

U.S. HISPANIC COMMUNITY NEWSPAPERS

NEWSPAPER: **VIVA!**

PUBLISHER: Viva Publishing Inc.-Houston; Blanca Hernandez

CLASSIFICATION: English-language supplement to the Houston Post

REPRESENTATIVE: Cathy Lynch - Natl. Acct. Exec.
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CIRCULATION: 200,000

AUDIT: Not Audited

FREQUENCY: Monthly

DISTRIBUTION: Distributed through the Houston Post in high-density
Hispanic areas. Subscription and single copy sales.

READERS PER COPY: 2.3

COST (FULL PAGE): B/W - 2.725
Color - 3.270

CPM: \$13.63/B/W \$16.35/color

PAGE SIZE: 10 1/2" x 13"

CLOSING TIME: 10 days prior to publication date

TARGET: Houston Hispanic Adults 18-45 yrs.
Middle income who read both
English and Spanish

EDITORIAL:

- . Established in September 1989
- . Tabloid format circulated through the Houston Post in 114 Hispanic zip code areas
- . 90% English-language, 10% Spanish-language
- . Stories feature local events, issues and concerns that affect the Houston Hispanic community
- . Informative and entertaining editorial; promotes the advancement of Hispanics and pride and preservation of the Hispanic culture and traditions
- . Comparable to Vista national magazine/newspaper supplement except with strong local focus
- . Special issues in Sept. and May due to Hispanic celebrations
- . 60/40 Ad-to-Edit Ratio
- . High circulation, reaches about 25% of all Houston Hispanics

ADVERTISERS: Miller, Bank One, Exxon (product), Amoco (image), Shell
Oil, Camel, RJR Reynolds, Dept. of Justice, H&R Block,
and several local restaurants, stores and services

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