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TOP 10 HISPANIC/LATINO WEBSITES



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The Hispanic/Latino market in the United States is undergoing a dramatic high technology revolution. As America's fastest growing ethnic group with 35 million consumers, this niche emerging market is expected to nearly double in size to 61 million consumers by 2025 (U.S. Census Bureau, January 1999). Currently, the U.S. Hispanic/Latino market represents 12% of the total U.S. population with a combined purchasing power of \$480 billion (Terra, January 2000; Strategy Research Corporation, December 1999).

More importantly, this young emerging market with 39 percent of its population under age 20 has been fast to realize the importance of computers, the Internet, and e-Commerce in achieving educational and business success. More Hispanics/Latinos are logging on to the Internet than ever before. According to Jupiter Communications (August 2000), the Internet penetration rate among Hispanics/Latinos is expected to increase from 41 percent in 2000 to 68 percent in 2005. As a result, there has been a dramatic increase in the number of portals and websites in Spanish/English targeted to this new emerging online market.

Based on our 25 years of experience and extensive Internet research, we have compiled an alphabetical list of the Top 10 Hispanic/Latino Web Sites for 2000.

HISPANIC BUSINESS.COM (www.hispanicbusiness.com)

The premier website of Hispanic Business Magazine in English features the top stories from each issue online as well as a Hispanic Business Newswire of top U.S. and world news. One of its best features is key articles for Hispanic business on entrepreneurship, market research, investment tips, and business plan information.

HISPANIC COLLEGE FUND, INC. (www.hispanicfund.org)

This website in English is dedicated to developing the next generation of Hispanic business leaders in America by awarding scholarships to deserving Hispanic students. Site highlights include scholarships, programs and partnerships, membership opportunities, colleges and universities, HCF organization, events, and feedback.

HISPANIC ONLINE (www.hisp.com)

The premier website of Hispanic Magazine in English offers the top stories from each issue online as well as a cybercareer section. One of its best features is 'Latino Links' which provides links to key Hispanic websites in politics, international, media, culture, entertainment, people, Latinas, Latino food, religion, business, career, education, Internet, newspapers, and reference.

LATINO LINK (www.latinoink.com)

This bilingual website serving the Latino community since 1995 offers free e-mail, chat, boards (conferencing), feedback, advertising, and an e-mail newsletter. One of its best features is up-to-date information on music & entertainment, business & finance, commentary, community, news, sports, education, food & lifestyle, and careers.

MUNDO HISPANO.COM (www.mundohispano.com)

This Spanish language website for the Western Hemisphere contains a sophisticated search engine that can search for information by country. Topics include arts and humanities, business, science & technology, government & laws, education, and industry.

NATIONAL COUNCIL OF LA RAZA (www.nclr.org)

This bilingual website is dedicated to reducing poverty and discrimination, and improving the life opportunities of Hispanic Americans. Site highlights include special events, Hispanic links, press room, and issue briefs. However, one of the best features is detailed policy and program information on census, civil rights, economic mobility, education, farm workers,

foreign policy, health, housing and economic development, immigration, leadership development, and social security reform.

PICOSITO.COM (www.picosito.com)

This bilingual, business-to-consumer (B2C) website billed as the "Home of the Hispanic/Latino Online Community" offers free e-mail, chat, discussion, horoscope, videos, recipes, and a sophisticated search engine. One of its best features is "Channels" which provides national and international news stories on business, news, health, culture, sports, immigration, finance, opinions, and education.

QUEPASA.COM (www.quepasa.com)

The most popular Spanish website in the U.S. Hispanic/Latino market provides up-to-date information on sports, news, entertainment, health, Latino world, business & finance, opinion, immigration, technology, travel, and real estate. Most popular are QuePasa's chat rooms filled with young Hispanics/Latinos from Los Angeles, New York, Miami, and Denver.

SÓLOELLA.COM (www.soloella.com)

This bilingual site is especially targeted to Hispanic/Latina women. Topics include body & beauty, money matters, sex & relationships, La Vida (life), and entertainment.

UNITED STATES HISPANIC CHAMBER OF COMMERCE (www.usbcc.com)

This premier website in English is dedicated to advocating, promoting, and facilitating the success of Hispanic businesses in the United States. One of its best features is up-to-date news about U.S. Government legislation, policies, and programs that affect the Hispanic business community. Other key features include policy issues, calendar of events, USHCC awards, SBA's Small Disadvantaged Business (SDB) Program, Job Centro, access to capital, franchise info, business mall, resources (hyperlinks), and Census 2000 information.

Additional websites and demographic information on the Hispanic/Latino market can be found at LATGO Links (www.LATGO.com).

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