RAGS TO RICHE
Who Are America’s Affluents?

THE ROPER REPORT
An Interview
With Bud Roper

CAMPAIGN
Rémy Martin:
Nosing Out
The Competition

TEST MARKETING
Focus Groups:
New Magic in an
Old Technique
TRY SPANISH...

It's a lot more than just Salsa!

It's 25 Million Hispanics across this country. It's a $77.8 Billion market. The richest Hispanic population in the world spends $1.5 Billion on Video and Audio Equipment!

- Television Sets ................................ $655 Million
- Home Radio and Stereo Systems .......... $198 Million
- Videotape Equipment ........................ $422 Million
- Auto Radio and Stereo Systems .......... $173 Million

To convey your message to the largest Hispanic ADI in the nation, try El Diario/La Prensa. It's a lot more than just a newspaper!