

# Laz S

H I S P A N O S

uniendo nuestras naciones mediante la información y el conocimiento

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## REMARKABLE POINTS

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An objective point of view :: Includes detailed information of Mexico, since the majority of the Hispanic Community is from México :: Lazos Hispanos presents fresh design, very visual and of easy reading ::

Lazos Hispanos covers every sector of the Hispanic Community a complete balance between information and advertising :: 12 pages of local information every week :: Jorge Ramos and Maria Elena Salinas both of Univision write columns for Lazos Hispanos, Marcela Sanchez from the Washington Post writes a column as well :: 15, 000 copies are distributed every week in more than 20 cities in which the Hispanic Community is of over 1,000 :: Two monthly magazines, El Conquistador Deportivo a sports magazine, Minnesota Nice, night life 10,000 copies e/o :: Lazos Hispanos captures readers of 22- 55 years of age. Minnesota Nice and El Conquistador Deportivo captures readers of 18 to 55 years of age



LAZOS HISPANOS is a new newspaper (publication), but not the first one we established.

LAZOS HISPANOS is the result of a long and intense investigation of marketing and needs of businesses and readers, our goal was to obtain the perfect structure of a newspaper that would cover all and every areas that the reader and the advertiser wish to find on it.

That is how LAZOS HISPANOS is born in the hispanic community and specially in the Mexican Community that conforms the majority of hispanics in our community.

Taking care of each area that distinguish a newspaper, such as information, content, design, distribution and more important the objectivity LAZOS HISPANOS arrives to Minnesota to give to the community a proud and worthy newspaper of its roots.

Rubén Cienfuegos Garza

## DISTRIBUTION

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⌘ ANOKA ⌘

⌘ OWATONA ⌘

⌘ APPLE VALLEY ⌘

⌘ RICHFIELD ⌘

⌘ EAST ST. PAUL ⌘

⌘ BLOOMINGTON ⌘

⌘ SAVAGE ⌘

⌘ ST. MONTICELLO ⌘

⌘ BURNSVILLE ⌘

⌘ EDINA ⌘

⌘ SHAKOPEE ⌘

⌘ ST. PAUL ⌘

⌘ CHASKA ⌘

⌘ HOPKINS ⌘

⌘ SO. ST. PAUL ⌘

⌘ W. ST. PAUL ⌘

⌘ INVER GROVE HEIGHTS ⌘

⌘ COLUMBIA HEIGHTS ⌘

⌘ MINNEAPOLIS ⌘

⌘ ST. LOUIS PARK ⌘

⌘ WASECA ⌘

⌘ NEW HOPE ⌘

⌘ WILMAR ⌘





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