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## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

#### **2012 Hispanic Medical Guide To Connect Patients and Physicians in June**

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(Naples, FL) – D’Latinos Magazine will release its fourth annual Hispanic Medical Guide in June with articles and social service information focusing on improving the health of the Hispanic community in Southwest Florida. Currently, there is no other medical guide in the southwest Florida market written in Spanish for the growing Hispanic population.

“We think it is important to connect patients with offices who speak Spanish and understand our cultural backgrounds related to health issues and for all of us choosing a doctor or medical office is a very personal decision, giving patients a full list of expert medical providers,” said Orlando Rosales, D’Latinos Magazine Publisher.

Readers may use the Hispanic Medical Guide as their family’s personal medical guide to find quality medical care. More than 75,000 people read the publication with an additional 50,000 readers online at [www.dlatinos.tv](http://www.dlatinos.tv).

The magazine will distribute 20,000 copies for this month at busy supermarkets such as Publix and Wal-Marts, and more than 500 locations in the area, along with professional offices, hospitals and non-profit organizations.

The Hispanic community’s voice is growing in Southwest Florida and D’Latinos Magazine is providing outreach opportunities for businesses with its initiatives including the 2012 Hispanic Medical Guide.

The June 2012 D’Latinos Magazine issue will feature 108 pages rather than its usual 84 pages featuring the Hispanic Medical Guide as a special, detachable insert for readers to keep.

#### **About Media Vista Group**

In August, 2002, Orlando and Mayela Rosales created *D’Latinos al Dia*, a Hispanic television news program, which has grown into a Multi Platform media empire. In November 2003, the company launched D’Latinos Magazine, a free Southwest Florida Hispanic lifestyle publication. In 2006 the company expanded to 24 hours of programming as the affiliate of Azteca America (WANA) for Southwest Florida, which has joined the Comcast digital lineup on Channels 80.4, 231 and 611. In 2007-2008, Azteca America SWFL became available on DirectTV and Dish Network on channel 14.

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