



NUEVA NETWORK



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COMPANY OVERVIEW

NUEVA NETWORK is a Certified Minority-Owned Audio Network created with the idea of “Agencies & Brands first” in order to create partnerships that benefit advertisers that want to impact bottom line growth by connecting with multicultural audiences across the U.S.

Our **TARGET AUDIENCE** is the rapidly growing Hispanic Market, and we partner with a vast number of stations and affiliate groups to provide coverage in 100 of the top 150 DMA's.

Our business model allows for **COST EFFICIENT** entry into Network Radio and provides customized solutions for clients to achieve their media goals and corporate social responsibility initiatives.

Network Launch Date: March 2021

Measurement: Nielsen Nationwide



CERTIFIED MINORITY-OWNED



THIS CERTIFIES THAT
Multi Ad Media Services Inc.
 dba Multimedia National Agency INC



* Nationally certified by the: **GREATER NEW ENGLAND MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): 541810; 541613; 541840

* Description of their product/services as defined by the North American Industry Classification System (NAICS)

12/20/2022

Issued Date

12/31/2023

Expiration Date

Ying McGuire
 NMSDC CEO and President

GN16333

Certificate Number

Peter F. Hurst, Jr., President and CEO

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

[Certify, Develop, Connect, Advocate.](#)

* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®

AL & CM Broadcasting Network LLC



THIS CERTIFIES THAT
AL & CM Broadcasting Network

* Nationally certified by the: **WESTERN REGIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): 515111; 515112

* Description of their product/services as defined by the North American Industry Classification System (NAICS)

07/31/2021	WR02707
Issued Date	Certificate Number
07/31/2022	
Expiration Date	Cecil Plummer, President

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[Certify, Develop, Connect, Advocate.](#)

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THIS CERTIFIES THAT
Bustos Media Holdings, LLC
 dba Bustos Media Holdings, LLC

* Nationally certified by the: **NORTHWEST MOUNTAIN MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): 515112

* Description of their product/services as defined by the North American Industry Classification System (NAICS)

06/24/2021	NW04539
Issued Date	Certificate Number
06/24/2022	
Expiration Date	Fernando Martinez, President and CEO

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[Certify, Develop, Connect, Advocate.](#)

* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®



THIS CERTIFIES THAT
Norsan Media LLC
 dba Norsan Media LLC

* Nationally certified by the: **CAROLINAS-VIRGINIA MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): 515111; 515112; 511110; 515120

* Description of their product/services as defined by the North American Industry Classification System (NAICS)

05/18/2021	CA05449
Issued Date	Certificate Number
05/31/2022	
Expiration Date	Dominique Milton, President & CEO

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[Certify, Develop, Connect, Advocate.](#)

* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®

THIS CERTIFIES THAT
Lazer Broadcasting Corporation

* Nationally certified by the: **SOUTHERN CALIFORNIA MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): 515112

* Description of their product/services as defined by the North American Industry Classification System (NAICS)

08/01/2021	SC39142
Issued Date	Certificate Number
08/01/2022	
Expiration Date	Virginia Gomez, President

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[Certify, Develop, Connect, Advocate.](#)

* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®

OUR PARTNERS

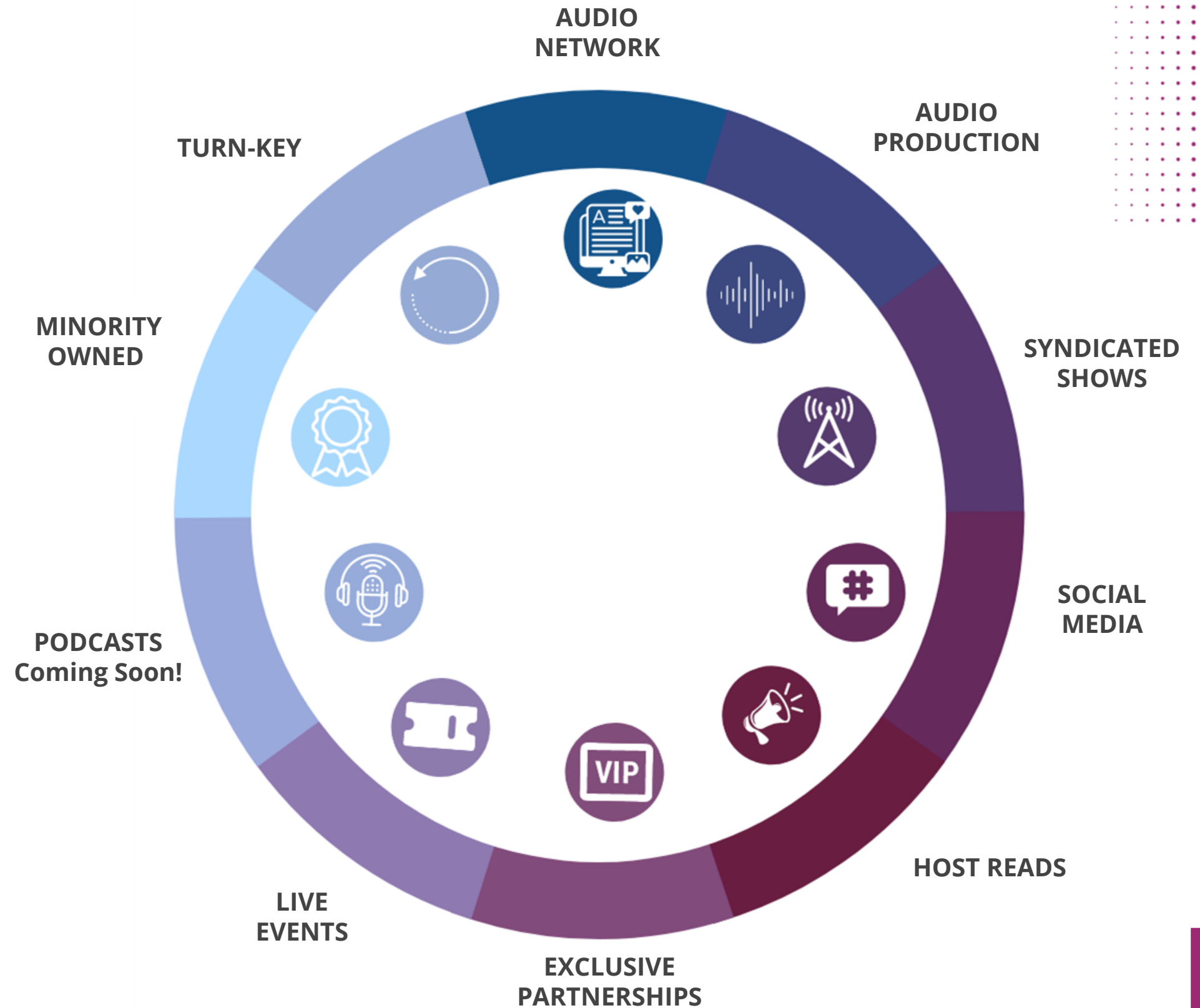


NUEVA NETWORK

389
STATIONS

100
DMA's

85%
COVERAGE



NETWORK PROFILE

REACH
6.5M

MALE
55%

FEMALE
45%

Audience Composition

HA18-49
63%

HA25-54
61%

HW18-49
30%

HA18-24
11%

HA25-34
20%

HA35-44
22%

HA45-54
19%

HA55+
27%





NUEVA NETWORK

YOY
GROWTH

DEMO	Sp'21 vs. Sp'22		
	AM Drive	Midday's	PM Drive
P18-49	+48%	+33%	+21%
P25-54	+53%	+34%	+18%
W18-49	+52%	+36%	+22%

Source: Nielsen Nationwide; Sp'21 vs. Sp'22 AQH Persons – All Nueva Networks combined



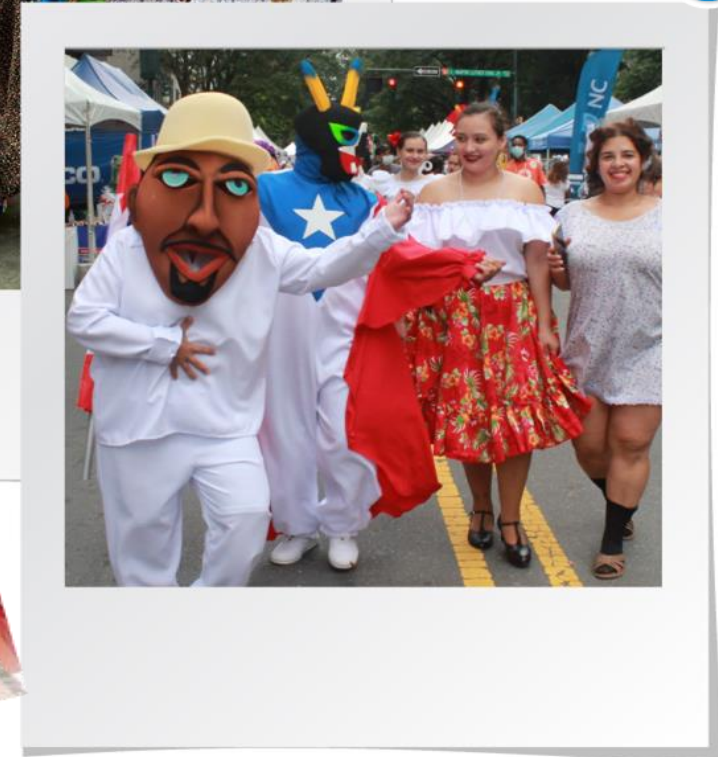
PREMIUM CONTENT



MUSIC
ENTERTAINMENT
SPORTS
FINANCIAL
LIFESTYLE

EDUCATION
LEGAL
HEALTH
CULTURAL

LIVE EVENTS



NATIONAL SYNDICATION



EL SHOW de Chiqui & Baby



JC y Las Más Buenas de La Radio

EL SHOW DE TOÑO

JESS Y CLARISSA SHOW

SOCIAL MEDIA EXTENSIONS

Nueva Network has access to

+20M Social Media Followers





EL SHOW DE
ALEX "EL GENIO" LUCAS
MEDIA KIT 2022





EL GENIO LUCAS
IS THE FRIEND
THAT EVERYONE
LOVES



FAMILY

He connects with his audience through on-air emotional family moments reconnecting distant relatives.



MOTIVATION

His magnifying energy and encouraging words of wisdom transcends the air waves.



INSPIRATION

His unique reflections touch on daily life topics that teach valuable life lessons.



POSITIVITY

His emotive words motivates his audience to start each morning with a positive mindset.



“It’s good to be great,
but greater to be good.”

- Alex El Genio Lucas

70+ AFFILIATE STATIONS

43 DMAS

60% U.S Coverage

ALEX EL GENIO LUCAS ACCOMPLISHMENTS & MILESTONES

Medallas de Cortez Award Winner 2019
Syndicated/National Personality of the Year
Radio Ink Magazine

“The Most Family-Friendly Show”

Spanish Personality of the Year 2015

Champions Award 2015
City of Salinas

Recipient of “The Gold Mic”
National Journalist Org.

Personality of the Year 2015
Children’s Miracle Network

On-Air Personality of the Year 2010
Monitor Latino

Medallas de Cortez Award Finalist 2016
Radio Ink Magazine



“It is good to be great, but greater to be good.” (Alex Lucas Motto to Live by)

This unique family show encompasses powerful inspirational life messages and personal stories to reach the hearts of all its listeners. Alex Lucas’ genuine intent to motivate his audience and positively impact the Hispanic community are the reasons he has amassed such a loyal and devout following.

By living his life with the belief that “It is good to be great but greater to be good,” Alex Lucas inspires his audience to seek greater opportunities for themselves and their families.



THE DYNAMIC TEAM YOUR MORNING BUYS NEED!!

**Mon-Sat
5 AM – 10AM
PST**



HEALTH & BEAUTY

ROSMAR VEGA
With her soothing and genuine voice, she easily connects with her loyal audience through her practical advice on health, food, and beauty secrets.



ENTERTAINMENT

OMAR FERRROS
Always keeping audiences up to date with the latest trending news across the entertainment world, Omar delivers "La Nota de Dia" presenting a daily news story with a humoristic twist.



HUMOR

LA DIVA DE MEXICO
Brings humor and laughter with her unique sarcastic and sneering humor criticizing conformism and the reality that we live in. She always speaks her mind even if it makes others uneasy.



MOTIVATION

JORGE LOZANO H.
His innovative inspirational content, will continue to stimulate millions of people to improve their quality of life making the adequate life-changing decisions.



IMMIGRATION

JORGE RIVERA
Immigration legal expert with years of experience helping families stay together. Gives all the best advice pertaining to all the newest laws and news for people to be up to date.



ENTERTAINMENT

KATRINA
With an energetic and flamboyant personality, "La Chica Sexy" always has something to say about everything. She is the friend you go to for gossip as she will always respond with "oh-my- wow!"



ENTERTAINMENT

ANDY VALDEZ
Attending all the biggest entertainment events, he gives listeners his exclusive inside scoop of what happened behind the scenes and more!



MUSIC

GASTON MASCAREÑAS
His undeniable musical talent comes to life each day as he recreates classic melodies with lyrics about trending news.



SPORTS

ANTONIO ROSIQUE
His fiery voice and robust energy transcends through his sports reporting having listeners feel as they are at these sports games.



SPORTS

DAVID FATELSON
A living legend as a sports journalist, David analyzes and comments on all the major sporting events and athletes with his candid manner.

6X
Emmy
Award
Winner



+1M
Social Media
Followers



Emmy
Award
Winner

THE BEST OF ALL MEDIA-WORLDS

Exclusive Red Carpet Interviews



On-Site Event Coverage





+80 Affiliates in the USA

GLAMOUR, STYLE, BEAUTY & ALL THE CELEB EXCLUSIVES

Transcending to the air waves from the **National Telemundo TV** screen, to the air waves across the US, **El Show de Chiquibaby** is a vibrant, high-energy show that authentically connects to U.S. Latin-X communities.

Middays / Monday-Friday 10AM-2PM



CO-HOSTS



Luis Alberto Garibay

From Peru, with an always critical and controversial style, Luis tries to prevent people from repeating what happened to others, so that each one can reach their own conclusions. With his voice, he has managed to capture the attention of hundreds of thousands of followers on his social networks with "HISTORIAS DE GALA".



Tommy Fernandez

Tommy Fernandez is a Mexican radio personality in the United States. He's currently part of one of the most listened-to programs in the United States, "El Show de Chiquibaby", broadcasted for more than 100 cities in the American union. He makes your mornings more enjoyable with his sarcasm, sharpness, and his singular sense of humor.



Alex Rodriguez

Graduated from the University of Kent in England, and a journalist nominated for an Emmy Award as the best talent in the United States 2021, Alex Rodriguez is a host specialized in Spanish origin entertainment press. His work has stood out in the last two years for discovering and bringing to light the secrets never before revealed by Luis Miguel about the mysterious death of his mother, alleged secret children of Juan Gabriel, or the millionaire fraud in which Ninel Conde and her husband.



Cesar Muñoz

Mexican American. From a very young age he worked in the media starting in his beloved Encarnacion de Diaz, Jalisco, in the local company TV-cable through Radio Grupo Aguascalientes, TV Azteca America, Radio Formula Tijuana, El Show de Piolin, El show del Mandril, until arriving at the very popular network radio program "El show de la Chiquibaby" where he currently works and is in charge of the entertainment area.



+1M ON SOCIAL MEDIA



DIGITAL

Reach online audiences through Social Media Branded Content.



- ✓ FB, IG, Twitter
- ✓ Influencer Support
- ✓ Static Posts, Stories, and Live



Thank You!
¡Gracias!

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404-519-1930

www.nuevanetwork.com



NUEVA NETWORK

THE U.S. HISPANIC MARKET OPPORTUNITY

62M TOTAL U.S.
HISPANICS

19%

TOTAL U.S.
POPULATION

HHI \$100k+
+5X since 2000

51%

U.S. POPULATION
GROWTH SINCE '10

\$2.7 Trillion
Buying Power

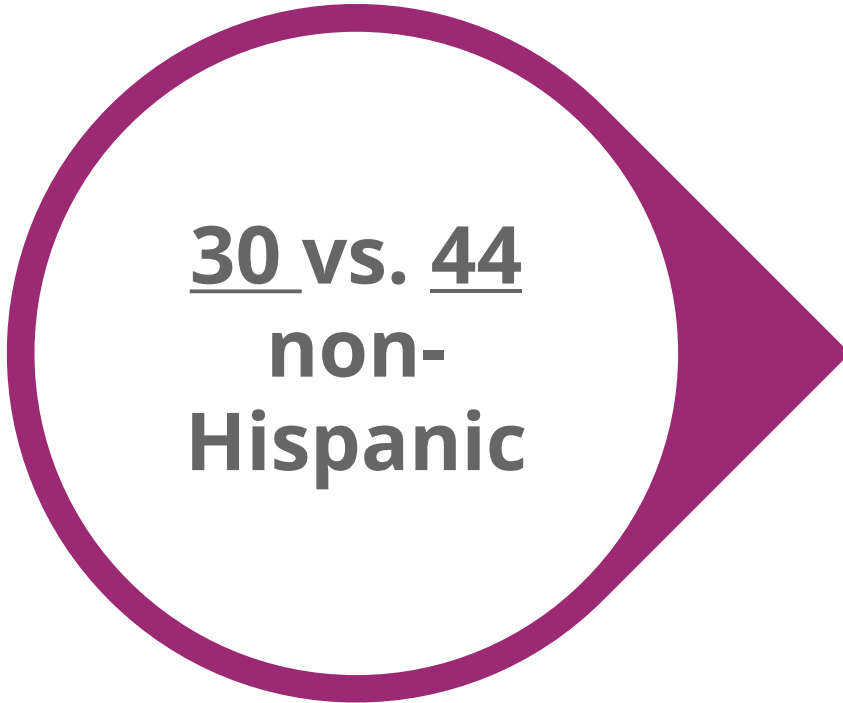
44%

U.S. MULTICULTURAL
POPULATION

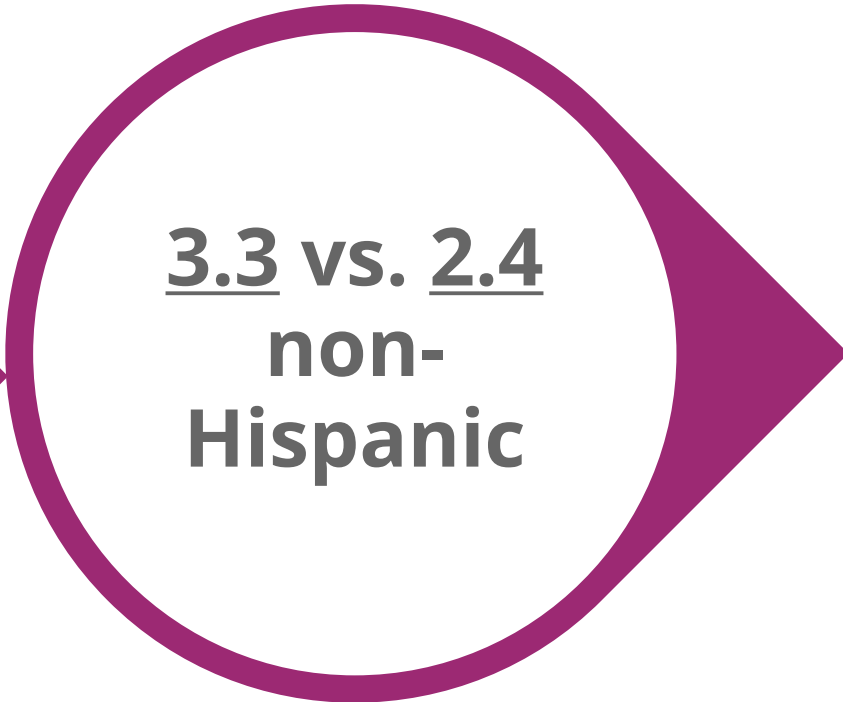
7th Largest
GDP

THE U.S. HISPANIC MARKET OPPORTUNITY

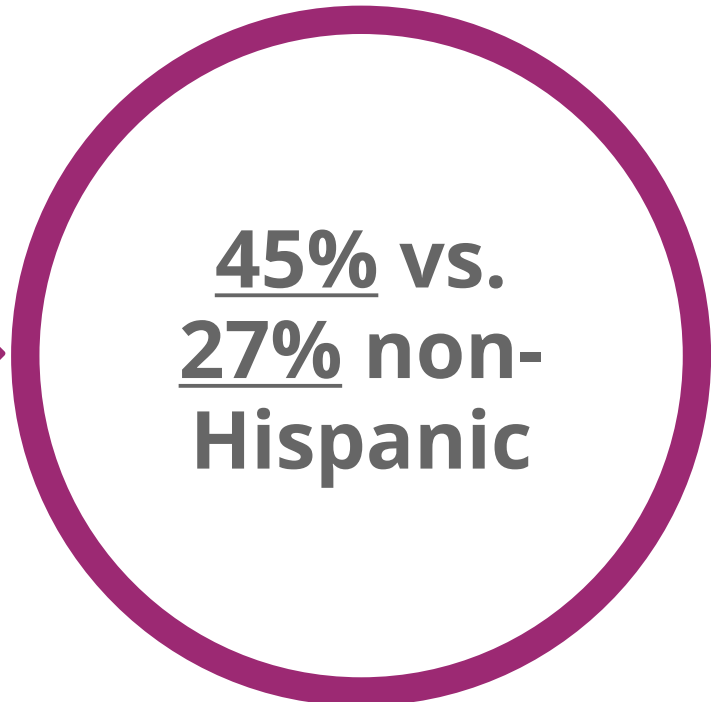
Median Age



HH Size



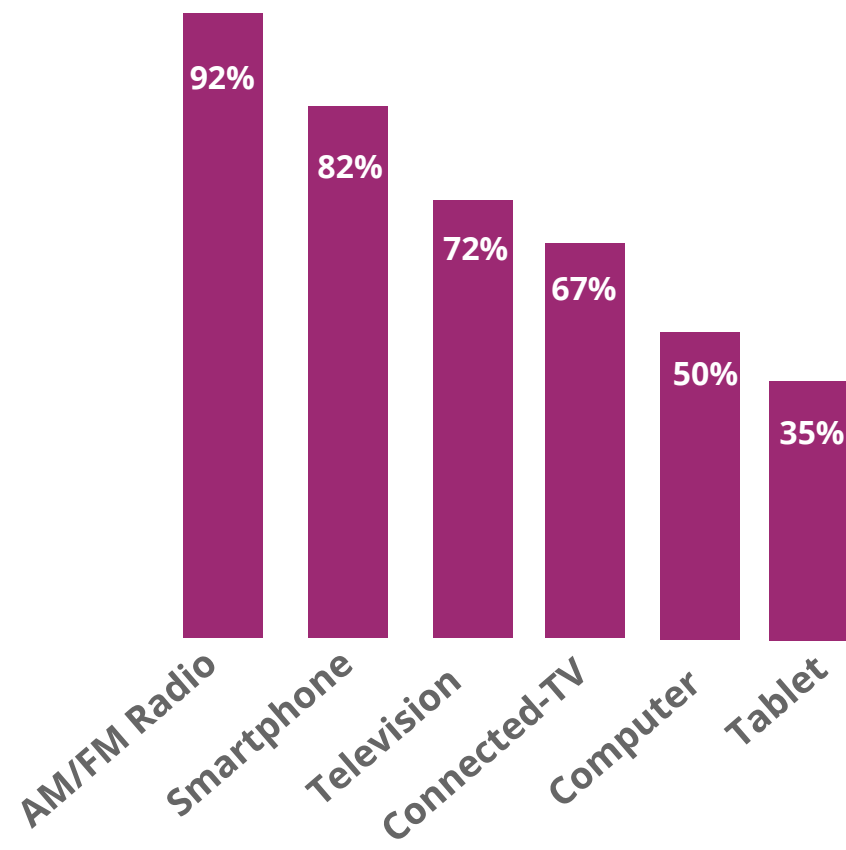
Children



Source: 1) U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates 2) Nielsen, NPM and NPM-H 2022 TV Universe Estimates. 3) 2021 Fall MRI-Simmons USA, base A18+. NH = Non-Hispanic). Indexed to total A18+

RADIO REACHES MORE HISPANICS THAN ANY OTHER MEDIUM

Radio #1 Reach Medium



Weekly Hispanic Reach

