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HISPANIC MARKETS!**



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**New Custom Publication targeting Hispanics**

June. 15, 2009

Hy Cite Corporation, a Madison, Wisconsin, based direct marketer of cookware and kitchen items which owns the Royal Prestige brand recently introduced *Cocina Al Maximo* magazine. The first issue of the quarterly publication was published in January 2009 and had a circulation of 150,000. The circulation is expected to increase to 250,000 by the first quarter of 2010. The magazine is home-delivered and its circulation is derived from the Royal Prestige "Best Customer" database. Written in Spanish, the publication combines family culinary traditions and healthy living advice. Content includes recipes, informational articles, and wellness tips.

*Cocina Al Maximo* applied for an ABC audit and recently executed a readership study. The publication accepts third party advertising, including other food / cooking brands. It is also developing a website which will be live early 2010.

Hy Cite, the publisher of *Cocina Al Maximo*, has a strong presence in Central America and the Caribbean as well as in Ecuador and Colombia.

The food and cookware category bodes well for custom publishing products (mostly direct mailed magazines) targeting Hispanics. These magazines include Kraft's *Comida y Familia* and General Mills *Que Vida Rica!*

**Royal Prestige Advertising Campaign**

In 2007, The San Jose Group (SJG) was signed by Hy Cite Corporation as its Hispanic agency of record to develop and manage its first comprehensive branding and marketing program for the Royal Prestige® product line.

SJG launched new campaigns on multiple Spanish-language networks, including Univision, Telemundo and Galavision.

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**Latest US Hispanic Headlines**

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- > **Miguel Ferrer** Executive Producer at Disney - Univision news venture

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The first execution, a :60 spot titled "Transitions," departed from the traditional cooking demo, infomercial approach most commonly used in this category. The spot ended with a toll-free number and the tagline "Cocina al Máximo" (Cook to the Max).

Related Articles:

[Disney: Leveraging a Strong Customer Database by Launching a Hispanic Magazine](#)

[Corporations warm up to Hispanic Custom Publishing](#)

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## In Depth

### Portada 2012 Annual Conferences



#### The Complete Coverage

Portada's Mobile Marketing Forum (Sept. 19) and Sixth Annual Hispanic Advertising and Media Conference (Sept. 20) were a great success. It featured more than 50 speakers.

[Read more](#) +

### NEWS ABOUT US



#### Portada reaches more than 100,000 Decision Makers

It's not us who say it. That would be too easy. These are some statements from the just released CVC Portada Audit and Readership Survey.

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### GET ALL THE LEADS YOU NEED!



#### Portada's Interactive Directory of Corporate Marketers and Media Buyers

Get detailed contact information on more than 3,000 Corporate Marketers and Advertising Agencies targeting Hispanics through an easy to use interactive Directory.

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### Latin Digital Power Houses



A look at the companies who are redefining the U.S. Hispanic and Latin American interactive media space.

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### Hispanic Magazine Media 2012 (Premium Content)



An in-depth report with all the competitive intelligence you need to have.

35 magazines tracked: What mags folded and why? Which ones were launched? Key circulation data plus 5 Key Trends to take into account.

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### 2012 Portada Hispanic Advertising and Media Awards



And the Winners are...

Portada's audience chose the best professionals, campaigns and innovations in 9 different categories. Check out who won....

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### Últimas Noticias en Español

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- > **Vargas Llosa** pide defender al español, la lengua "más pujante" tras el inglés

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- > **New York Times** lanza sitio en portugués

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- > **Mercadotecnia hacia LatAm: BuscaPe** proyecta 156% de crecimiento en LatAm

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- > **Movimientos de cuentas:** Baileys, Unilever, Samsung...

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- > **Unilever** concluye revisión de servicios de planeación y compra de medios

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- > **SIP: El futuro de las agencias está en la diversificación multimedia**, dice el presidente

### Latest Latin American Headlines

- > **Red Bull Stratos:** Felix Baumgartner's Jump

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- > **Marketing to Latin America: BuscaPe** projects 156% growth in LatAm

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- > Our **Foro Portada Mexico** is this Wednesday!

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- > **NYT** to introduce Portuguese Site for Brazil, Spanish site likely in 5 years

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- > **Unilever** concludes review of media planning and buying services

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- > **Sales Leads Latam:** Baileys, Unilever, Ebay, Samsung...

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- > **Changing Places:** Jed Hartman, Joe Lockhart, Fred Hassan ...