

COVERAGE

CNY Latino is been produced and distributed in Syracuse, New York. During the first six months, this minority oriented periodical was be carefully distributed throughout a concentrated consumer zone in the Syracuse metropolitan area, with approximately 5000 edition copies distributed in combinations of bulk format, Newsstands sales points, and direct mail delivery (see "Circulation" section for more details).



By October 2004, we have expanded the quantity of production and the geographical coverage, to an area ratio of around 50 miles surrounding the city of Syracuse, fully covering Onondaga county and portions of Cayuga, Oswego, and Madison counties. Our goals are within 18 months of first edition, to cover the main urban areas between Rochester and Albany, and between Watertown and Binghamton.



Now we have a current distribution of other growing metropolitan areas, covering major cities like Auburn, Cortland, Watertown, Ithaca, and the Rome-Utica area. This recent expansion has been possible thanks to the demand and contribution of Colleges, schools, and Educational institutions that these cities have, with increasing enrollment of Hispanic students



In March 2010, we started to cover the large condensed metropolitan area of Rochester, expanding to many consider, the last west-end of Central New York; we are making plans to include soon, the city of Albany, completing both ends of this defined area, and we are also planning to provide our publication in Watertown and Binghamton, fulfilling our goal to cover the quadrant between Rochester and Albany, and Watertown and Binghamton. If this existent demand continues, and the trend of readership and commercial interest maintains its pace, we won't be surprised to cover the entire New York State by the end of

