



American Program Bureau, Inc.
A Global Speaker, Celebrity & Entertainment Agency

Cathy Areu

Publisher, Founder & Owner of 'Catalina' Magazine

Cathy Areu is a publisher, author, speaker, journalist, and TV news pundit. Having worked in the media world for over a decade, she's been called a "magazine maven" by NPR, "one of New York City's most influential women" by the Oxygen TV Network, and a "woman of vision" by DC's WashFM.

Since 2000, Areu has been known to millions of newspaper readers for her work as a contributing editor for *The Washington Post Magazine*. Her popular "First Person Singular" interviews have included one-on-one talks with Laura Bush, James Baker, Nancy Pelosi, and countless other VIPs. Every unique "First Person" profile, each of which is read by more than two million readers, tells the story of one of the nation's most notable and influential persons, in his or her own words.

But, today, Areu is probably best known as the founding publisher of the national Latina print magazine and multimedia brand *Catalina*, which was created in 2001 to break stereotypes and show a positive side of the American Hispanic community. In its first year, *Catalina* magazine earned the "Lead Launch" distinction by *Folio* magazine and reached an audited circulation of 500,000 by 2004, making it the largest lifestyle magazine targeting Hispanic women in the nation.

As a Latina publisher, *Washington Post Magazine* contributing editor, and author of the book *Latino Wisdom*, Areu and her views on US politics, Latino issues, and pop culture have caught the attention of national media outlets.

In addition to serving as a regular guest on shows including Fox's *O'Reilly Factor*, HLN's *Prime News*, and HLN's *Showbiz Tonight*, Areu has also appeared on CNN's *AC360*, CNN's *Campbell Brown*, Fox's *Hannity*, and MSNBC's *The Daily Rundown*. She has been on NBC's *Today Show*, AL Jazeera's *Riz Kahn Show*, Telemundo's *Hoy en el Mundo*, and Univision's *Despierta America*; she has also been a regular contributor to NY1 *Noticias*, New York's only 24-hour Spanish news station.

Her tell-it-like-it-is views have been discussed by Howard Stern, Rush Limbaugh, and other national commentators who wonder what Areu will say next. Plus, she's been quoted by some of the nation's largest news outlets, including the *Chicago Tribune*, the *Washington Times*, and the Huffington Post.



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Cathy Areu is the author of the top-selling, nonfiction inspirational book *Latino Wisdom*. She is currently working on her second nonfiction book about the power of women in Washington, DC.

Topics:

- CATALINA: The Voice of the Latina Community
- Outpacing the Competition: Becoming the Top Dog in an Emerging Market
- Hands-On Success: The Entrepreneurial Element
- A Girl & Her Magazine