



Media Kit



**We
Speak
Latin-
Hispanic**



Why target the Latin-Hispanic consumer?



- Latin American Canadians are the fastest growing segments of the Canadian economy.
- The population of Latin Americans in B.C. has increased significantly since **2016**, according to the census data.
- Census data shows Spanish is spoken by **23,225** immigrants at home across B.C. The number of native Spanish speakers has increased **21.5** per cent since **2016**.
- Diverse range of countries (**Mexico, Colombia, Venezuela**) in the Latin American region contributing to the pool of immigrants coming to B.C.
- Vancouver DMA size is larger than Ottawa and Calgary. Strong opportunity to reach them with digital Spanish-language content and cultural purposes.

Advantages of reaching the Latin-Hispanic consumer

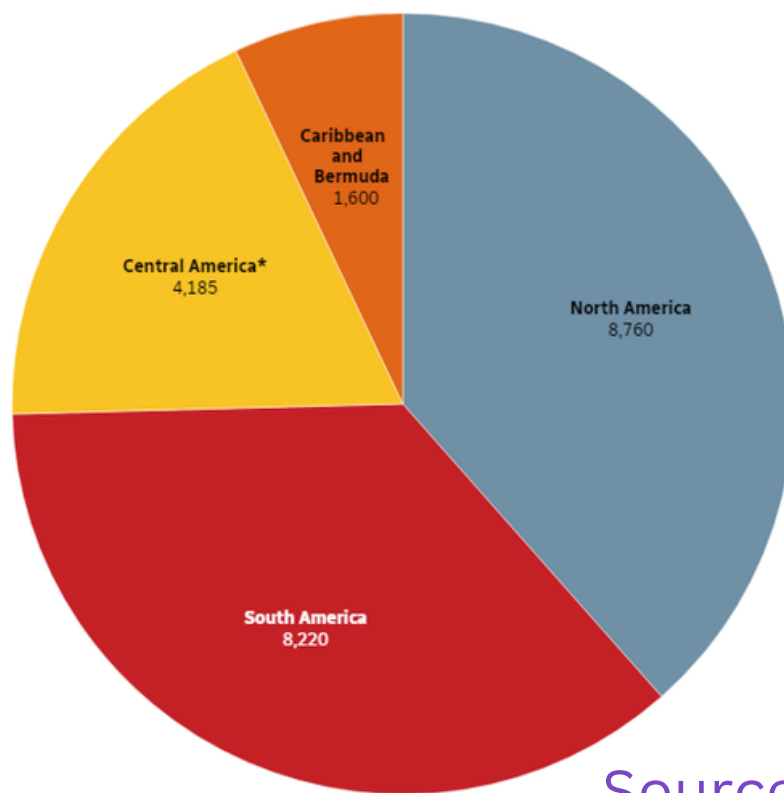


- Vancouver, B.C has no full time 24/7 Spanish-language radio nor internet radio.
- The market is undeserved and lacks outreach to the Latin-Hispanic community living, working or residing in this metro area.
- No Spanish-language Canadian news aired in any stations in Vancouver nor the rest of British Columbia.





Number of immigrants from Americas in B.C. — 2016-2021



Source: Census 2021

The Americas accounted for **11.53 per cent** of immigrants to B.C. over the last **five years**.



Statistics



Top Latin-Hispanic Populations by Metro Vancouver Municipalities

- New Westminster (**3.28%**)
- Vancouver (**2.78%**)
- Burnaby (**2.50%**)
- Coquitlam (**2.27%**)
- North Vancouver (city) (**2.10%**)
- **Metro Vancouver (1.98%)**
- Port Coquitlam (**1.91%**)
- Langley City (**1.82%**)
- Port Moody (**1.73%**)
- Surrey (**1.57%**)

-2021 Census



Statistics



Top Latin-Hispanic Sources for immigrants in Metro Vancouver (Census 2021)

- **Mexico (10,060)**
- **El Salvador (4,485)**
- **Colombia (4,145)**
- Chile (2,275)
- Guatemala (1,635)
- Venezuela (1,590)
- Argentina (1,430)
- Nicaragua (1,125)
- Honduras (1,120)
- Cuba (535)
- Ecuador (520)
- Paraguay (475)
- Panama (205)
- Bolivia (195)
- Puerto Rico (60)



About Ritmo

- Ritmo X99 is a online Spanish Adult Contemporary (AC) format. The format plays **today's Latin music from Pop, Romantic Ballads, Reggaeton to Bachata.** Ritmo primary cross-over artists are from Latin America and Spain.
- The format targets the affluent Latin-Hispanic adults **25-54.** A younger generation of Latin American Canadians looking for a contemporary mix of music other than Regional Mexican.

Ritmo
X99



Chiquibaby Show

- **Chiquibaby Show** aires on Ritmo X99 in the afternoons.
- Television and radio personality, winner of 6 x Emmy Awards for her outstanding work on television, Stephanie Himonidis, also known as "Chiquibaby", has been one of the most recognized communicators and influencers in the US Hispanic market.

ON AIR

Ritmo
X99

EL SHOW
de
Chiqui
Baby



About La Bonita

- La Bonita X101 is the *oldies but goodies* Spanish Adult Hits format. The format plays classic cross-over Latin oldies from the 70s, 80s, 90s and 2000s. Primary Latin ballads such as Emmanuel, Los Bukis, Rocio Durcal, Juan Gabriel, Bronco, Roberto Carlos and more. The format also carries occasional Cumbia and Regional Mexican rotations as well.
- The format targets the older Latin-Hispanic population, primary **45-64**.



Alex "El Genio" Lucas

- The show aires on **La Bonita** in the afternoons.
- The most recognized Spanish-language voice in the U.S and Mexico with over 18 years of radio experience.
- **Alex "El Genio" Lucas Show** is made up of two segments: music and optimism. The full program includes jokes, pranks and congratulatory calls.



Multimedia Platforms



• Radio Brands

Ritmo X99

La Bonita X101



• Automotive Streaming

vTuner



• Online Radio Directories

TuneIn

Streema

Radio.net

My Tuner Radio

Online Radio Box

Radio Garden

FullRadios

Listen Online Radio

Radio Portal

Streame

Latin America Streaming Directories

Colombia.com

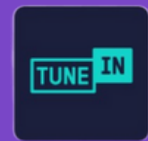
Planeta Radios

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Streema



• Social Media

Facebook

Twitter

Instagram



• Email Marketing

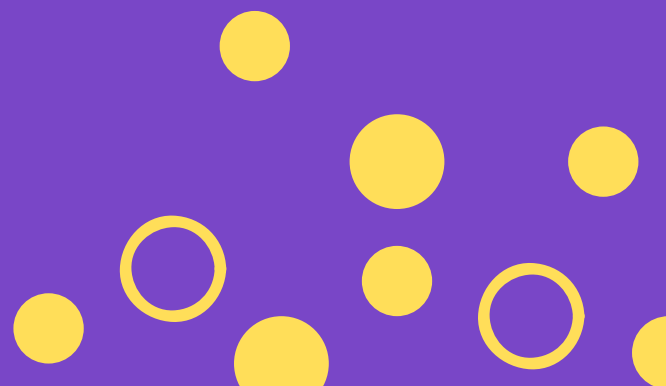
Newsletters



• Websites

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