



Fort Collins / Greeley

**MEDIA KIT**



# RADIO

Radio is an integral part of the Hispanic lifestyle and shows no sign of abating. The Hispanic radio audience has increased by more than 500,000 listeners over the past year. Over 40 million Hispanics use the radio every week and unlike other ethnic groups, the Hispanic audience skews male, with men representing 53% of all Hispanic radio listeners.



AT HOME



AT WORK



IN CAR

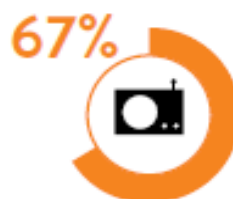
HISPANICS LISTEN TO MORE THAN 12 HOURS OF RADIO PER WEEK AND THE MOST POPULAR DAYPART IS MID-DAY BETWEEN 10 A.M. AND 3 P.M.

Source: RADAR 120, March 2014, M-SU 6AM-MID. RADAR Methodology captures demographic information in all Nielsen PPM and Diary markets, as well as County Coverage survey areas.

# 93.5%

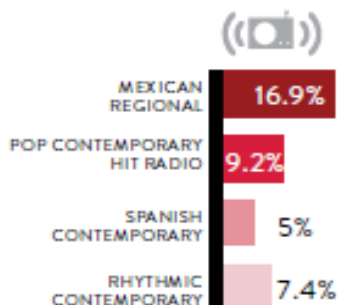


RADIO HAS A HIGH PENETRATION AMONG HISPANICS, WITH 93.5% OF ALL HISPANICS REACHED WEEKLY.



67% OF ALL HISPANIC RADIO LISTENING OCCURS OUTSIDE THE HOME. MAJOR GAINS ARE HAPPENING IN THE MORNING DRIVE DAYPART (6AM-10AM) ADDING ROUGHLY 450,000 NEW LATINO LISTENERS IN THE LAST YEAR.

### POPULAR RADIO FORMATS





## FORMAT DESCRIPTION

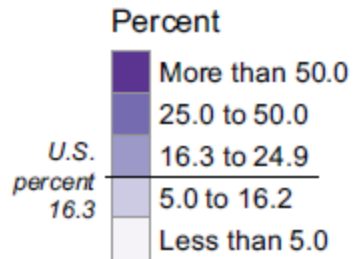
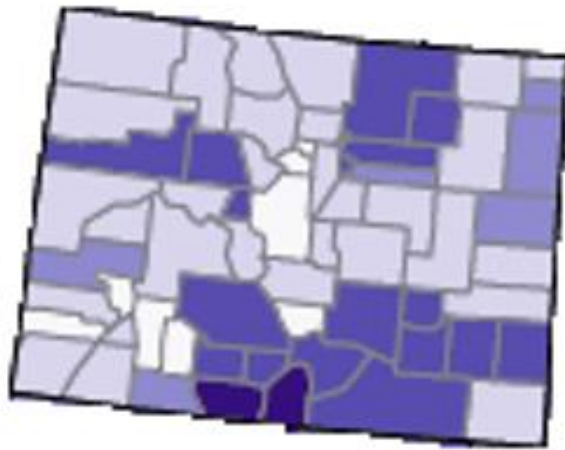
- With a contemporary mix of today's hottest Regional Mexican hits, and yesterday's favorites, KGRE/KRKY "Tigre 102.1 FM" targets young, more affluent Hispanics between the ages of 18 and 49.
- Included in Tigre 102.1 FM's music mix are: Norteñas like: Los Tigres del Norte, Ramon Ayala, and Los Tucanes de Tijuana; Bandas like: Banda El Recodo, Banda Maguey, and Banda La Llegadora; The best Ranchero artists like: Vicente Fernandez, Joan Sebastian, Juan Gabriel, Alejandro Fernandez, and more. Also included in the mix are the hottest Grupos like: Kpaz de la Sierra, Bryndis and Horoscopos de Durango .
- "Tigre 102.1 FM" broadcasts a maximum of twelve commercial units per hour, ensuring your message will be heard without a lot of "clutter".
- TIGRE-FM's on-air shows and programs feature seasoned professionals that build a one-on-one relationship with our listeners.





**Hispanic or Latino Population as a Percent of Total Population by County: 2010**

(For information on confidentiality protection, nonsampling error, and definitions, see [www.census.gov/prod/cen2010/doc/sf1.pdf](http://www.census.gov/prod/cen2010/doc/sf1.pdf))





## **HISPANIC MARKET OPPORTUNITY**

A review of the Weld County Hispanic Market

### **2nd Largest in Colorado**

Only in the Denver metropolitan area there are more Hispanic residents than in our County.

### **Population Doubling**

The Weld County Hispanic Population has increased by 56% since 1990 population is expected to double by the year 2020.

### **Young Market**

Eighty-nine percent of Weld County Hispanics are under 49 years of age.

### **Larger Families**

Weld County Hispanics have larger families with 60% of households comprised of five or more people. Larger families are found in younger households and are more common among foreign born residents. Larger households consume more products and services.

### **Household Income**

Weld County Hispanic Households earn a Median of \$25,000 Per year.

### **\$19.5 Million**

Weld County Hispanics Have \$19.5 million buying Power.

### **Country of Origin**

Of Weld County Hispanics, 64% were Born outside the U. S. 98% of these Hispanics Were born in Mexico.

### **Spanish Spoken at Home**

Spanish is the language of Choice in Weld County Hispanic households. 40% Speak exclusively Spanish At home. An additional 20% speak Spanish with Some English.



## Why is Spanish-language Radio so important in Reaching the Hispanic Community?

- 50% of U.S. Hispanics speak Spanish all or most of the time; 88% speak Spanish at least some of the time.
- Commercials in Spanish are 61% more effective at increasing awareness than those in English.
- Commercials in Spanish are 57% more likely to be recalled than those in English; commercials in Spanish are 4.5 times more persuasive than those in English.
- 69% of U.S. Hispanics believe they get more information about a product when it is advertised to them in Spanish than in English.

Source: 2010 Simmons Research; 2010 Roslow Research Group, Spanish v. English ad Effectiveness among Hispanics.