

Your Central Coast News Source

KION **5/46** 

KION546.COM

KION **5/46** 



CENTRAL COAST
 **14**

Your Central Coast News Source

KION 5/46

KION 5/46

- With over 27 hours of local news each week, KION News Channel 5/46 is truly your Central Coast news source in the Tri-County area.

- KION is committed to our community and viewers in delivering the best local news in the marketplace.

- KION is not only committed to local news, but to bringing the viewer quality programming such as *"CBS This Morning"*, *Young Sheldon* and *"60 Minutes."*

Award Winning News Team



Max Tarlton



Mary Coleman



Zach McIntyre



Aaron Groff



Veronica Macias



Dann Cianca

CBS Programming



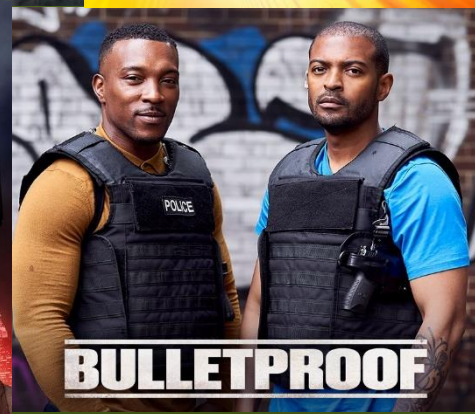
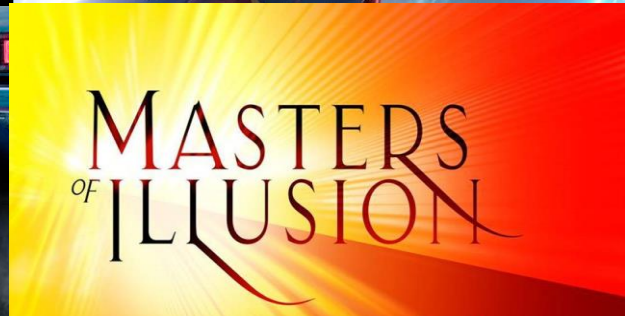
Your Central Coast News Source

CENTRAL COAST
THE **cw** 14

CENTRAL COAST
THE **cw** 14



Catch All Of the Local News On
The Central Coast At 10pm with
Aaron Groff and Veronica
Macias.



CW PROGRAMMING

Your Central Coast News Source



23
TELEMUNDO
SALINAS
MONTEREY



The only Spanish Newscast
on the Central Coast - 6pm & 11pm with
Stephanie Magallon and Marcela Camargo.



TELEMUNDO PROGRAMMING

The Power of Four

KION 5/46

KION 5/46

Consistent and accurate news and weather coverage keeps viewers constantly returning to *KION News Channel 5/46*, your *Central Coast News Source*.



KMUV Telemundo23 is the Central Coast's premier local Spanish station targeting the growing Hispanic population.



The CW Television Network is hip, trendy, and fun! The primary audience is 25-54 and young families.

KION546.COM

KION546.com is the website where you will find continuous updates on news and weather with over 2 million page views per month.

Any combination of these outlets expands your reach in order to increase the frequency of your message. Only *KION News Channel 5/46* can offer four diverse and consistent audiences for you to target.

Your Central Coast News Source

KION 5/46 

We Target Your Audience



Target Hispanics 25-54



Target Adults 55+



Target Adults 18-49



KION546.COM

Target Adults 21+



**We've got strategies to
identify and reach your
future customers.**

MONTEREY, SANTA CRUZ, SAN BENITO – 2020 Viewer Profile

Male Population

County	Population	% OF Market
Monterey, CA	224,657	57.12%
Santa Cruz, CA	137,624	34.99%
San Benito, CA	31,053	7.89%

Male Median Age

County	Age
Monterey, CA	33
Santa Cruz, CA	36
San Benito, CA	35

Female Population

County	Population	% OF Market
Monterey, CA	211,780	55.75%
Santa Cruz, CA	137,196	36.12%
San Benito, CA	30,882	8.13%

Female Median Age

County	Age
Monterey, CA	34
Santa Cruz, CA	38
San Benito, CA	37

Hispanic Population

County	Population	% OF Market
Monterey, CA	250,370	66.29%
Santa Cruz, CA	90,794	24.04%
San Benito, CA	36,529	9.67%

Families and Non Families with Children

County	Population	% OF Market
Monterey, CA	54,241	60.13%
Santa Cruz, CA	27,696	30.70%
San Benito, CA	8,274	9.17%

Household Income \$100,000+

County	Population	% OF Market
Monterey, CA	46,780	48.73%
Santa Cruz, CA	41,609	43.34%
San Benito, CA	7,214	7.94%

Education Attainment, Some College

County	Population	% OF Market
Monterey, CA	53,257	48.26%
Santa Cruz, CA	45,919	41.61%
San Benito, CA	11,176	10.13%

Education Attainment, High School

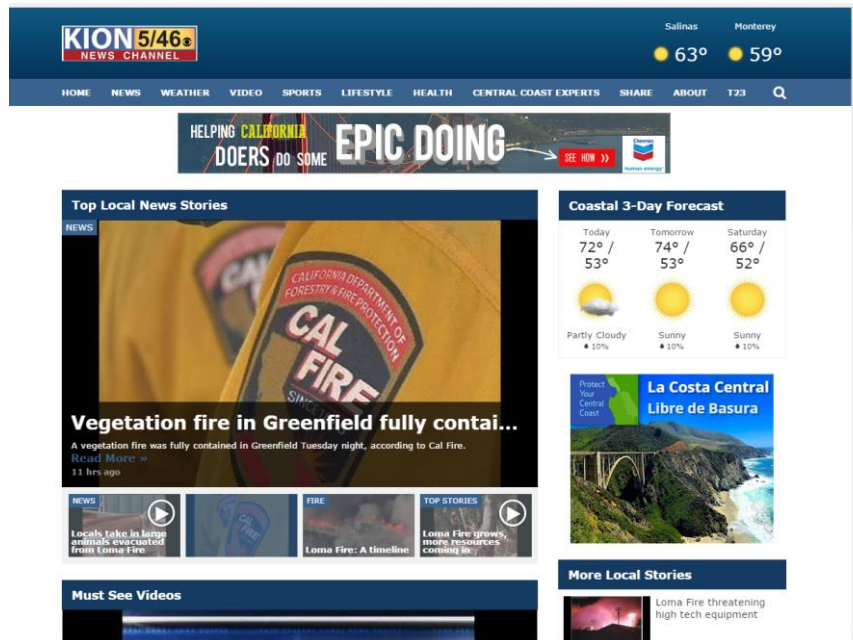
County	Population	% OF Market
Monterey, CA	82,120	71.59%
Santa Cruz, CA	24,007	20.93%
San Benito, CA	8,589	7.49%

Household Income \$50,000+

County	Population	% OF Market
Monterey, CA	87,715	52.48%
Santa Cruz, CA	66,204	39.61%
San Benito, CA	13,214	7.91%

KION546.COM

- 2 million plus impressions monthly!
- **Visitors are actively consuming the fresh news content on KION546.com and our mobile app. Your placement will offer your message visibility as well provide a link to your website.**



A wide variety of placement options are available to customize your media mix and enhance your marketing plan:

Digital Display opportunities:

Placements within or around news content offer visibility with the added benefit of direct “click” links that bring the user straight to your website.

Options include: Banners, Hovers, Pencil Pushdowns, Mobile Banners, Rich Media, Pre- Roll Video

Non traditional Opportunities can offer large audiences and specific categories:

- Online Content Sponsorships
- Contests
- Native Content

Further options that drill down to your exact customer include:

- Email campaigns
- Targeted Online Display and Video

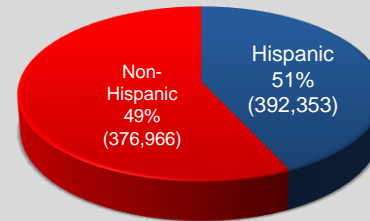
Monterey/Salinas Hispanic Population Facts

Monterey/Salinas Hispanic Population by County

<u>County</u>	<u>Population</u>	<u>%Hisp.</u>
Monterey	435,232	59%
Santa Cruz	274,673	34%
San Benito	59,414	59%

More than half the populations of Monterey & San Benito Counties are Hispanic

Hispanics represent 51% of the total Monterey/Salinas DMA population



■ Hispanic ■ Non-Hispanic

Cities of Note

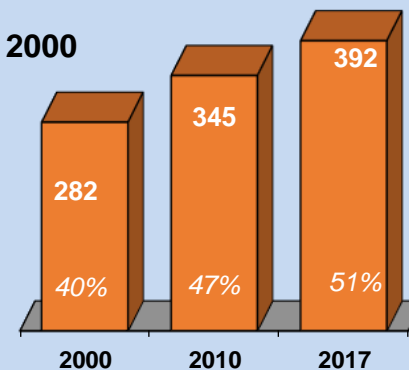
The cities of Salinas and Watsonville are the DMA's largest cities representing 41% of the total Hispanic population

<u>City</u>	<u>Hisp. Pop.</u>
Salinas	117,914
Watsonville	43,575
DMA	392,353

- Salinas/Watsonville
- Other Cities

Monterey/Salinas DMA Population Trend

- Hispanic Pop.
- % Growth since 2000



Telemundo 23 Reaches The Entire DMA With Its HD Over The Air Signal And Carriage On All Major Cable Systems



CH. 23



CH. 23-1 HD



CH. 23
CH. 3007 HD



CH. 12

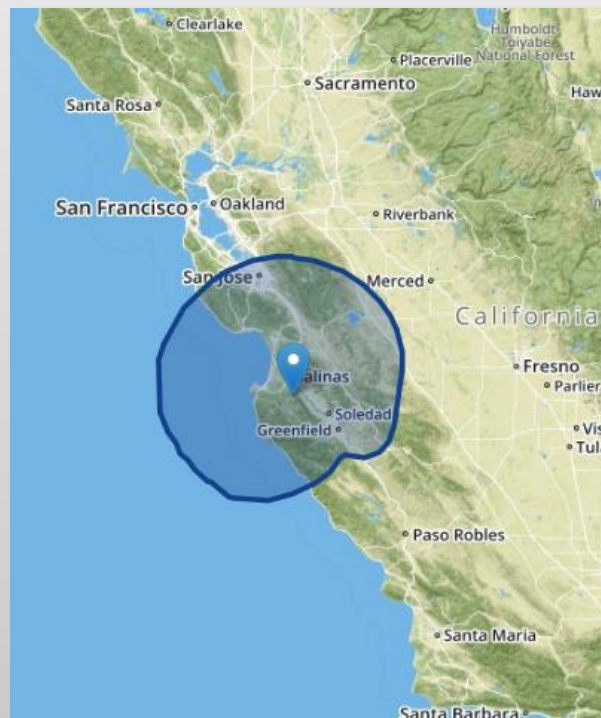


CH. 18
CH. 712 HD



Santa Cruz
County CH.18

Monterey County
CH.22



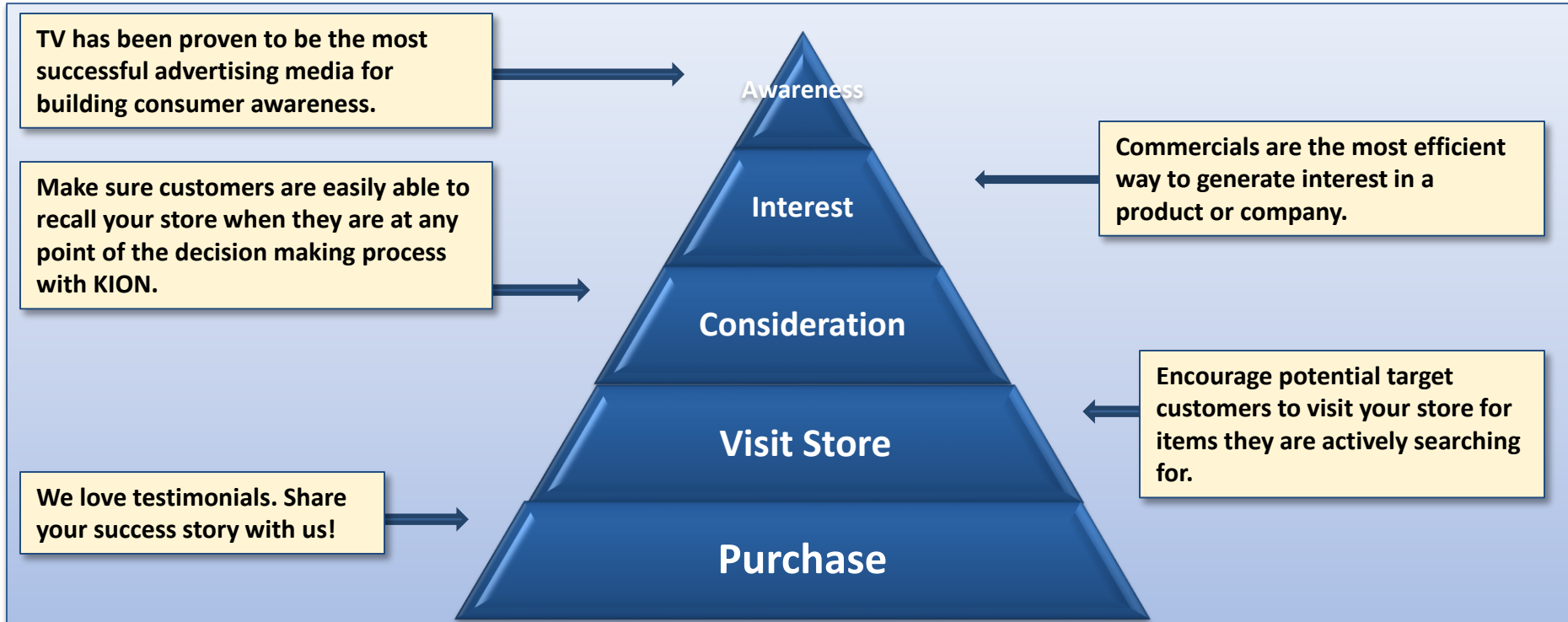
**SALINAS-
MONTEREY**



Source: FCC Public Inspection Files.

Why Advertising Matters

KION 5/46



This is a consumer-focused model that demonstrates the theoretical journey to making a purchase decision. Television advertising has the most impact at each stage of the decision making process!

Customers enter the funnel at various stages. By advertising with KION you are able to reach your customers at every stage of the decision process.

1 Let's Review Your Goals

Together we will discuss what your marketing goals are. We will identify your business' unique challenges and strengths.

2 Let's Develop Creative

Once we confirm your advertising goals, we will come up with a captivating message to attract your target customers to your business.

3 Let's Design a Strategy

We will execute a strategic plan to place your message in front of the ideal audience to increase sales and grow your market share.

Thank You!