



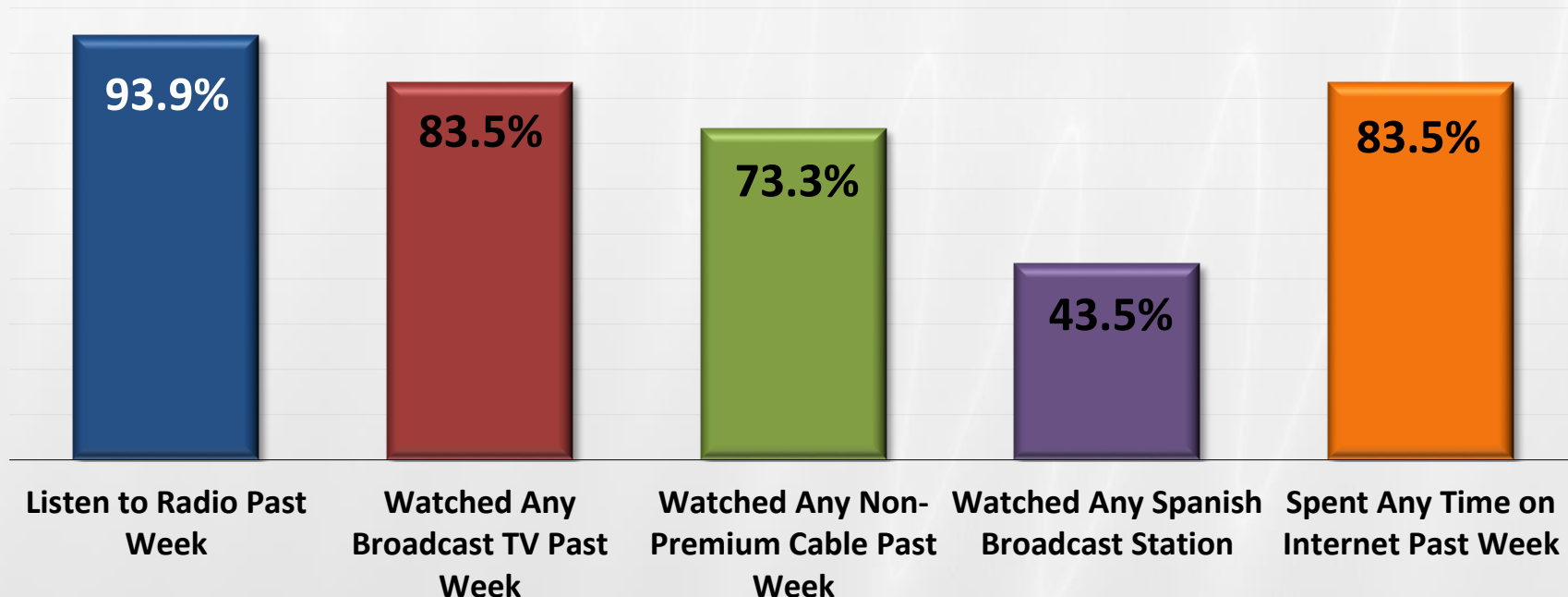
RADIO REACHES **94.5%** OF
HISPANIC PERSONS 12+ IN
SOUTHERN CALIFORNIA
EVERY WEEK



10.25 HOURS
SPENT WITH RADIO
EACH WEEK

RADIO REACHES MORE **HISPANIC ADULTS 18+** IN A WEEK THAN ANY OTHER MEDIUM

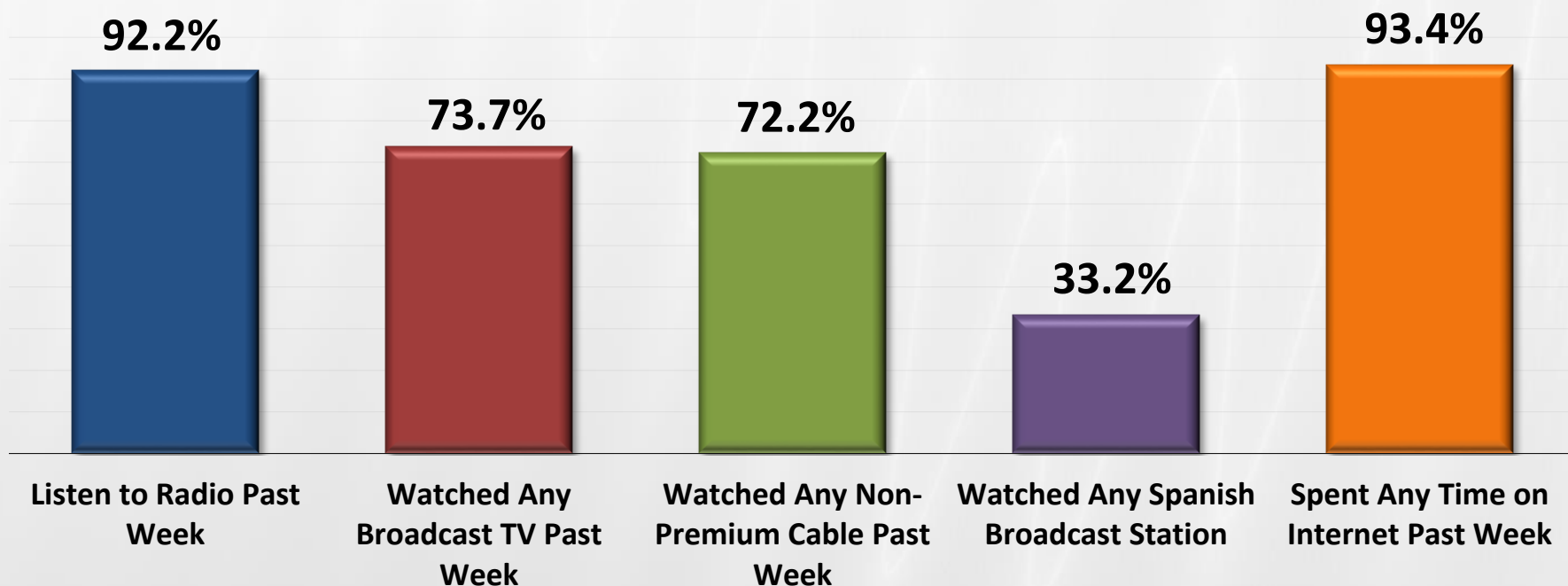
Radio reaches **93.9%** of Los Angeles DMA **Hispanic Adults 18+**



Note: Any Spanish broadcast stations include: Azteca America, MundoFox, Telemundo, UniMas, or Univision.

RADIO REACHES HISPANIC MILLENNIALS

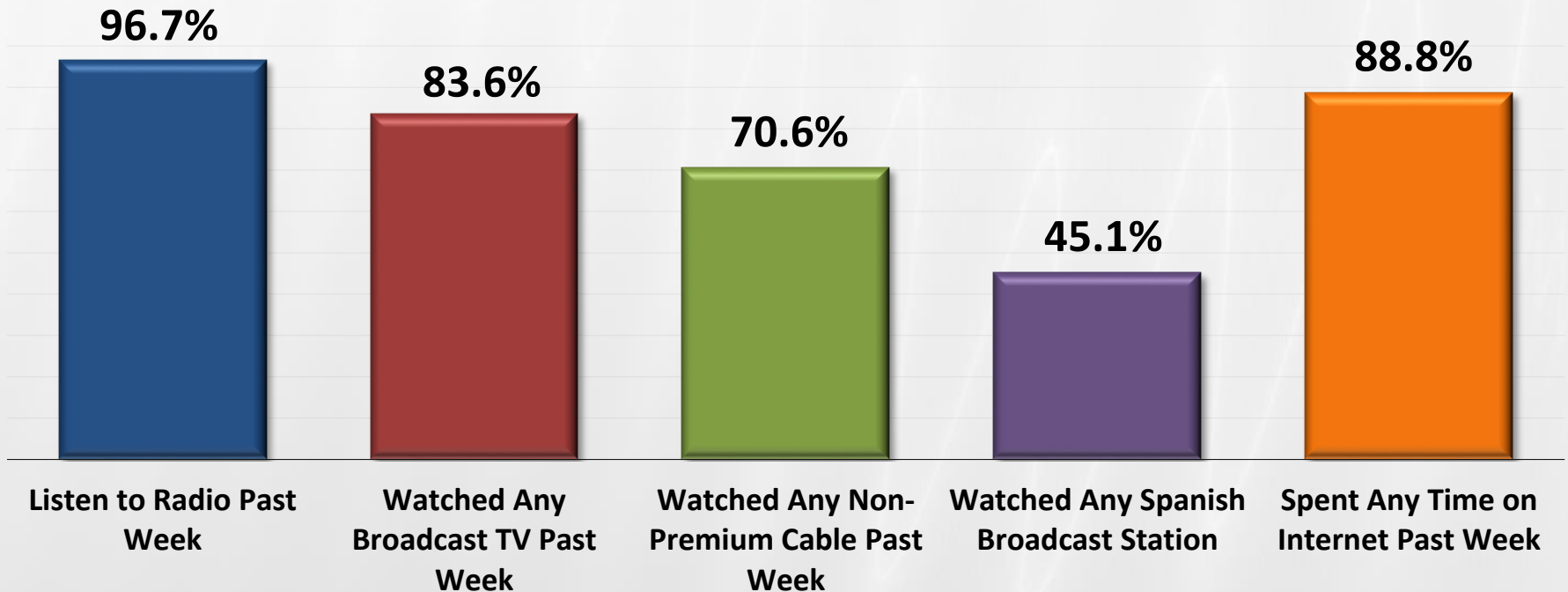
Radio reaches **92.2%** of Los Angeles DMA
Hispanic Millennials



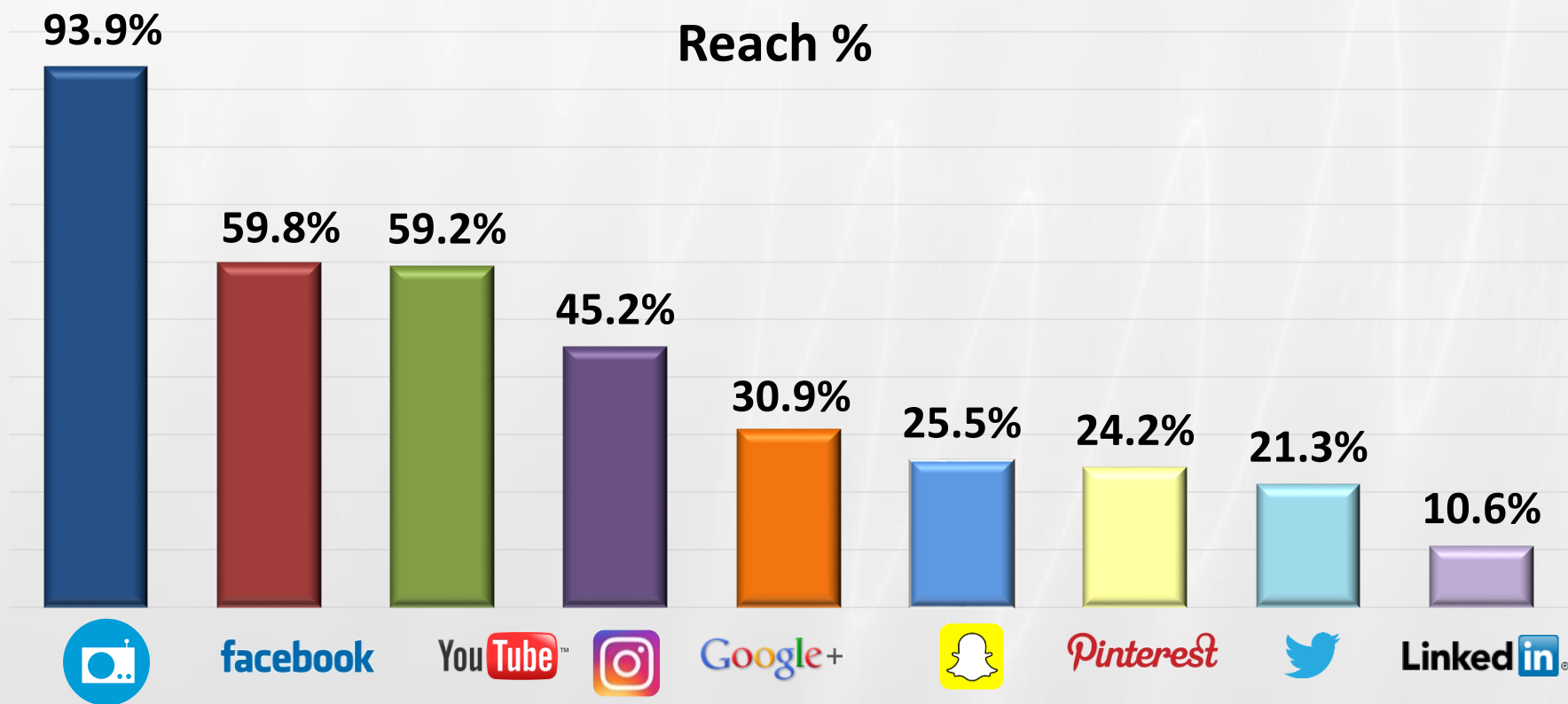


RADIO REACHES MORE **HISPANIC GEN X** IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches **96.7%** of Los Angeles DMA **Hispanic Gen X**

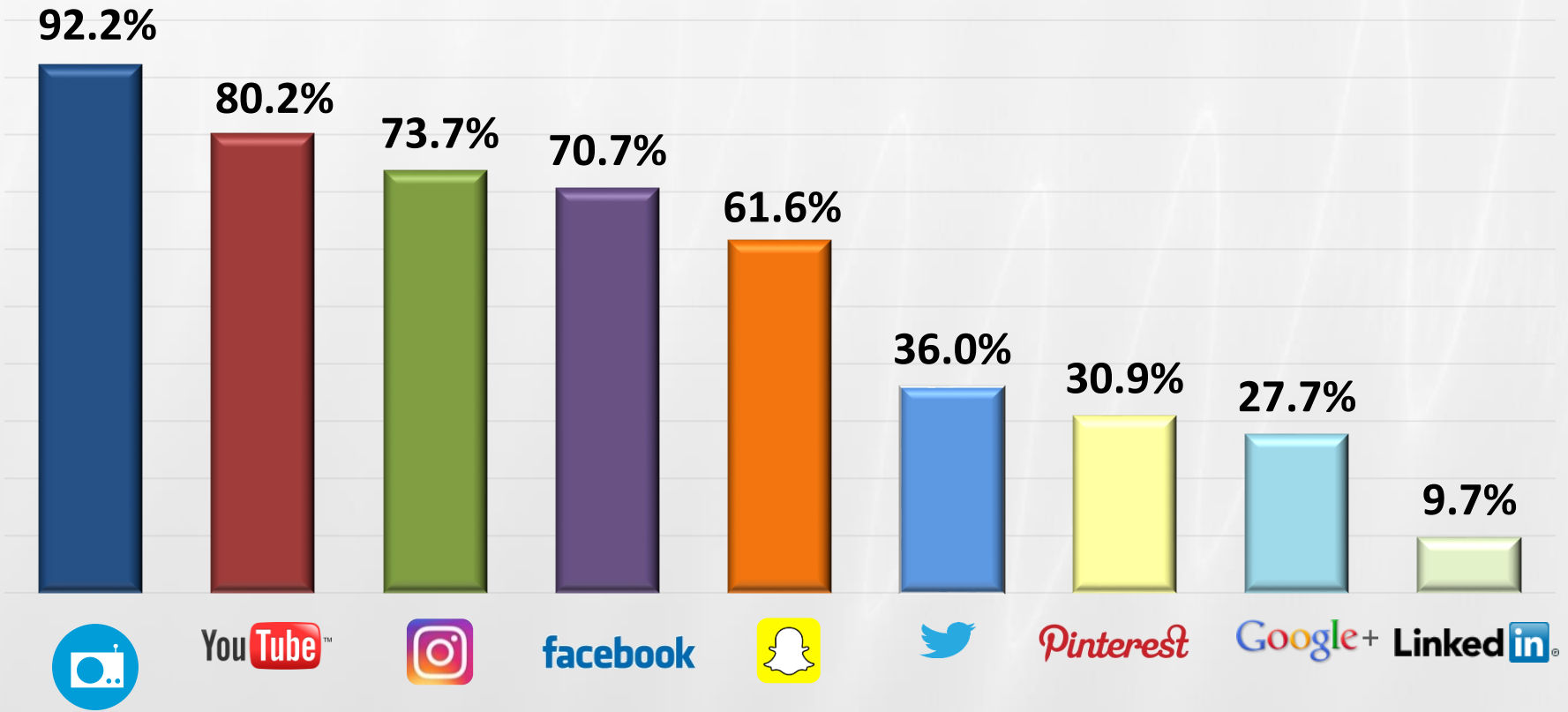


MORE **HISPANIC ADULTS 18+** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH



MORE **HISPANIC MILLENNIALS** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %



MORE **HISPANIC GEN X** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

