



GRAND RAPIDS

SPANISH RADIO

Media Kit



THE HISPANIC MARKET

Cano's broadcasting is proud to offer unique programming to Michigan's biggest and fastest growing market.

We offer the only all-Spanish radio station in Grand Rapids. Our partners prosper from our culturally relevant expertise and have an excellent reputation in the Latino community of West Michigan. Our large audience finds something new and exciting each day, and our format has among the most faithful radio audience you can find.

To our community we are much more than just another radio station. We play a vital role in family life, social events, and we are an undeniable positive force in economic, political, cultural, and current events. Everyone becomes a part of our family on and off the air. To reach this community; grow your business, and your bottom line give us a call. West Michigan's Hispanics would be happy to become your loyal customers, and are waiting for you to contact them in Spanish to offer them your products and services.

**U.S.
LATINOS**

82%
SPEAK SPANISH

27%
MEXICAN REGIONAL
FORMAT SHARE
SPANISH DOMINANT
HISPANICS 12+

**TIME SPENT LISTENING
PER WEEK**



WEST MICHIGAN

93.3FM and 810am - our WMJH simulcast covers 17 counties and reach over 120k Latinos. Michigan has in recent years exploded with Latinos moving here from abroad.

MICHIGAN LATINOS

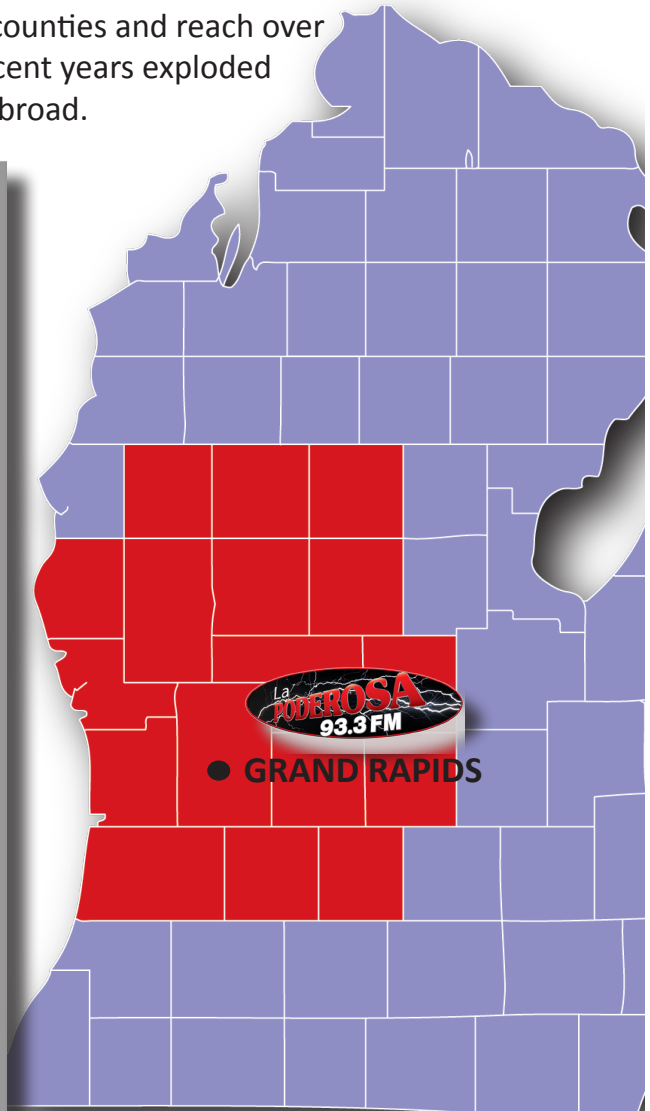
9.9%
GRAND RAPIDS
POPULATION

21%
BORN OUTSIDE
THE USA

48%
LATINO
POPULATION
GROWTH



2000-2012



LOYALTY

Unique formats don't always have to be "niche" formats. The Latino community in Michigan is largely responsible for Michigan's net population gains in recent years.

Passion our audience listens longer than other formats, they still call in to request songs, and they turn out in force at our events.

ONE Station
17 counties

LATINO AUDIENCE (PART I)

123,367
IN OUR LISTENING AREA

19.4%
MEXICAN REGIONAL
FORMAT SHARE
HISPANICS 25-54



62%
LATINOS ENJOY
MUSIC IN SPANISH

EVENTS

Connect with our community

Sponsorship opportunities

Gift giveaways and more!

Apr	• Dia del Niño (Children's Day)
May-Oct	• La Poderosa Soccer League
May	• Cinco de Mayo celebration
Jun	• Annual Birthday FIESTA music festival
Oct	• St. Jude Radio marathon fundraiser (Over \$300,000 raised!)
	• Migrant worker free concert
Sep	• Hispanic Heritage Month Festivals
Dec	• Posadas Poderosas (12 days of Christmas)

Community Partners

Some of our community partners.



PROGRAMMING

100% ESPAÑOL

Mornings

“EL COTORREO de la Mañana” La Poderosa’s morning show! Filled with laughs, weather, local and national news, & sports. Live interviews with professionals such as lawyers, health professionals, and others who inform our audience of what’s going on in our community.

Music

Live, local DJs

All of our programming, music, and commercials are in Spanish.



LATINO AUDIENCE (PART II)

93.5%

HISPANICS REACHED
WEEKLY BY RADIO

67%

PREFER TO LISTEN
TO RADIO IN SPANISH



53%

PAY MORE ATTENTION
WHEN ADS ARE IN SPANISH

ADVERTISE WITH US

Call our sales desk

616.451.0551

or email us:

sales@canosbroadcasting.com

These great brands have found
success reaching our audience!



Blue Cross
Blue Shield
of Michigan



SPECTRUM HEALTH





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