



TELEMUNDO
SALINAS
MONTEREY

THE POWER OF LOCAL

DMA/COVERAGE



CH. 23



CH. 23-1 HD



CH. 23
CH. 3007 HD



CH. 12

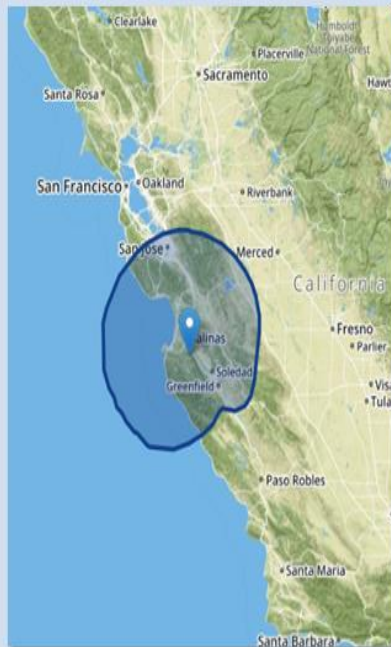


CH. 18
CH. 712 HD



Santa Cruz
County CH.18

Monterey County
CH.22



**SALINAS-
MONTEREY**



COVERAGE AREA

MONTEREY-SALINAS-SANTA CRUZ



Source: FCC Public Inspection Files.

Reach Your Audience

Monterey/Salinas Hispanic Population Facts

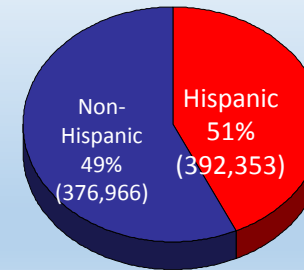


Monterey/Salinas Hispanic Population by County

<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



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

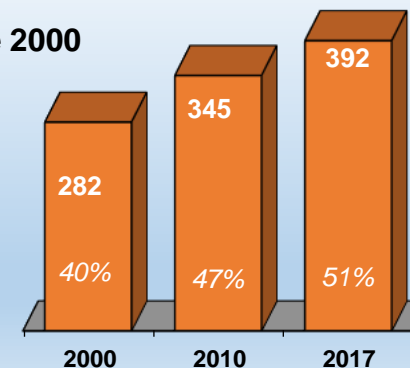
■ Salinas/Watsonville

■ Other Cities

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

Monterey/Salinas DMA Population Trend

- Hispanic Pop.
- % Growth since 2000



Population

Monterey County alone has 54,908 Hispanic households.

The Average Hispanic household income is \$78,894.

Median age for the Hispanic Population in the market is 27.



Hispanics spend \$716 Billion on retail



and \$111 Billion on groceries nationwide.



*2018 Census Bureau and 2018 Bureau of
Labor Statistics Consumer Expenditure Survey*

Your Central Coast News Source

TELEMUNDO PROGRAMMING



Telemundo has some of the most popular shows in
in prime time Spanish television.



Telemundo Features television super series like
La Reina Del Sur 2 Edición Especial.

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



KION546.com/t23

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



Telemundo Ranks #2 on the Central Coast in Spanish television.

More shows in Prime and Prime Access on Telemundo have an over 100 index score than on Univision.

Age groups evaluated: A35+, A25-54 and A18-34.

Source: 2019 Comscore, Inc

SPANISH BROADCAST NETWORK – AWARD SHOWS + SPORT PROPERTIES



TELEMUNDO



UNIVISION



UNIMAS



AZTECA



ESTRELLA TV

