A Wider Audience

Fourth edition of Yankees Magazine en Español now on sale  By Jon Schwartz

Yankees Magazine has long been the source for fans of the 27-time world champions to peek behind the curtain. And to celebrate Hispanic Heritage Month, Yankees Magazine is working to reach an ever-more-diverse audience with the publication of Yankees Magazine en Español. The Spanish-language edition of the club’s game-day program is an increasingly important initiative for a team that counts 13.1 percent of its fans as being Spanish-language dominant.

“It is very exciting to once again publish Yankees Magazine en Español as part of our annual Hispanic Heritage Month celebration,” said Yankees executive director of Latino affairs Manuel García. “Our Spanish-speaking fans here in the U.S., as well as internationally, are very important to us, and this is a meaningful way to directly connect with them.”

For the first time, Yankees Magazine en Español will feature two separate covers, recognizing a pair of Puerto Rican heroes from the club’s recent past that saw their numbers hung in Monument Park during the 2015 season. Bernie Williams entered Yankees immortality on May 24, and Jorge Posada followed a few months later, on Aug. 22.

“They’re the first two Puerto Rico-born players to be inducted into Monument Park and have their numbers retired by the Yankees,” said Yankees senior director of publications Alfred Santasiere III. “They’re special Yankees players that were honored this year, and now, they’re both on the cover.”

Santasiere spent time with both Yankees legends in the past year, visiting Puerto Rico to see where their journeys began. The resulting articles in the Spanish-language edition give insight into what made them such successful — and beloved — Yankees.

The Yankees’ close ties with Puerto Rico aren’t just in the past, though. Current outfielder Carlos Beltran also adores his home island, and he opened his house in Manati to Yankees Magazine en Español for a first-person feature.

“They have so much pride in where they’re from,” Santasiere said of the Yankees’ Latino stars of the past and present. “So when you do a story about Carlos Beltran in Puerto Rico, it’s not like when he’s talking about Puerto Rico from the Yankee Stadium clubhouse. He’s there; you’re at the source.”

Of course, the Yankees’ Latin American reach spreads beyond Puerto Rico. All-Star reliever Dellin Betances, born in New York to parents who immigrated from the Dominican Republic, tells of his rise to the top of his profession. Finally, readers will visit the Latino Baseball Hall of Fame, find an exclusive interview with Latin music legend Jon Secada and hear from Alex Rodriguez on the success he has found this season.

“Now in its fourth year, our Spanish issue has become a great tradition for our organization and for our department,” Santasiere said. “It’s something that has grown every year.”

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