



Call Letters: WLMV-AM Dial Position: 94.5FM & 1480AM
Target: ADULTS 18+ Format: SPANISH VARIETY
LAMOVIDARADIO.COM Power: 10,000 WATTS

ENGAGEMENT

Oct - Dec '19 Data



1,238 MONTHLY WEBSITE VISITS



11,310 MONTHLY ONLINE STREAMS



10,071 TOTAL APP SESSION STARTS



11,520 LIKES

WEEKDAY LINEUP

6am - 9am: Wicho y La Bola
Kennia Coronado y
Luis Montoto y
Norma Gallegos

9am - 10am: El Debate

10am - 12pm: Variedad Musical

12pm - 1pm: Los Grandes de
México Mariachi
Music

1pm - 3pm: A Todo Ritmo con
Lupita Montoto

3pm - 7pm: Jesús Castro "El
Cachanilla"

ABOUT LA MOVIDA

La Movida began as an ambitious experiment to have a Spanish-language radio station in Madison over 18 years ago and is now stronger than ever! Madison's 1st and ONLY Spanish radio station is extremely popular with the South Central Wisconsin Latino population which is estimated at over 50,000. La Movida is an exciting blend of distinct regional sounds programmed exclusively in Dane county. La Movida is the bridge that connects the Latino community with businesses, non-profit organizations, and government entities.



WHY LA MOVIDA?

- Only Spanish station in the area, so it's easy to reach a large portion of the Hispanic population with WLMV.
- Listeners tune-in for very long periods of time, so it takes fewer commercials to have an impact on the listeners
- The Hispanic community trusts La Movida and are influenced by the commercials they hear while listening.

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