

## Library Sources that Include Information on Latina/o Media

Note: Items are located in the Communications Library behind the circulation desk.

<u>Title</u>	<u>Call #</u>
Bacon's Internet Media Directory 2008	025.04 BAC 2008
Bacon's Magazine Directory 2008	070.572 B137 2008
Bacon's Newspaper Directory 2008	070.5722 B137 2008
Bacon's Radio Directory 2008	384.5402573 B137 2008
Bacon's TV/Cable Directory 2008	384.5502573 B137 2008
Hispanic Fact Pack 2007	Q. 659.105 ADVA Supplement
Latino Media Resource Guide 2004	791.43 L34 2004
Marketer's Guide to Media 2008	338.47659105 MA 2008
Multicultural Marketing in America 2008	658.8 M919 2008

## Library Sources that Include Demographic Information

Most of these sources are located on the Advertising Reference Bookshelf in the Communications Library. For example...

<u>Title</u>	<u>Call #</u>
American Marketplace 8 <sup>th</sup> Edition	317.3 Am354 2007
Hispanic Customers for Life	330.973 V233h
Hispanic Market Handbook	658.8348 V233h
Latinization : How Latino Culture...	305.868073 B437I
Marketing to American Latinos pt. 1 & 2	658.8340868 V233m v.1 & 2
Racial and Ethnic Diversity 5 <sup>th</sup> Edition	305.80973 R912o 2006
Who's Buying by Race and Hispanic Origin 3 <sup>rd</sup> Ed.	381.33 W62 2007

## Popular Press Latina/o Magazines

Most of these sources are located in the Undergraduate Periodicals [non-circulating]

<u>Title</u>	<u>Call #</u>
Hispanic	305.868073 H6252
Latina Style	305.48868005 LA
Hispanic Business	650.0240368 H625
People en Español	056.1 PEOP

### Other Suggestions:

1. Check the listing of Hispanic magazines included in Bacon's Magazine Guide. Most of these titles have their own websites. Go to the websites and see what kinds of advertisements are included on the website.
2. Try Borders or Barnes and Noble (the physical stores, not the websites.) Both stores have magazine sections. They may have a better selection of popular Latina/o magazines.