BUSTOS MEDIA, LLC

STATION FORMATS

KHHZ – La GranD 97.7 FM

KHHZ has been the #1 radio station for the past 18 years in the Chico area, and effectively covers from Red Bluff to North Sacramento. Its Regional Mexican format airs 24/7 and is the most popular musical genre among Hispanics in the US. From the traditional to the newest, Regional Mexican is keeping our target audience tuned in all day long.

KHHZ is designed to appeal to Hispanic adults 25-49. We offer our listeners a wide variety of programs that educate, inform and entertain. Our news program keep our audience informed as well as sports and weather. The Hispanic population is becoming more and more of an economic influence in the North state, and your key to reaching this highly desirable market is: **KHHZ 97.7FM. "LA GRAN D" La mas Mexicana!** Better than ever!

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STATION FORMATS

KZSZ – La Zeta 107.5 & 107.9 FM

La Zeta is a dynamic, music-oriented station that never misses a beat. **KZSZ** is programmed to reach Hispanic Adults 18-34.

KZSZ reaches Chico, Durham, Gridley, Colusa, Yuba City, Woodland, Copper City, North Sacramento; in fact, **KZSZ** covers the entire HDHA and then some. **KZSZ** is promotionally oriented with an emphasis on grass roots marketing to reach and keep its target audience engaged.

If you want to reach this motivated segment of the Hispanic population… **KZSZ** is the answer.

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The Market

Butte:	15%	34,649
Tehama:	24%	15,181
Glenn:	40%	11,291
Colusa:	58%	12,455
Sutter:	28%	27,251
Yuba:	27%	20,121
Yolo:	31.9%	70,310
Shasta:	9%	16,920
Total		208,178 *

11% growth since 2017!

Hispanics are fiercely brand **loyal. 61% agree with the statement: "It's very difficult** to get me to change brands once I find one I like."* 85% prefer to buy a more expensive but trusted brand over a less expensive one they don't know.* Many U.S. brand teams have bought into the myth that Hispanic consumers do not respond well to retail promotions. The reality is that when properly executed, Hispanic retail promotions can out-perform general market initiatives.

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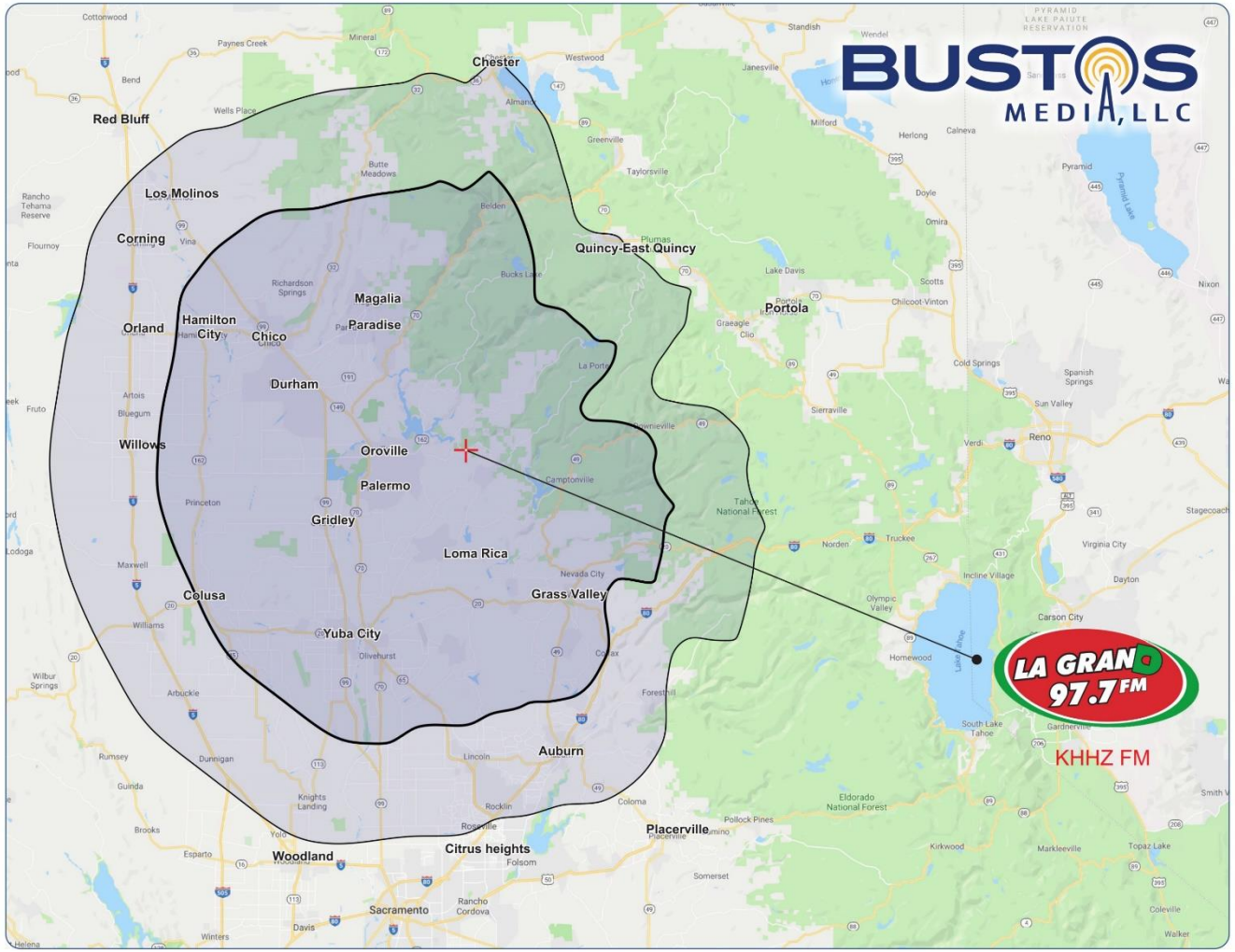
Listener profile

From **la música** to **las noticias**, Hispanic American adults are avid radio listeners. In fact, 97% of this population tunes in each week. Since 2011, the weekly national Hispanic radio audience has grown 11% (from 36.5 million to 40.4 million). This increase in radio listening likely reflects the overall increase in Hispanic consumers in the U.S. In the last 15 years, the Hispanic population has more than doubled, and growth shouldn't stop any time soon. In the next five years, Hispanics are projected to account for 53% of the U.S. population growth.

The Latino population is relatively young, with a Median age of 28 yrs. Vs. 45 non- Hispanics. 39% of the Hispanic population own a home, 52% are Hispanic students K-12 and 74% speak Spanish at home.

Coverage Maps



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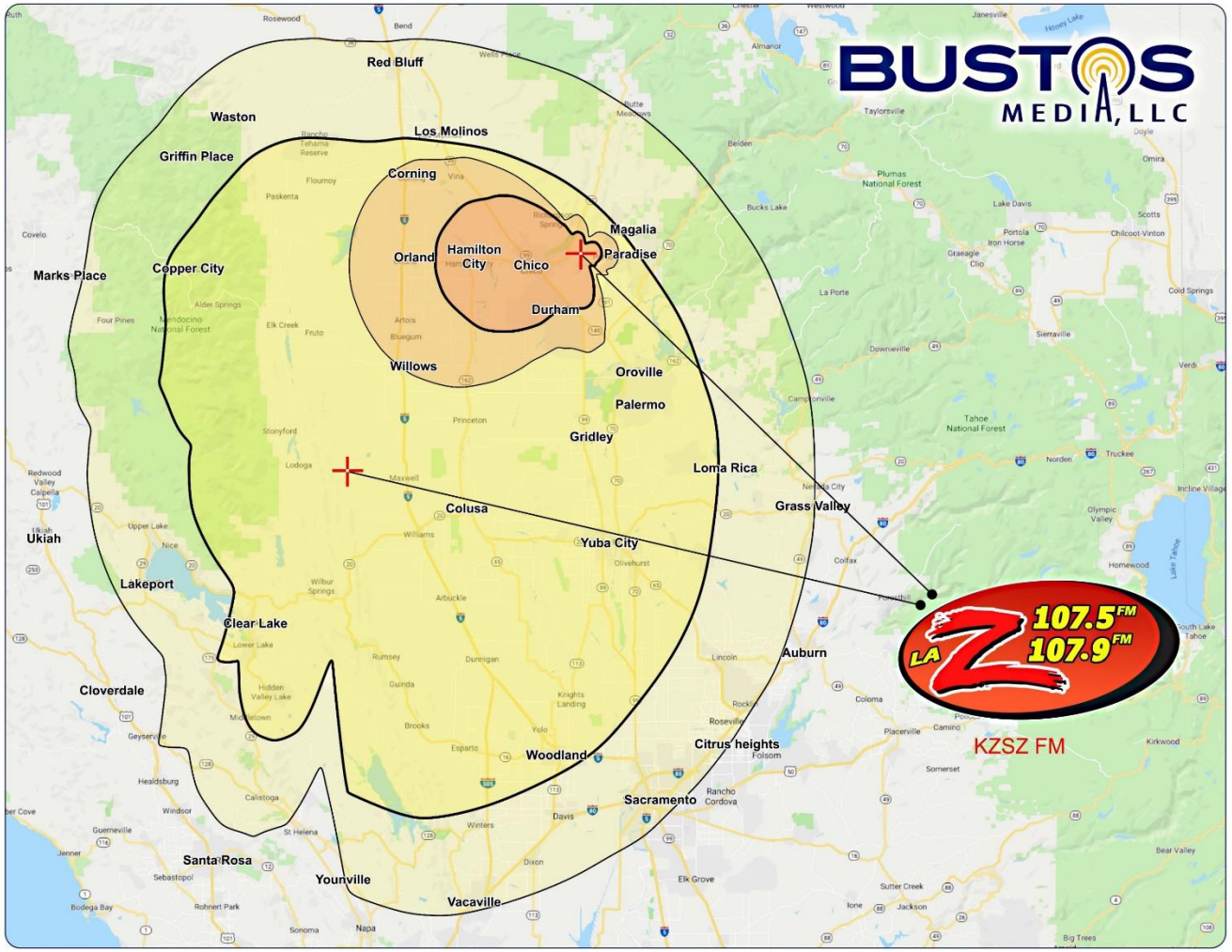
Coverage Maps



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Promotions

- Sponsorships for Big Events/Festivals
- On Site Client Remotes
- Van Hits
- Product Sampling
- DJ Endorsements
- Studio Naming Rights
- Co-Branding on Promotional Items

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