



The Hartford Hispanic Market

Hispanic DMA Rank [1]

#32 Hispanic DMA
(Ranking by TV HHs)

262,000 Hispanic Persons 2+
10.5% of the DMA

Hispanic Income & Consumer Spending [2]

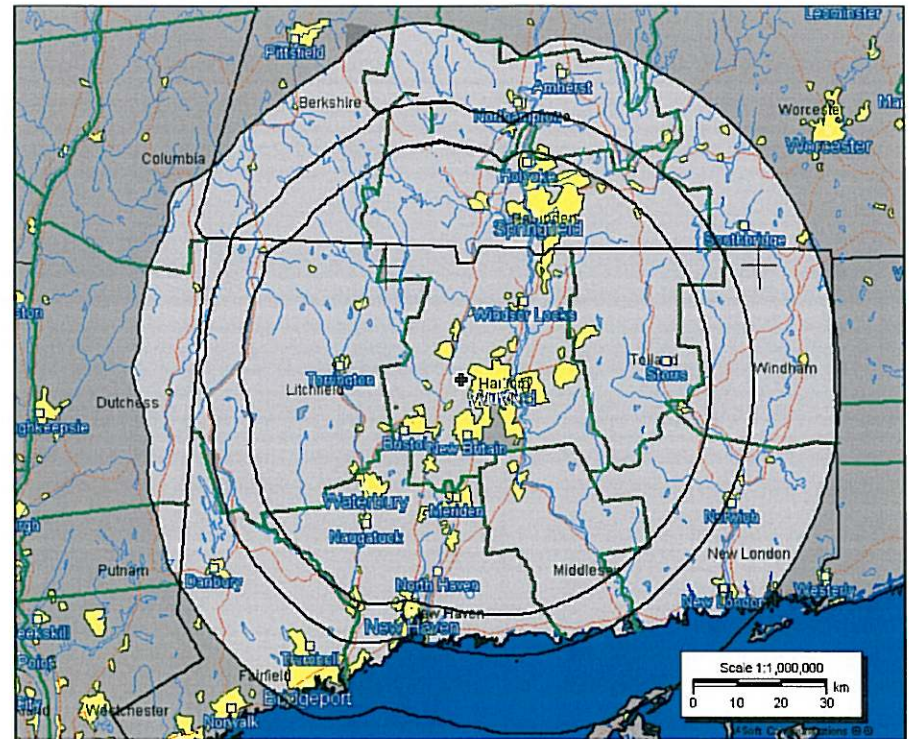
Hispanic
Disposable
HH Income

\$54,809

Hispanic
Consumer
Spending

\$4.5 Bil.

Over The Air Coverage



Source: [1] 2011 Nielsen Universe Estimates; [2] Global Insight – 2009 Hispanic Market Monitor

