

## 'El Clasificado': We're Biggest in West

By Mark Fitzgerald

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**CHICAGO** With its third distribution expansion in a year, Los Angeles-based *El Clasificado* is now claiming the title of largest Spanish-language weekly in the West, and the second-biggest in the nation.

*El Clasificado's* latest expansion into Lynwood and Compton now puts its audited free distribution at 160,000, said Publisher Martha C. de la Torre, who founded the weekly along with her husband in 1988. "This has been a breakthrough year for us, both because of the phenomenal growth and the national recognition we recently received at the 2004 NAHP (National Association of Hispanic Publications) Print Awards," she said in a statement. The newspaper's six NAHP awards included "best classified paper" and "best circulation program."

The newspaper combines classified ads with community-oriented editorial content. It is distributed throughout Los Angeles County, Orange County and the so-called Inland Empire.

Separately, *La Raza*, the Chicago-based paper that is the largest Spanish-language weekly in the nation, has launched *La Raza Autos y Más*, the city's first Spanish-language auto magazine. Printed in full color on glossy cover stock, the weekly is distributed free at 1,300 locations. "We expect to be in more than 2,000 locations by June with a projected circulation approaching 50,000 copies," Circulation Manager Pablo Rossi said in a statement.

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