



# **EPMG**

# **Market View:**

## **Auto highlights**



THE BEST NEWSPAPER REP IN THE BUSINESS

 **ETHNIC**  
PRINT • MEDIA • GROUP



# MARKET VIEW SYNOPSIS

The Automotive industry has the opportunity to experience strong sales growth by investing in the untapped readership of Hispanic newspapers.

## **BUYING POWER:**

According to EPMG's 7 Market Hispanic Readership Study involving La Opinion, El Nuevo Herald, La Raza, La Voz and La Prensa, 31% of the readers plan on purchasing a new or used vehicle in the next year. Investing in 2 million Hispanic newspaper circulation would offer 620,000 active vehicle buyers. Thus, at a \$15,000 average sticker price this equates to \$9.3 Billion in automotive purchasing power.

*\*As a side note: The average general market media auto purchasing response is 20%, therefore Hispanic newspaper readers are 50% more likely to be active automotive consumers.*

## **WHERE'S TOYOTA?**

In respect to purchasing power versus client media investment, 47% of Hispanic newspaper readers plan to buy a foreign car. However, in the 1st quarter of 2006 Honda and Toyota invested under \$150,000 combined in 7 of the top Hispanic markets. How does this compare? Chevy invested more in Los Angeles alone than Nissan and Toyota combined across 7 media markets.

The following slides provide a demographic and qualitative Market view of Hispanic newspaper readership, and the profound opportunity available to the automotive industry.

If the media mix and investment levels are contingent upon response rates and sales impact, the need for a media shift with emphasis on print media is necessary to get the Hispanic consumer into driver's seat.

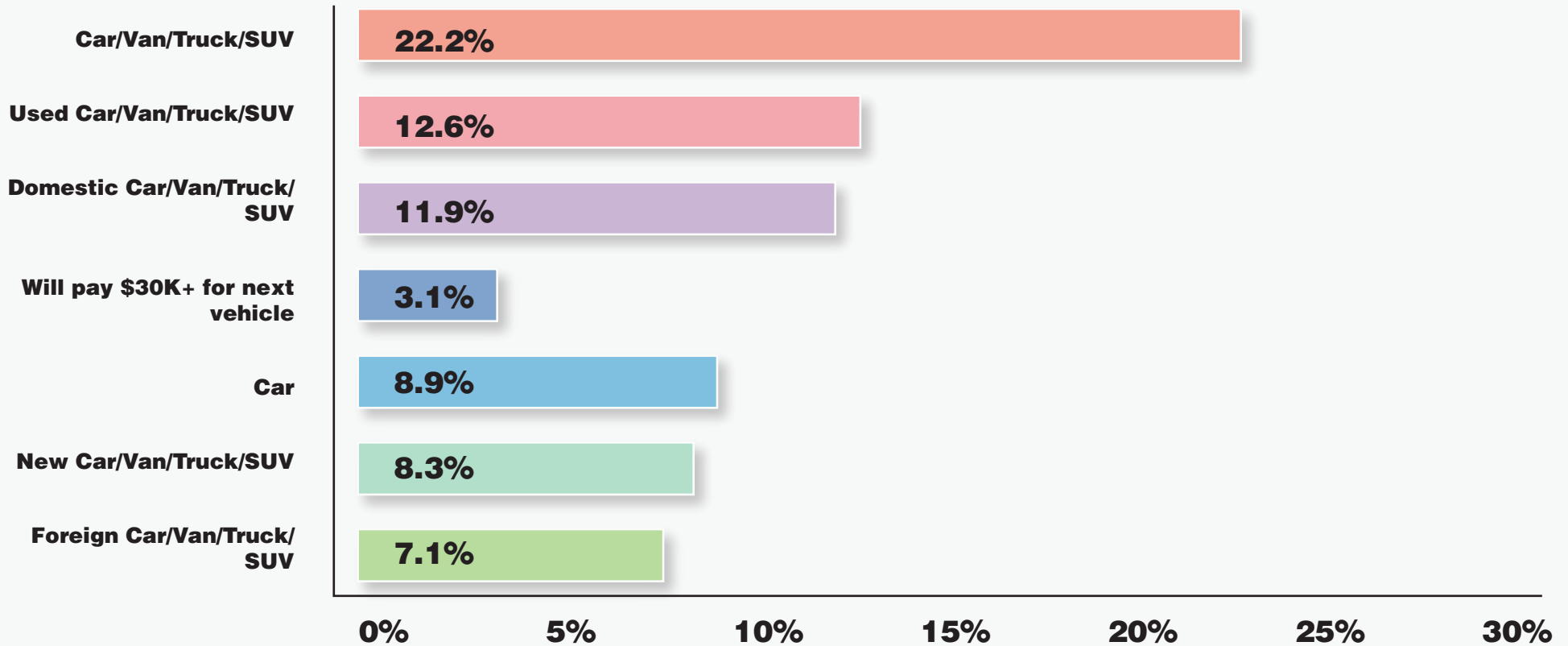
Contact EPMG today for more information on how you can tap into this powerful market.

All data sourced from the EPMG 2004/2005 Media Audit and/or 2004/2005 CVC Readership studies.



# AUTOMATIC AUTOMOTIVE PROSPECTS...

A look at planned buys by the readers of Hispanic newspapers.



All data sourced from the EPMG 2004/2005 Media Audit and/or 2004/2005 CVC Readership studies.



# EASILY SEE THE VALUE OF THE HISPANIC NEWSPAPER READER...

**31%**

Plan to purchase a new or used vehicle in the next year...  
With EPMG's circulation of 2 Million+ , this translates to  
automotive purchasing power of about

**\$3.9 BILLION.**

All data sourced from the EPMG 2004/2005 Media Audit and/or 2004/2005 CVC Readership studies.

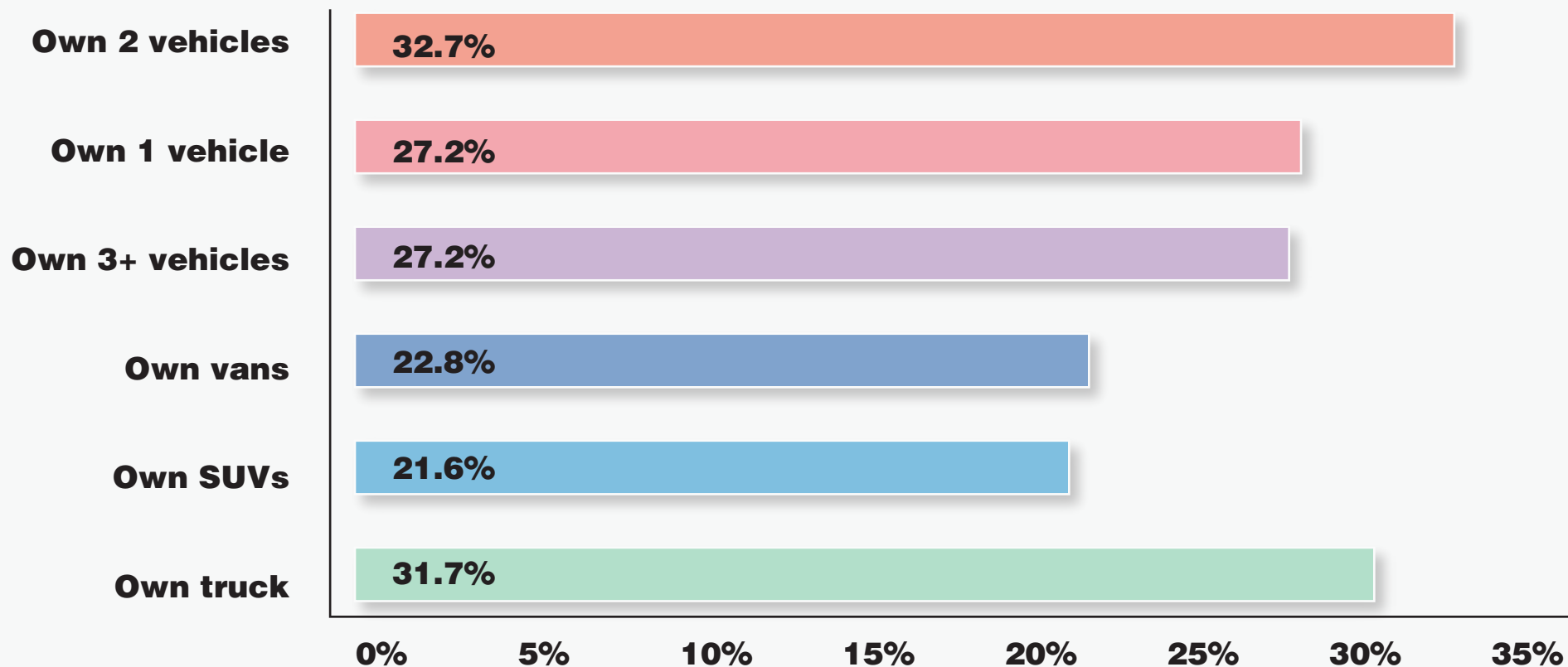
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# HISPANIC NEWSPAPER READERS ARE MULTIPLE CAR OWNERS...

Vehicles owned by Hispanic newspaper readers

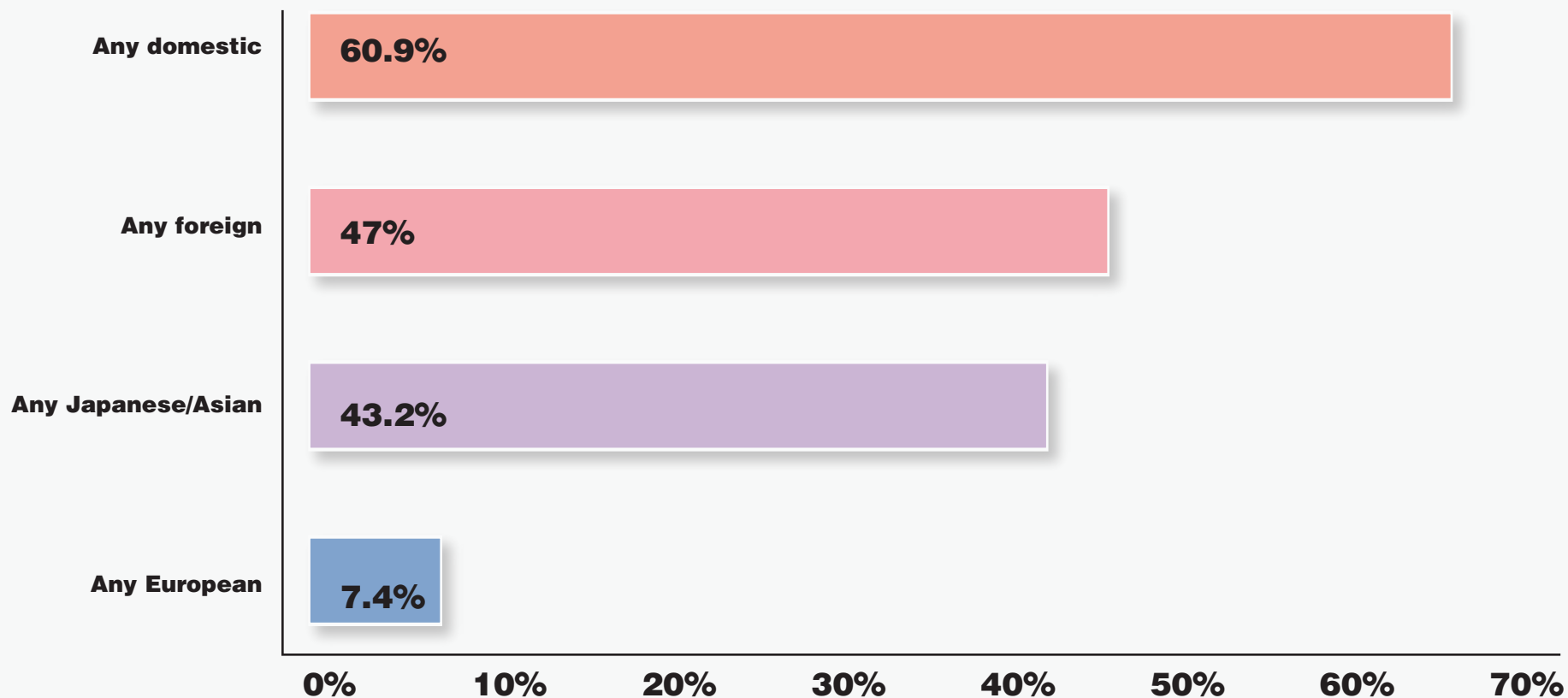


All data sourced from the EPMG 2004/2005 Media Audit and/or 2004/2005 CVC Readership studies.



# DOMESTIC MODELS ARE A FAVORITE...

Misc. vehicles ownership data for the readers of Hispanic newspapers

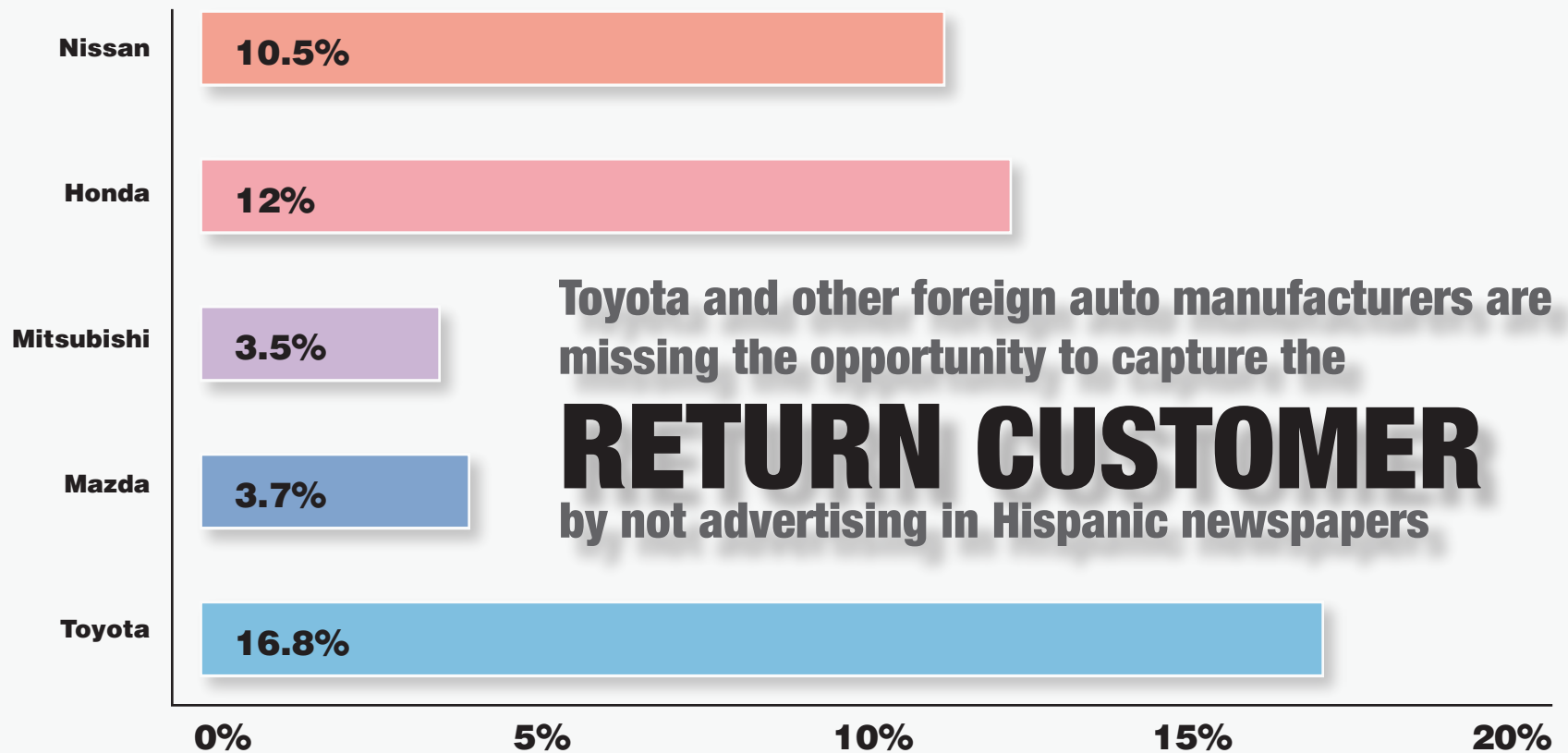


All data sourced from the EPMG 2004/2005 Media Audit and/or 2004/2005 CVC Readership studies.



# TOYOTA DOMINANCE...

Foreign vehicles owned by the readers of Hispanic newspapers



Toyota and other foreign auto manufacturers are missing the opportunity to capture the **RETURN CUSTOMER** by not advertising in Hispanic newspapers

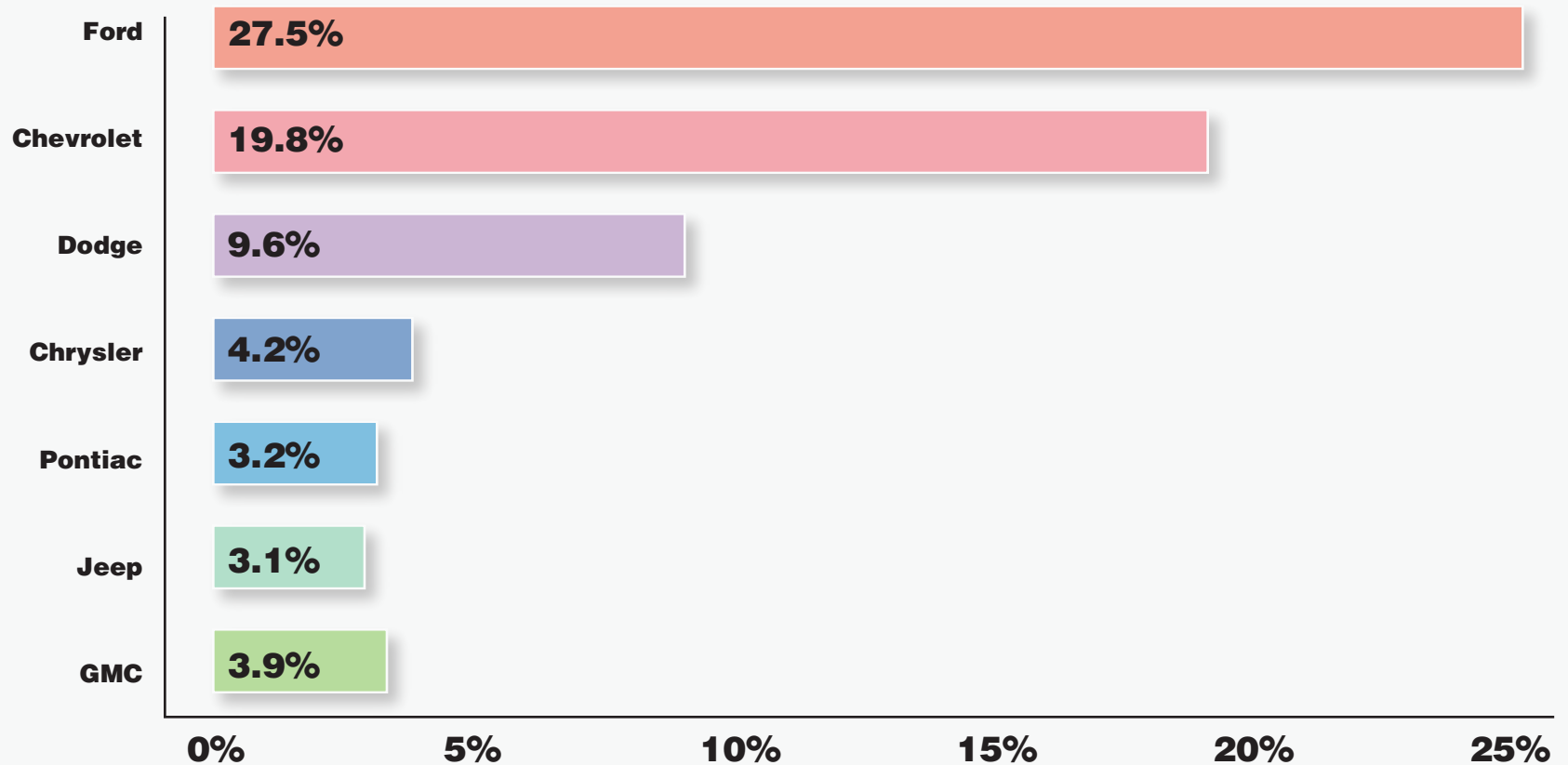
Less than 2%: Acura, Audi, BMW, Daewoo, Hyundai, Isuzu, Infiniti, Jaguar, Kia, Lexus, Porsche, Saab, Subaru

All data sourced from the EPMG 2004/2005 Media Audit and/or 2004/2005 CVC Readership studies.



# STICKING WITH THE BASICS...

Domestic vehicles owned by the readers of Hispanic newspapers



Less than 3%: Cadillac, Buick, Oldsmobile, Lincoln, Mercury, Saturn and Geo

All data sourced from the EPMG 2004/2005 Media Audit and/or 2004/2005 CVC Readership studies.