



# Hispanic MEDIAbase™

Are you wasting your time pitching Hispanic stories to mainstream media?



According to the Pew Hispanic Center, mainstream media outlets typically cover Hispanics as part of major events, such as the Mexican drug war, the swine flu outbreak, immigration issues, or the nomination and confirmation of Supreme Court Justice Sonia Sotomayor, the first Latino to serve on the high court.

When you need to reach journalists, broadcasters and bloggers who go beyond event-driven Hispanic news, you need Hispanic MEDIAbase™, powered by Hispanic PR Wire.

**Nobody knows Hispanic media like Hispanic PR Wire.**

Hispanic PR Wire has been collecting and updating information on U.S. Hispanic media contacts for over a decade. Now, we're making more than 5,000 contacts available to you in a user-friendly database that helps you pinpoint the media outlets, media markets and even specific journalists that are open to receiving your story pitches.

Some examples of how Hispanic MEDIAbase™ can help you:

- Launch a Hispanic blogger campaign and encourage social media sharing, giving your message the opportunity to go viral
- Create and save individual, targeted U.S. Hispanic media lists for your healthcare clients, your consumer goods clients, your travel clients and more
- Find individual Hispanic journalists and send a personalized pitch about your upcoming product launch
- Tell your story to the radio and television broadcasters who are most likely to invite your Hispanic expert spokesperson to the studio for a live interview

Expand your Hispanic outreach with access to more than 5,000 U.S. Hispanic print, online and broadcast media contacts in the United States and Puerto Rico with Hispanic MEDIAbase. Contact PR Newswire today for information on annual subscription rates.

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