

# Hispanic Distribution

Connect your brand with the fastest growing consumer segment in the U.S.



## Reach a Diverse and Emerging Audience

Over 60 million strong, the Hispanic population and their influence continues to reach new heights in the United States. Compared to the average American, Hispanic Americans own and use more smartphones, spend more time online, and watch more videos online including streaming platforms such as Netflix, Amazon Prime, and Hulu.<sup>1</sup> For brands, it has never been more important to build and maintain authentic relationships with Hispanic media and consumers.



HISPANICS CURRENTLY  
HAVE OVER

**\$1.5 TRILLION**

IN PURCHASING POWER<sup>2</sup>

**Did you know?** 44% of Hispanics consume content online in English, but prefer and are more loyal to brands that include translation in Spanish?<sup>1</sup>

## Rely on PR Newswire to Reach Hispanic Audiences

Built on strong and trusted relationships, PR Newswire takes the guesswork out of your Hispanic communications strategy. Deliver your brand content to thousands of Hispanic-interest journalists, trades, bloggers and websites across the United States to boost brand awareness and influence the emerging Hispanic demographic.



## Maximize Your Comms Strategy



### Reach New Audiences

Build brand awareness by leveraging the industry's most trusted distribution network and reach Hispanic audiences by geographic market and industry vertical.



### Boost Digital Visibility

Discover new Hispanic audiences around the country through over 140 guaranteed online placements and improved search visibility.



### Distribute in Language

Rely on our professional translators for high quality translations that lead to better reader engagement and increased trust.

1. FORBES

2. PEW RESEARCH CENTER