

Madison Avenue

THE MAGAZINE OF MARKETING THOUGHT AND ADVERTISING STRATEGY

NOVEMBER 1983 \$4

RAGS TO RICHE

Who Are America's Affluents?

THE ROPER REPORT
An Interview
With Bud Roper

CAMPAIGN
Rémy Martin:
Nosing Out
The Competition

TEST MARKETING
Focus Groups:
New Magic in an
Old Technique



TRY SPANISH...



Photo: Gual/Betancourt Make-up: Leslie Lopez Musicians: Ruben Blades y Seis del Solar Clothing: Teresa Bajandas Art Director: Jorge Vargas

It's a lot more than just Salsa!

It's 25 Million Hispanics across this country. It's a \$77.8 Billion market.
The richest Hispanic population in the world spends \$1.5 Billion on Video and Audio Equipment!

- Television Sets **\$655 Million**
- Home Radio and Stereo Systems **\$198 Million**
- Videotape Equipment **\$422 Million**
- Auto Radio and Stereo Systems **\$173 Million**

To convey your message to the largest Hispanic ADI in the nation, try El Diario/La Prensa.
It's a lot more than just a newspaper!



el diario / la prensa

143-155 VARICK STREET, NEW YORK, N.Y. 10013 (212) 807-4600

