRC	RD STUDY	DIM	COLS	COL IN	OPEN RATE	1X RATE	CPM	ADD COLOR	# OF INSTNS	TOTAL 2C FP COST
SAN DIEGO												
AHORA (TH)	CPVS	20.0	N	10 1/4 X 16	4	64	\$13.21	\$845.44	\$42.27	\$50.00	1	\$895.44
EL LATINO (F)	CPVS	30.0	Y	11 3/4 X 15	5	75	\$17.00	\$1,275.00	\$42.50	\$100.00	1	\$1,375.00
EL SOL (TH)	VAC	31.0	Y	10 13/16 X 13	5	65	\$20.00	\$1,300.00	\$41.94	\$150.00	1	\$1,450.00
HISPANOS UNIDOS (F)	CPVS	17.0	Y	10 1/4 X 13	5	65	\$17.00	\$1,105.00	\$65.00	\$100.00	1	\$1,205.00
LA PRENSA (F)	PS	17.5	N	13 X 21	6	126	\$19.16	\$2,414.16	\$137.95	\$125.00	1	\$2,539.16
SAN DIEGO TOTAL											5	\$7,464.60
FRESNO												
EL POPULAR (F)	PS	22.0	Y	13 X 21	6	126	\$13.50	\$1,701.00	\$77.32	\$250.00	1	\$1,951.00
EL SOL DE VALLE (BI-W)	CPVS	24.0	N	11 1/2 X 16	5	80	\$13.55	\$1,084.00	\$45.17	\$125.00	1	\$1,209.00
LA REPUBLICA (TH)	PS	25.0	N	13 X 21	6	126	\$9.00	\$1,134.00	\$45.36	\$100.00	1	\$1,234.00
FRESNO TOTAL											3	\$4,394.00
ALBUQUERQUE												
EL HISPANO NEWS (TH)	PS	50.0	N	11 1/4 X 14	5	70	\$10.00	\$700.00	\$14.00	\$175.00	1	\$875.00
THE TAOS NEWS (TH)	ABC	10.0	N	13 X 21 1/2	6	129	\$9.95	\$1,283.55	\$128.36	\$140.00	1	\$1,423.55
ALBUQUERQUE TOTAL											2	\$2,298.55
SACRAMENTO												
EL HISPANO (W)	PS	20.3	N	13 X 21	6	126	\$15.15	\$1,908.90	\$94.03	\$50.00	1	\$1,958.90
EL POPULAR (F)	PS	20.0	N	13 X 21	6	126	\$13.50	\$1,701.00	\$85.05	\$250.00	1	\$1,951.00
EL TIEMPO (TH)	PS	25.0	N	13 X 21	6	126	\$9.00	\$1,134.00	\$45.36	\$100.00	1	\$1,234.00
LA NACION (TH)	PS	25.0	N	13 X 21	6	126	\$9.00	\$1,134.00	\$45.36	\$100.00	1	\$1,234.00
SACRAMENTO TOTAL											4	\$6,377.90
PHOENIX												
AVE FENIX	CPVS	50.0	N	10 13/16 X 12	5	60	\$22.50	\$1,350.00	\$27.00	N/C	1	\$1,350.00
EL SOL DE ARIZONA	PS	25.0	N	13 X 21	6	126	\$10.40	\$1,310.40	\$52.42	\$200.00	1	\$1,510.40
PHOENIX TOTAL											2	\$2,860.40
PHILADELPHIA												
EL HISPANO	PS	26.0	N	10 5/16 X 16	5	80	\$28.00	\$2,240.00	\$86.15	\$200.00	1	\$2,440.00
LA ACTUALIDAD	PS	20.0	N	10 X 14	6	84	\$8.50	\$714.00	\$35.70	\$100.00	1	\$814.00
PHILADELPHIA TOTAL											2	\$3,254.00

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1994 MARLBORO HISPANIC COUNTRY STORE MEDIA RECOMMENDATION

MARKET/ NEWSPAPER	AUDIT	CIRC	RD STUDY	DIM	COLS	COL IN	OPEN RATE	1X RATE	CPM	ADD COLOR	# OF INSTNS	TOTAL 2C FP COST
DENVER												
HISPANIA (W)	PS	10.0	N	10 X 13 1/2	5	68	\$8.18	\$552.15	\$55.22	\$75.00	1	\$627.15
LA VOZ HISPANA (W)	CPVS	16.0	N	10 1/3 X 14	6	84	\$11.00	\$924.00	\$57.75	\$100.00	1	\$1,024.00
DENVER TOTAL											2	\$1,651.15
BOSTON												
JAMAICA PLAIN GAZETTE	PS	16.0	Y	10 13/16 X 16	5	80	\$17.00	\$1,360.00	\$85.00	\$50.00	1	\$1,410.00
LA SEMANA	PS	10.0	N	10 1/4 X 15 1/2	6	93	\$14.00	\$1,302.00	\$130.20	\$150.00	1	\$1,452.00
MISSION HILL GAZETTE	PS	15.0	Y	10 13/16 X 16	5	80	\$15.00	\$1,200.00	\$80.00	\$275.00	1	\$1,475.00
BOSTON TOTAL											3	\$4,337.00
WASHINGTON DC												
EL DIARIO DE LA NACION	PS	20.0	N	13 X 21	6	126	\$14.00	\$1,764.00	\$88.20	\$150.00	1	\$1,914.00
EL PREGONERO	PS	25.7	N	10 3/16 X 13 1/2	5	68	\$18.70	\$1,262.25	\$49.11	\$150.00	1	\$1,412.25
EL TIEMPO LATINO	PROCESS	23.0	N	13 X 21	6	126	\$18.00	\$2,268.00	\$98.61	\$180.00	1	\$2,448.00
WASHINGTON TOTAL											3	\$5,774.25
SALINAS												
EL SOL	PS	12.0	N	13 X 21	6	126	\$8.50	\$1,071.00	\$89.25	\$150.00	1	\$1,221.00
SALINAS TOTAL											1	\$1,221.00
GRAND TOTAL											66	\$143,088.30

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MAGAZINES/SUPPLEMENTS CLOSING DATES

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1994 SPACE/MATERIAL CLOSING DATES

MAGAZINES	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
BASEBALL YEARBOOK								
BOXING YEARBOOK	5/6 / 5/6		6/1 / 6/1					
SOCCER YEARBOOK	4/20 / 4/20							
HOMBRE	3/14 / 3/21	4/20 / 4/20	5/13 / 5/20	6/14 / 6/21	7/13 / 7/20	8/15 / 8/22	9/13 / 9/20	10/13 / 10/20
MECANICA POPULAR			4/14 / 4/19	5/16 / 5/19	6/16 / 6/21	7/15 / 7/20	8/16 / 8/19	9/16 / 9/20
AUTOMUNDO	4/6 / 4/6	4/15 / 4/15	5/20 / 6/20	6/20 / 6/20		8/20 / 8/20		10/20 / 10/20
COSMOPOLITAN		4/06 / 4/12	5/06 / 5/13		7/05 / 7/12		9/06 / 9/13	
CRISTINA		4/06 / 4/13		6/09 / 6/16		8/11 / 8/18		10/13 / 10/20
MARIE CLAIRE		4/06 / 4/11		6/01 / 6/10		8/01 / 8/12		10/03 / 10/11
TV y NOVELAS			6/07 / 6/13		8/02 / 8/08		9/27 / 10/03	11/08 / 11/14
LOW RIDER				5/13 / 5/13		7/15 / 7/15		9/16 / 9/16
HISPANIC			5/23 / 5/30		7/24 / 8/1			
SUPPLEMENTS								
VISTA								
BEISBOL					7/4 / 8/9	8/15 / 9/20		10/3 / 11/8
FUTBOL	4/10 / 4/20	5/10 / 5/20	6/10 / 6/20			9/10 / 9/20		

SHADE DENOTES APPROVAL

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APPENDIX

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1994 DEMOGRAPHIC ANALYSIS OF HISPANIC MAGAZINES

MAGAZINE TIER I	LANGUAGE	TOTAL CIRC. (M)	% M/ % F	P4/CB CPM	% LA-24	% 25-34	% LA-34	MEDIAN AGE	SOURCE
HISPANICS IN BASEBALL	B	250.0	90/10*	32.00	N/A	N/A	N/A	N/A	-
HISPANICS IN BOXING	B	250.0	90/10*	N/A	N/A	N/A	N/A	N/A	-
HISPANICS IN SOCCER	B	250.0	90/10*	32.00	N/A	N/A	N/A	N/A	-
HOMBRE	S	14.0	91/9	97.91	15	28	43	N/A	SRC
MECANICA POPULAR	S	15.8	97/3	54.68	26	37	63	N/A	SRC

*ESTIMATED

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1994 DEMOGRAPHIC ANALYSIS OF HISPANIC MAGAZINES

MAGAZINE TIER II	LANGUAGE	TOTAL CIRC. (M)	% M/ % F	P4/CB CPM	% LA-24	% 25-34	% LA-34	MEDIAN AGE	SOURCE
AUTOMUNDO	S	54.0	93/7	\$37.59	N/A	N/A	N/A	36	SRC

*ESTIMATED

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1994 DEMOGRAPHIC ANALYSIS OF HISPANIC MAGAZINES

MAGAZINE TIER III	LANGUAGE	TOTAL CIRC. (M)	% M/ % F	P4/CB CPM	% LA-24	% 25-34	% LA-34	MEDIAN AGE	SOURCE
COSMOPOLITAN	S	35.8	11/89	60.34	9	33	42	N/A	SRC
CRISTINA	S	91.0	34/66	35.60	15	41	56	N/A	SRC
MARIE CLAIRE	S	15.5	10/90	83.61	18	36	54	36	SRC
TV Y NOVELAS	S	93.9	12/88	23.77	10	31	41	N/A	SRC

*ESTIMATED

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1994 DEMOGRAPHIC ANALYSIS OF HISPANIC MAGAZINES

MAGAZINE TIER IV	LANGUAGE	TOTAL CIRC. (M)	% M/ % F	P4/CB CPM	% LA-24	% 25-34	% LA-34	MEDIAN AGE	SOURCE
LOW RIDER	E	143.0	90/10	21.08	N/A	N/A	N/A	25	IN-HOUSE READER. STUDY

*ESTIMATED

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1994 DEMOGRAPHIC ANALYSIS OF HISPANIC MAGAZINES

MAGAZINE TIER V	LANGUAGE	TOTAL CIRC. (M)	% M/ % F	P4/CB CPM	% LA-24	% 25-34	% LA-34	MEDIAN AGE	SOURCE
HISPANIC	E	225.0	46/54	38.91	5	27	32	N/A	'91 SIMMONS SUBSC. STUDY

*ESTIMATED

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MARLBORO 1994 HISPANIC MAGAZINE RECOMMENDATION**COMPARISON TO 1993 PLAN**

<u>MAGAZINES</u>	<u>1993</u>		<u>1994</u>	
	<u>\$(M)</u>	<u>INSERTIONS/ PAGES</u>	<u>\$(M)</u>	<u>INSERTIONS/ PAGES</u>
AUTOMUNDO	\$10.5M	3/4	\$22.5	6/9
COSMOPOLITAN	17.6	6/7	14.7	4/6
CRISTINA	26.1	5/7	22.0	4/6
GEO MUNDO	4.7	3/4	-	-
HISPANIC	-	-	32.6	3/3
HISPANICS IN BASEBALL	-	-	16.0	1/2
HISPANICS IN BOXING	-	-	75.0	3/5
HISPANICS IN SOCCER	-	-	16.0	1/2
HOMBRE	12.7	6/8	18.6	8/12
LOW RIDER	18.8	6/8	14.7	3/4
MARIE CLAIRE	-	-	8.7	4/6
MECANICA				
POPULAR	7.4	6/8	8.8	6/9
REVISTA PARA NOVIAS	4.8	1/1	15.2	-
TV Y NOVELAS	13.3	4/6	-	4/6
TOTAL	\$115.9M	40/53	\$264.8M	47/70

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ANALYSIS OF MAGAZINE CHANGES

FROM MARLBORO'S 1993 PLAN

MAGAZINES/SUPPLEMENTS DELETED

REASON

GEO MUNDO	LOW LA-34 COMPOSITION (25%)
REVISTA PARA NOVIAS	NO AUDIT OR PRINTER'S STATEMENTS; SUSPECT LARGE SHORTFALL FROM ESTIMATED CIRCULATION

MAGAZINES/SUPPLEMENTS ADDED

REASON

HISPANIC	SUBSTANTIAL LA-34 COMPOSITION (33%)
HISPANICS IN BASEBALL	HIGH QUALITY, MALE-TARGETED PUBLICATION; ESTIMATE HIGH COMPOSITION OF KEY AUDIENCE
HISPANICS IN BOXING	HIGH QUALITY, MALE-TARGETED PUBLICATION; ESTIMATE HIGH COMPOSITION OF KEY AUDIENCE
HISPANICS IN SOCCER	HIGH QUALITY, MALE-TARGETED PUBLICATION; ESTIMATE HIGH COMPOSITION OF KEY AUDIENCE
MARIE CLAIRE	SUBSTANTIAL LA-34 COMPOSITION (54%)
HNN SPORTS	HIGH QUALITY, VERY RELEVANT EDITORIAL ENVIRONMENT; DISTRIBUTED THROUGH SPANISH-LANGUAGE NEWSPAPERS

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1994 MARLBORO MAGAZINE/SUPPLEMENT IMPRESSIONS

MAGAZINES	CIRC. (000)	RPC	% MALE	% FEMALE	# OF INSERTS	TOTAL (000)'S	MALE (000)'S	FEMALE (000)'S
AUTOMUNDO	54.0	3.0	93%	7%	6	972	904	68
COSMOPOLITAN	35.8	4.1	11	89	4	587	65	523
CRISTINA	91.0	4.5	34	66	4	1,638	557	1,081
HISPANIC	225.0	3.0	46	54	3	2,025	932	1,094
HISPANICS IN BASEBALL	250.0	3.0	90	10	1	750	675	75
HISPANICS IN BOXING	250.0	3.0	90	10	3	2,250	2,050	225
HISPANICS IN SOCCER	250.0	3.0	90	10	1	750	675	75
HOMBRE	14.0	3.4	91	9	8	381	347	34
LOW RIDER	143.0	3.0	90	10	3	1,287	1,158	129
MARIE CLAIRE	15.5	4.0	10	90	4	248	25	223
MECANICA POPULAR	15.8	2.9	97	3	6	275	267	8
TV Y NOVELAS	93.9	4.5	12	88	4	1,690	203	1,487
<u>SUPPLEMENTS</u>								
VISTA	1,100	3.0	42	58	3	9,900	4,158	5,742
BEISBOL	350	3.0	90	10	2	2,100	1,890	210
FUTBOL	350	3.0	90	10	2	2,100	1,890	210
TOTAL					54	26,953 100%	15,769 59%	11,184 41%

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MARLBORO

1994 DEMOGRAPHIC ANALYSIS OF SUPPLEMENTS

	<u>HNN</u> <u>SUPPLEMENTS</u> <u>(BASEBALL &</u> <u>SOCCER)</u>	<u>VISTA</u>
LANGUAGE	SPANISH	BI-LINGUAL
CIRCULATION	350.0M	1,100.0
AUDIT	PUB. STATEMENT	ABC
DISTRIBUTION	34% PD/66% NP	60% PD/40% PD
FREQUENCY	3X/YR.	MONTHLY
IPIC/IXCPM	\$30.00	\$19.00
% M/F	N/A	42/58 52% 18-34 31% 25-34 35% 35-54 49% \$30M+
MEDIAN AGE	N/A	15% \$20-\$29.9M 35% <\$20M 49% ATTN/GRAD
MEDIAN HH INCOME	N/A	COLLEGE
EDUCATION	N/A	
OCCUPATION	N/A	31% WORK
SOURCE	N/A	1992 NUSTATS

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MARLBORO
NEWSPAPER READERSHIP INFORMATION

LOS ANGELES

ENFOQUE	61% MALE
EXCELSIOR	49% MALE/60% <35
LA OPINION	62% MALE/34 MEDIAN AGE
TU MUNDO	65% MALE

NEW YORK

EL DIARIO	34% 18-34
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MIAMI

EL NUEVO HERALD	27% 18-34 YR. OLD
EL NUEVO PATMA	52.9% MALES
EXITO	

McALLEN/BROWNSVILLE

EL PERIODICO	60% MALE
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DALLAS

EL HISPANO NEWS	76% MALE
EL INFORMATION	54% MALE

SAN DIEGO

EL LATINO	60% MALE
EL SOL	24.3 MEDIAN AGE

FRESNO

EL POPULAR	62% MALE/26 MEDIAN AGE
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