Using a grounded theory approach, the following study seeks to understand how women were portrayed in Spanish-language magazines in the year 2013. The evidence presented supports the idea that advertisers use the following messages when seeking to connect with Latinas: Women as caretakers, women as empowered, women seeking to attain, women as sexy and women as preoccupied. Celebrities as well as women with fair skin and dark hair were by far the types of models used in the advertisements.

Understanding the messages and subjects used in current magazines will be of great value to advertisers attempting to reach this unique audience. In order to gain a better understanding of U.S. Hispanics and current approaches to connecting with this audience, a fourteen-week internship was held at Puente Marketing & Advertising.