

# Business Wire LatinoWire

## Telling your story to the Hispanic market

When you want to drive action within the U.S. Hispanic market, you need a partner with both the reach and cultural understanding of the audiences receiving your news.

Business Wire's LatinoWire works with leading news organizations such as impreMedia, Yahoo! Finanzas, Univision, Telemundo, CNN en Español, Associated Press (AP) and many others to maximize the visibility of your news within this key market.

Business Wire LatinoWire also distributes your news to El Nuevo Herald and El Sentinel in Florida, El Especialito in New Jersey, La Voz de Houston and Al Dia in Dallas, as well as many community papers. To maximize your reach, every news release includes distribution to Spanish-language broadcast networks, including Univision, Telemundo, Spanish Broadcasting System, Estrella Media, and many other television and radio stations.

When you need to reach the legislators making policy decisions that impact your business, Business Wire offers distribution to members of the Congressional Hispanic Caucus.

LatinoWire's unique partnership with impreMedia—publisher of the largest Spanish-language dailies, including La Opinion in Los Angeles, El Diario NY in New York, La Raza in Chicago and Para Ti Mujer—provides in-depth editorial access for your news to their digital publications, reaching **7 million monthly readers**.

### PRO TIPS

- 1 Reuse Our Translations**  
These high-quality translations are provided back to you for use across your website and internal media relations programs
- 2 Use LogoLink to Solidify Awareness**  
Add your logo to your news release to maximize your brand's visual footprint, at no additional charge
- 3 Add Multimedia to Increase Results**  
Multimedia requires no translations and is a terrific way to increase the interest in your news. Add photos and visuals to increase readership reactions
- 4 Give Readers a Choice**  
Business Wire news releases provide one-click access to translated content, allowing your readers to choose their language
- 5 Drive News Advocacy**  
Business Wire's free social features allow people to share in both Spanish and English

A 400-word press release can be translated within 6–8 business hours.

### HIGH-QUALITY TRANSLATIONS INCLUDED

Every Business Wire LatinoWire news release is translated and distributed in both Spanish and English, maximizing both editorial usage opportunity and consumer action. A 400-word press release can be translated within 6–8 business hours. Translations are provided back to you for use across your own channels.

### INSTANT ACCESS TO YOUR NEWS: ONLINE AND MOBILE

Business Wire LatinoWire posts your search engine optimized news in English and Spanish to our online and mobile sites, making your news easily found, read and shared on social media sites.

In addition to impreMedia's mobile network, the English version of your news release is available on the mobile version of AP, AFP, Bloomberg and more.

### TRACK IMPACT WITH INCLUDED NEWSTRAK MEASUREMENT REPORTS

Each Business Wire LatinoWire news release distribution includes our NewsTrak reports, allowing you to track a subset of your news release activities.



To learn more about getting your news releases in front of Hispanic audiences, contact us at:



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