

# DISTRIBUTION

The **CNY Latino** is been produced and distributed in Syracuse, New York. During the first six or eight months, this minority oriented periodical was 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 June 2004 we expanded the quantity of production to 6,000 copies, 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.

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We are also planning to strategically place sales points and distribution spots in selected locations, so **CNY Latino** can be found in public concentric places, like popular bars and restaurants, malls and shopping centers, supermarkets and grocery stores, bus and taxi stops, terminals and airports, etc. with the intention of propelling the business part of our Latino community, target the student level, and connect with our local government. We are also planning to distribute our publication, in selected Business organizations ([Chambers of Commerce](#), User Groups, [Rotary clubs](#), etc.), educational organizations ([Syracuse University](#), [Onondaga Community College](#), [Cazenovia College](#), [LeMoyne College](#), etc.) and some Governmental agencies ([Small Business Administration](#), [Mayor's Office](#), [City and County agencies](#), Governmental offices, including State representatives and Legislators, Immigration departments and Law Enforcement headquarters, Department of Labor branches and Job Placement Agencies, Churches and non-for-profit organizations, Hospitals and Clinics, etc.

In addition, we will use direct mail distribution to selected [subscribers](#). This mailing list will be developed from a directory of Hispanic organizations (local and state) and individuals linked to the (local and state) Latino community. We have already started this list, where interested parties and known associates have expressed an interest in receiving this publication directly. This list will evolve and include anyone who wishes to have editions of this periodical directly delivered to their homes and/or offices, under an affordable annual subscription, to cover postal fees.

Finally, distribution of **CNY Latino** will be complimented by and improved with the online promotion of its website, where not only subscription and mailing list registration are currently provided, but also, content from the hardcopy editions will be digitally published online soon. This web presence will promote both national and international recognition and possible hard copy distribution.