



FOR IMMEDIATE RELEASE:

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MeritDirect Appointed List Manager of Hispanic Business!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been appointed as list manager of **Hispanic Business**. Hispanic Business is the award winning magazine that reaches affluent Hispanic entrepreneurs, business and community leaders.

- [Hispanic Business](#) | Universe: 243,000+
- [Hispanic Business Email](#) | Universe: 67,000+

As the market leader at delivering the Hispanic market, Hispanic Business reaches the fastest growing population and the fastest growing business-owner demographic.

For 30 years, Hispanic Business has reported on and charted the course for the thriving, diverse, and acculturated demographic - English speaking affluent Hispanics. Hispanic Business readers represent all business sectors including finance, law, accounting, education, healthcare, and engineering.

For additional information from MeritDirect, please contact [John Ganis](#) at 914.368.1024.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

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