



Colorado Springs / Pueblo

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

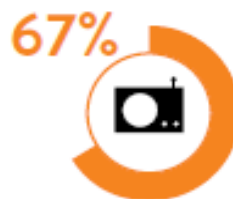
HISPANICS LISTEN TO MORE THAN 12 HOURS OF RADIO PER WEEK AND THE MOST POPULAR DAYPART IS MID-DAY BETWEEN 10 A.M. AND 3 P.M.

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%

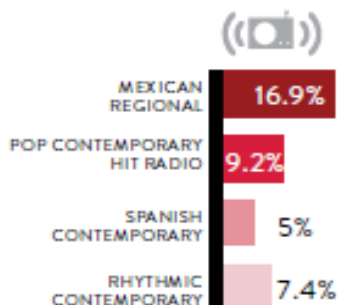


RADIO HAS A HIGH PENETRATION AMONG HISPANICS, WITH 93.5% OF ALL HISPANICS REACHED WEEKLY.



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





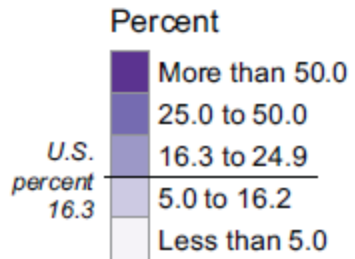
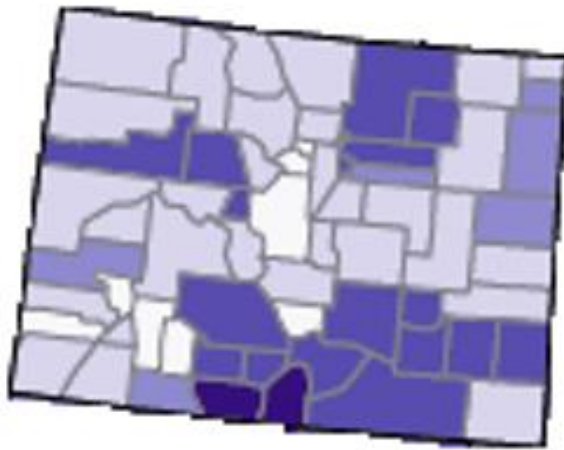
FORMAT DESCRIPTION

- With a contemporary mix of today's hottest Regional Mexican hits, and yesterday's favorites, KRYE "Tigre 104.9 FM" targets young, more affluent Hispanics between the ages of 18 and 49.
- Included in Tigre 104.9 FM's music mix are: Nortenas like: Los tigres del Norte, Ramon Ayala, and Los Tucanes de Tijuana; Bandas like: Banda El Recodo, Banda Maguey, and Banda Arkangel R-15; 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: Los Bukis, Los Temerarios, Bronco, and La Mafia.
- KRYE "Tigre 104.9 FM" broadcasts a maximum of twelve commercial units per hour, ensuring your message will be heard without a lot of "clutter".
- KRYE'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)





Colorado Springs/Pueblo's Hispanic Market

- Hispanics represent 45% of Pueblo County's growth.
- Hispanic buying power is \$3.0 Billion and is expected to grow significantly to \$3.4 Billion, an increase of over 13% (2007 vs. 2012).
- Hispanic population composition of Colorado Springs: 48% Mexican, 4% Puerto Rican, 1% Cuban, 47% Other.



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.