



KMLA-FM

MEDIA KIT

Phone: (805) 385-565

Fax: (805) 385-5690

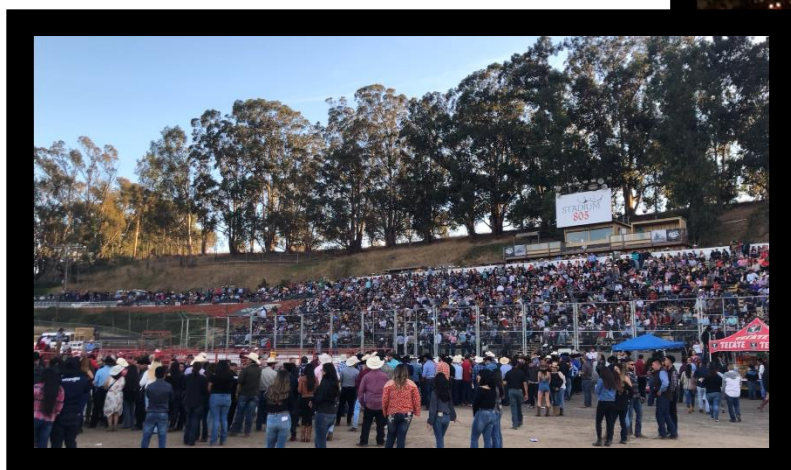
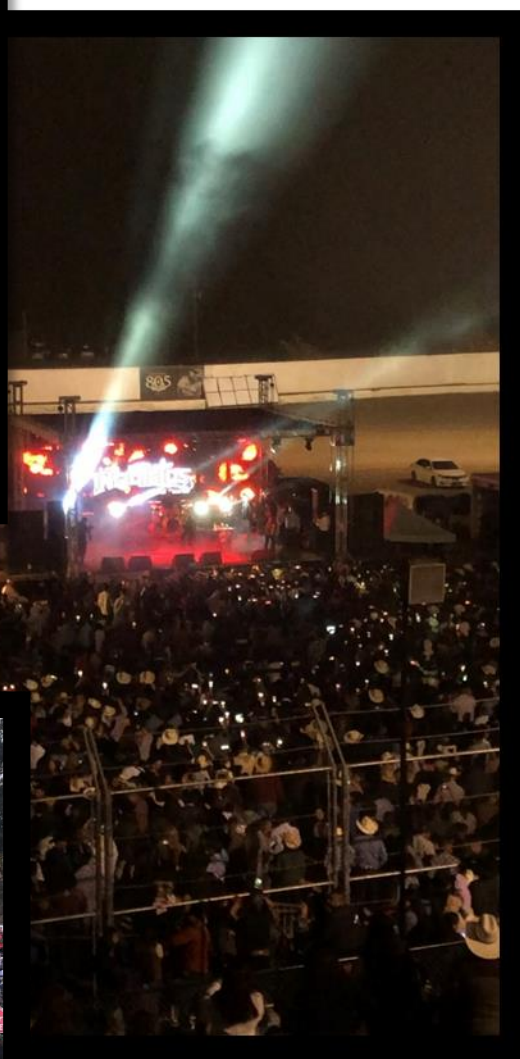
Gold Coast Radio L.L.C.
355 S. "A" St. Ste. 103, Oxnard, CA 93030



KMLA-FM

La “M” 103.7 FM

La “M” 103.7 FM PROMOTIONAL EVENTS





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Station Profile

Call Letters:	KMLA
Name:	La “M”...
Slogan:	<i>“Aquí Se Escucha La “M” 103.7 Todos los Días”</i>
Frequency:	103.7 FM
Power:	6,000 Watts 1295 Feet
Coverage:	Ventura County Hispanic Population: *365,475 *Source U.S. Census Est. 2020
Format:	Regional Mexican
Target Audience:	Primary 25-54 Secondary 18-49



KMLA-FM La “M” 103.7 FM

STATION INFO

Who is La “M” 103.7 FM: *A locally grown & Hispanic owned Spanish radio station that’s the voice of the Hispanic communities of Oxnard, Ventura, Santa Paula, Simi Valley and all of the Ventura County with “Live” on-air Dj’s throughout day and night.*

La “M” at 6,000 watts of power and 1,295-foot tower with clear FM signal that covers the Ventura County for maximum reach to the Hispanic market.

La “M” is known and listened to by more than 365,475 Hispanic residents in Ventura County.

La “M” management team is comprised of experienced radio personnel who are knowledgeable in what the Hispanic community wants and needs in a radio station, thus delivering what you the advertiser needs to drive sales.

La “M” is very active in the community, staying connected with events, promotions and special features that endear and engage the listeners to be amenable to acting on your call-to-action.

The State of California: According to the 2018 U.S. Census update figures, Hispanics make up 39% percent of California’s population, which reflects a growth of 42.6% percent.



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ON-AIR PERSONALITIES

“El Nuevo Show de La ‘M’ por las Mañanas”



Evelyn-Muñequita, Solovino & Gabriel

6am -11am Monday-Saturday

“There’s no better way to wake up than with Evelyn, Solovino with their silly comical delivery and charisma to start your morning off!”

Salvador “Chava” Vaca

11am - 3pm Monday-Saturday

“Chava” takes the listeners back in time with their favorite songs from the 70’s, 80’s and 90’s.



Gerardo “Gera” Ceja

3pm-7pm M-F & 5pm-7pm Saturday

“Gerardo unforgettable style and delivery keeps the listeners attentive and wanting more; reminding our listeners of where they come from, bringing them back to Mexico during their show.”



Samuel “El Sammy” Garcia

10am-1pm Sunday’s

Musica y Costumbres de mi Pueblo

“Sammy’s voice narrates the traditions of the towns in

Mexico and while airing this particular music, it takes the listeners back to the past to relive their memories while giving the younger generation appreciation of music from the past.”





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FEATURED PROGRAMS

“Radio Novela” (M-F) 5am-6:00am

A daily show jam-packed with drama and action.

“El Nuevo Show de La ‘M’ por las Mañanas” (M-F) 6am-11am (Saturday) 6am-11am

The best way to wake up in the morning is with El Show de La “M”! Classic live radio with happy wholesome repartee, humor and gossip, along with news, show business reports, interviews, prizes and surprises!

“Las Movidas de La M” (M-F) 9am-11am & (Sat) 10pm-12mid

“Las Movidas de La M” 2 hours of your favorite songs to dance to.

“Las Viejas del Recuerdo” (M-F) 11am-1pm

La “M” takes our listeners back in time to their favorites from the 70’s, 80’s & 90’s.

“La Hora Del Palenque” (M-F) 3pm-4pm

Battle of the songs; listeners call in and vote on which song to play.

Regional Music Request (M-F) 4pm-5pm

Favorites from the regions where our listeners grew up in Mexico.

“La Hora del Desmadre” (M-F) 5pm-6pm

Transitioning to hip newer music of the day and younger demos.

“Los Corridos Perrones” (M-F) 6pm-7pm Sat. & Sun. 5pm-7pm

Both humorous and meaningful folkloric music about historical events and icons, heroes and famous horses that live in the hearts of our core audience the Mexican people.



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HOW TO KILL YOUR BUSINESS IN 10 EASY STEPS

1. **Don't Advertise.** *Just pretend everybody knows what you have to offer.*
2. **Don't Advertise.** *Just assume everybody knows what you sell.*
3. **Don't Advertise.** *Forget that there are new potential customers who would do business with you if they were urged to do so.*
4. **Don't Advertise.** *Tell yourself it costs too much to advertise and that you don't get enough out of it.*
5. **Don't Advertise.** *Be sure not to provide an adequate advertising budget for business.*
6. **Don't Advertise.** *Tell yourself you just don't have time to spend thinking about promoting your business.*
7. **Don't Advertise.** *Convince yourself that you have been in business so long that customers will automatically come to you.*
8. **Don't Advertise.** *Forget that you have competition trying to attract your customers away from you.*
9. **Don't Advertise.** *Overlook the fact that advertising is an investment in selling - not an expense.*
10. **Don't Advertise.** *Forget that you have to keep reminding your established customers that you appreciate their business.*



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WHY ADVERTISE IN SPANISH RADIO?

1. The Hispanic market in Ventura County offers the only growing target market and one with larger and younger families.
2. Hispanics are ideal for word-of-mouth advertising because of their cohesive, inter-dependent, multi-generational household.
3. Hispanics are new to your product, service and brand.
4. Hispanics are not a syndical target because of not having been bombarded, saturated with the so-so messages.
5. Hispanic households boast median household incomes
6. Hispanics are very active consumers of groceries, family, clothing and cars, as well as other day-to-day necessities.
7. The multi-generational, multi-income Hispanic household has and spends the money needed for necessities.
8. Hispanics largely ignored by Anglo advertisers, cleave to those who reach out to them, with an uncommon loyalty.
9. Hispanics do not complain about products and services bought.
10. Hispanics make advertising to them an 'investment'. Loyal customers are your result.
11. Advertising to Hispanics in the language of their birth, parentage, home setting, love making and everyday gossip, endears them to you as a welcoming Anglo business in their neighborhoods.



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HISPANIC LISTENERS

Weekly Reach (Mon-Sun, 6am-Mid)

Hispanic Men 96%
Hispanic Women 96%

Average Daily Time Spent Listening

Hispanic Men 3:37 Hours
Hispanic Women 3:48 Hours

% Reached Throughout the week

Monday - Friday
6am-midnight
Hispanic Men 67.3%
Hispanic Women 74%

Weekends
6am-midnight
Hispanic Men 74%
Hispanic Women 84%

Market Survey

Market Metro 12+Population Hispanic 12+Population Black 12+Population

*Source Radio Advertising Bureau, Radio Facts



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**¡Reach the largest and fastest growing
Hispanic markets in the county!**

<u>COUNTY</u>	<u>HISPANIC POPULATION</u>	<u>% Total</u>
Oxnard	148,718	74%
Ventura	42,454	37%
Santa Paula	24,411	82%
Thousand Oaks	24,631	19%
Simi Valley	32,853	26%
Fillmore	12,347	75%
Camarillo	19,242	27%
Pt. Hueneme	13,326	60%
Moorpark	11,030	30%
Ojai	1176	15%

*Source U.S Census Est. 2020



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PLAY LIST

BANDAS	GROUPS	SOLO ARTIST	<u>NORTENO</u>
Banda MS De Sergio-Lizarraga Banda El Recodo Banda Los Recoditos Banda El Limon Banda Carnaval La Arrolladora Banda El Limon Chuy Lizarraga Y Su Banda Tierra Sinaloense El Coyote Y Su Banda-Tierra Santa Banda Cuisillos Banda Los Sebastianes Banda Machos Banda La Prendida La Septima Banda Edwin Luna Y La Trakalosa De Monterrey La Adictiva Banda San-Jose De Messillas La Bandononona Clave-Nueva Mi Banda El Mexicano Banda Pachuco Banda Maguey Banda La Costena Banda Rancho Viejo Grupo Firme Solo/Banda Julio Preciado Julion Alvarez Pancho Barraza Gerardo Ortiz El Coyote Y Su Banda-Tierra Santa El As De La Sierra El Chapo De Sinaloa Valentin Elizalde Sergio Vega Roberto Tapia	Los Bukis Los Temerarios Bronco Grupo Laberinto Industria Del Amor Los Bondadosos Los Yonic's Los Humildes La Migra Los Terricolas Liberacion Grupo Mojado Grupo Yndio Los Muecas Los Mismos Los Freddy's Los Brios Los Solitarios Los Baby's La Mafia Los Apson Las Jilguillas Los Caminantes	Vicente Fernandez Gerardo Reyes Jose Alfredo Jimenez Antonio Aguilar Jose, Jose Pedro Infante Marco Antonio Solis Chalino Sanchez Juan Gabriel Lorezo De Monteclaro Selena Camilo Sexto Rocio Durcal Yolanda Del Rio Lucha Villa Chelo Luis Miguel Mercedes Castro Leo Dan Beatriz Adriana Ana Gabriel Graciela Beltran Rigo Tovar Javier Solis Ulices Chaidez El Yaki	Los Tucanes De Tijuana Ramon Ayala Y Los Bravos- Del Norte Tigres Del Norte Huracanes Del Norte Intocable Conjunto Primavera Los Inquietos Del Norte Grupo Laberinto El Fantasma Espinoza Paz Voz De Mando Christian Nodal Lenin Ramirez Ariel Camacho Y Los-Plebes Del Rancho Tercer Elemento Kanales Relampagos Del Norte Originales De San Juan Alfredito Olivas Rieleros Del Norte Regulo Caro Los Morros Del Norte Tito Torbellino Larry Hernandez La Maquinaria Noel Torres Remmy Valenzuela Polo Urias



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COVERAGE MAP

Transmitting facilities located in Oxnard, KMLA’s 6,000 watts/1,295 feet clear channel signal covering the entire Ventura County... and beyond.





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BIENVENIDOS A NUESTRA FAN PAGE!

Available on the App Store
Busca en el App Store:
La M 103.7 FM

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KMLA 103.7 FM
Todos Los Días !

Escanea este código

para escucharnos...

Haz Like Aquí

facebook

75,000+ followers



**LA “M” LA RADIO QUE
ESCUCHAS
TODOS LOS DIAS!**

