

Growth Curve Ahead

By Jackie Berg, Hispanic Product Manager

From CPG industry behemoths like - General Mills, Johnson & Johnson and Procter & Gamble - to telecom giants like AT&T and Verizon, industry leaders state that capturing and/or maintaining Hispanic consumer market share is among their top five corporate priorities in 2008.

As ethnic market share conversations move from the back room into the board room, we need to be better prepared to reflect our customers' interest.

To address this growing need, we've developed "Latino Visión," a monthly newsletter focused at the intersection where the Hispanic market meets our product portfolio.

It is our hope that this internal newsletter will serve as a catalyst, conscience, benchmark and barometer of Valassis Hispanic business products and activity.

RedPlum Hispanic product profile

PRODUCT	REACH	MARKETS
HISPANIC FSI*	4.3 MILLION	27 DMAs
HISPANIC DTD*	9 MILLION	27 DMAs
ROP	15 MILLION	30+ STATES
SHARED MAIL	12 MILLION	TOTAL U.S. MARKET
Insignia® POPS*	1000+ LOCATIONS	RETAIL LOCATIONS WITHIN HISPANIC DMAs

*Spanish-Language Products
**Including Puerto Rico, DC & Mexico

While the Hispanic FSI - introduced in 2002 - is recognized as Valassis' Hispanic flagship product, our Hispanic product portfolio is more diverse than you might think. It is also more powerful when offered in combination with other products (detailed above).

An integrated buy - including the Hispanic FSI, Insignia® POPS and complementary DTD campaign - can be a very powerful solution to advertisers seeking a turnkey promotional package.

Check out our sales tool kit located on myValassis Products & Services Library to learn more. To visit the site [click here.](#)



Transforming the Hispanic FSI

The Association of Hispanic Advertising Agencies (AHAA) members report that advertisers are seeking higher touch vehicles which help them develop a first-hand relationship with targeted Hispanic consumers.

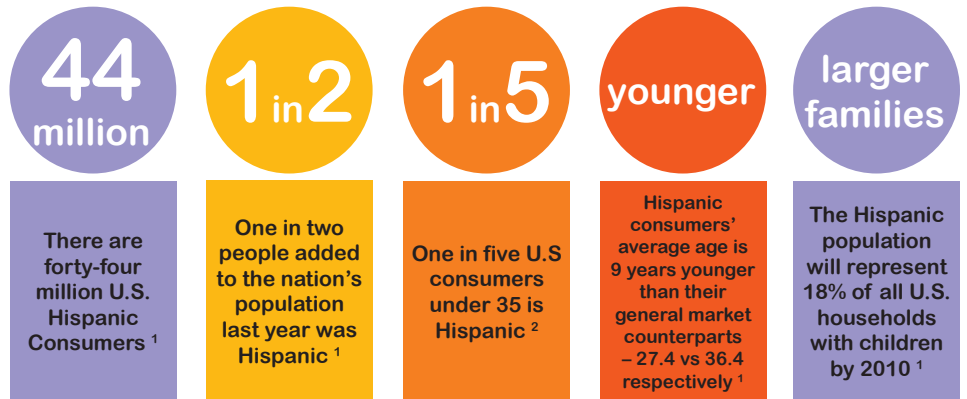
Valassis listened and with the help of its Hispanic alliance partner ASG Renaissance, is transforming our RedPlum Hispanic FSI advertising options.

Now, in addition to placing standard FSI space, advertisers have the option of purchasing warmer, more inviting, premium magazine-style FSI ad space, likened to a "blended" ad (editorial and promotional ad copy).
[continued on page 2]



Fast Facts

The Hispanic market, one of the fastest growing population segments within the U.S., is gaining the attention of America's C-level officers. The reason is clear. CONSIDER:



1 = July 2006 U.S. Census Bureau; 2 = Ad Age "Get More Bang for Your Buck" 8.23.07

Nearly 12 million households - one in every 10 - are Hispanic. By 2020, that number will jump to one in every five, according to the U.S. Census Bureau.

Hispanics accounted for half the U.S. population growth in 2006 and represent the fastest growing consumer youth segment nationally. Sixty percent of the Hispanic market is below the age of 30 and almost twice as likely to live in households of four or more people.

NEW BLENDED FSI

Cuidando su Corazón

Ut enim ipsam dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilis. Nulla libero. Vivamus pharetra posere sapien. Nam consectetur. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci, fermentum bibendum enim nibh eget ipsum.

Cómo mejorar la salud de su corazón
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Qué son los valores de presión arterial elevados
 La presión arterial se mide con dos números, por ejemplo:
 120 / 80
 - El número superior indica la presión arterial cuando el corazón late.
 - El número inferior indica la presión arterial cuando el corazón está en reposo.

COREG CR
 (carvedilol phosphate)
 Extended-release Capsules

CON COREG CR
 UNA VEZ AL DÍA

Quando se trata de su corazón, su médico es su mejor amigo.

Lleve un registro de cuáles medicamentos ha tomado cada día.

	STANDARD FSI RATE	FSI MAGAZINE STYLE RATES
FULL-PAGE	\$11.25	\$15.00+*
HALF-PAGE	\$6.75	N/A

*CUSTOM PRICING VARIES BASED UPON CLIENT NEEDS

Transforming the RedPlum™ Hispanic FSI [continued from page 1]

We are positioning the RedPlum Hispanic FSI custom ad as a magazine-style ad at a FSI price," states Berg. "This new option provides interested advertisers enhanced FSI space to promote brand messaging that extends far beyond promotional tactics traditionally featured within FSIs. With that, our FSI product becomes more attractive to telecom, pharmaceutical and other non-traditional FSI advertisers, while offering a unique editorial environment designed to captivate targeted consumer attention."

The price point for the "blended" magazine-style product begins at \$15 and varies based upon client need. Contact Hispanic Product Manager Jackie Berg with client interest.

HISPANIC FSI FEATURES

- Reaches 4,317,000 Hispanic households in 27 top DMAs
- Delivered 7 times annually (3 more dates than our largest competitor)
- Surcharge-free environment
- Category exclusive

REDPLUM HISPANIC FSI INSERT DATE	MATERIAL DEADLINE	FSI PAGE INTEREST AS OF 2.05.08
4.27.08	3.7.08	17 CPG AND ENTERTAINMENT PAGES
7.27.08	6.6.08	15 CPG PAGES
9.7.08	7.11.08	11 CPG AND ENTERTAINMENT PAGES
9.28.08	8.1.08	9 CPG AND ENTERTAINMENT PAGES



RedPlum Hispanic Launch in the News!

Valassis recognized the importance of the Hispanic consumer market with a custom RedPlum ad campaign launch and Spanish-language media outreach.

"Positive media coverage in more than 20 Spanish-language newspapers and trade publications, including Portada, has generated renewed interest and excitement in our Hispanic products and services," notes Berg.

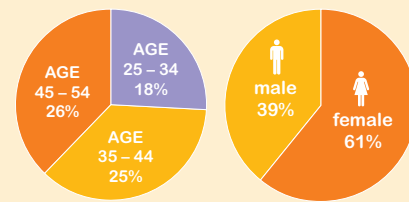
The Spanish-language RedPlum promotional product ads feature what Valassis hopes will become a familiar tagline: "Tu familia se merece todo" (Your family deserves everything).

Why?

"While Valassis consumer market research showed overwhelming acceptance of "Sweeten the Deal" tagline among general market consumers, it lacked cultural relevance among Hispanic consumers surveyed. So we customized the Hispanic-market tagline to better reflect Hispanic consumer values," concludes Berg.

FSI FREQUENTLY ASKED QUESTIONS (FAQ)

- Q.** Can I form break? (i.e. Can I split newspaper elections within designated forms?)
A. No. Valassis does not allow form breaks. Clients must purchase the entire form. Alternatives for more targeted distribution include the RedPlum Direct Mail Package (\$9 - \$62 CPM) or a Hispanic FSI Blow-In (\$35 CPM).
- Q.** What are the demographics of Hispanic newspaper readers?
A. Newspaper Readership:
 AGE 45 - 54: 26%
 AGE 25 - 34: 18%
 AGE 35 - 44: 25%
 male: 39%
 female: 61%
- Q.** What coupons are Hispanic consumers most likely to use?
A. According to Couponinfo.com, a 2006 Consumer Study conducted by Dr. Anne Braumbaugh, a professor at the College of Charleston, Hispanic consumers are more likely to use coupons for refrigerated, personal care and dry grocery products than for other product categories.



2006 CVC & EPMG Readership Studies

- Q.** What is the average coupon redemption rate?
A. Although research shows that 70% of Hispanic newspaper readers use coupons¹, Product Management cautions against selling the Red Plum Hispanic FSI off its redemption value alone.
- PRODUCT MANAGEMENT**
 Jackie Berg
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- Footnotes:*
 1 = 2006 Circulation Verification Council & EPMG Readership Studies

For additional readership information and consumer research check out our sales tool kit located on My Valassis Products & Services Library. Click here to learn more.