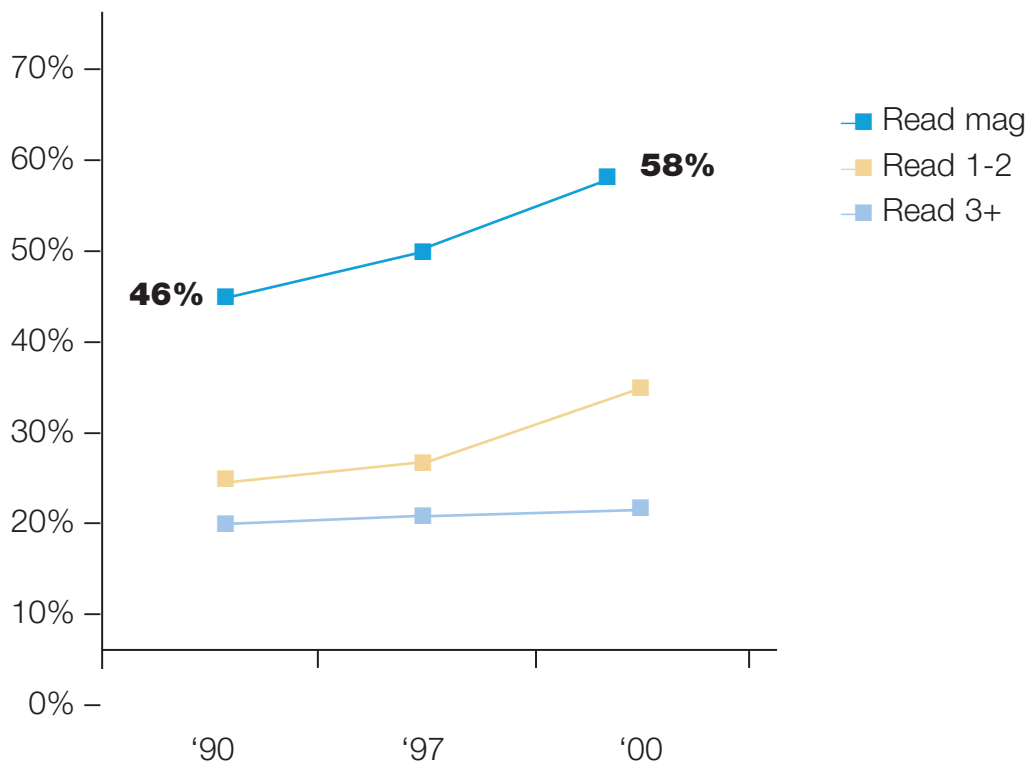


Hispanic Magazine Readership is on the Rise

There has been a **26%** increase in Hispanic magazine readership over the past ten years

Magazine readership is increasing among regular and heavy readers



Source: 2000 Yankelovich Hispanic Monitor.