





ABOUT QUIERO TV

quiero tv was launched on January 2, 2019 in **Jalisco, Mexico**. Featuring **high quality content** and popular talent, this exciting Spanish language network delivers quality news, sports and entertainment programming to Mexican viewers on a local and national level. By attracting avid viewers resulting in rapid growth, **quiero tv** has become a highly valued Mexican television network in just a few years. And the growth continues!

Reaching millions...

quiero tv reaches more than **1.4 million** homes who live in more than **40 cities and 28 states of Mexico**

quiero tv EXTENSIVE MEXICO NATIONAL COVERAGE

JALISCO

CDMX

ESTADO DE MEXICO

NUEVO LEÓN

GUANAJUATO

QUINTANA ROO

AGUASCALIENTES

MICHOACÁN

BAJA CALIFORNIA NORTE

CHIHUAHUA

YUCATÁN

ZACATECAS

CHIAPAS

COLIMA



TAMAULIPAS

QUERÉTARO

COAHUILA

NAYARIT

VERACRUZ

TABASCO

SLP

TLAXCALA

GUERRERO

OAXACA

PUEBLA

CAMPECHE

MORELOS

HIDALGO



**CHANNEL
115**

quiero tv **SOCIAL MEDIA IMPACT**

90K monthly visits to our
webpage www.quierotv.mx



812
K



288
K



47
K



130
K

(reactions, comments, and shared content)



3
K



67
K

OUR PODCASTS

Our popular hosts engage the audience with today's most relevant topics of interest.

- News
- Shows
- Sports
- Entertainment

NEWS FLASH!

A new partnership between quiero tv and US based Norsan Media invites viewers to access quiero tv USA in selected US markets.



quiero
USA



Live programming 75 hours per week



NEWS 40 HRS.

quiero tv is a network that engages the heart of Mexicans wherever they are presently living. Its programming is dedicated to connecting the viewer to Mexican traditions and customs particularly from the state of Jalisco. **quiero tv** also features iconic places, brands and sport teams that generate intense feelings of nostalgia.



SPORTS 11 HRS.

Jalisco, a western Mexican state fringing the Pacific Ocean is widely recognized for mariachi music and tequila, both of which reportedly originated there. Its capital, Guadalajara, is seen as the cultural center of Mexico and hosts many large cultural events, such as the Guadalajara International Film Festival, International Mariachi Festival, and globally renowned cultural events.



ENTERTAINMENT 17 HRS.

Day to day, **quiero tv** offers a wide variety of compelling programming exceeding more than 75 hours per week of original live content.



LATE NIGHT SHOW 7 HRS.

quiero tv is a Mexican based Spanish language channel that viewers can now watch and enjoy in the United States exclusively through Norsan Media and other affiliates.

We produce 3900 hours of new original live content to our viewers per year.

Institutional Video Here



Norsan Media is the most dynamic Hispanic media group in the South; providing in-depth coverage in North Carolina, South Carolina, Florida and Texas.

We deliver measurable results via marketing campaigns that successfully engage the Hispanic community in the markets we serve.

Our media outlets specialize in locally produced and relevant content as well as extensive community involvement and outreach.

Target Audience

Hispanics of Mexican, Central American, South American, and Caribbean origin as well as the bilingual English-speaking community.

Markets served

- Charlotte, NC.
- Greensboro, W. Salem, H. Point, NC.
- Wilmington, NC.
- Charleston, SC.
- Columbia, SC.
- Greenville, Spartanburg, SC.
- Jacksonville, FL.
- Austin, TX.





360° Multi-Platform Approach

Television

Multiple Spanish language local TV stations in Charlotte NC, Charleston SC, and Jacksonville FL. All delivering national and local content.

Radio

Owens and operates 15 stations with 31 signals in 8 markets robustly serving the local community in the markets we serve.

Print

For the past 17 years, HOLA NEWS has been named one of the top 25 Hispanic newspapers in the Southeast.

Events

Major cultural festivals commemorating significant Hispanic celebrations ranging from 5 de Mayo to Hispanic Heritage Month; on-site and on-line.

Digital media

A rich selection of opportunities across our organic digital platforms as well as SEO, SEM, Programmatic Display, Device ID, Video OTT/ Pre-Roll, etc. via our nationally renowned digital marketing partner, Adcellerant.





Charlotte, NC



Radio Format: Regional Mexican
Dial: 106.1 FM
Call Letters: WOLS-FM



Radio Format: Latin Pop
Dial: 102.3 FM - 1310 AM / 107.5 FM
Call Letters: WGSP-FM & WGSP-AM
Translator: W298CF

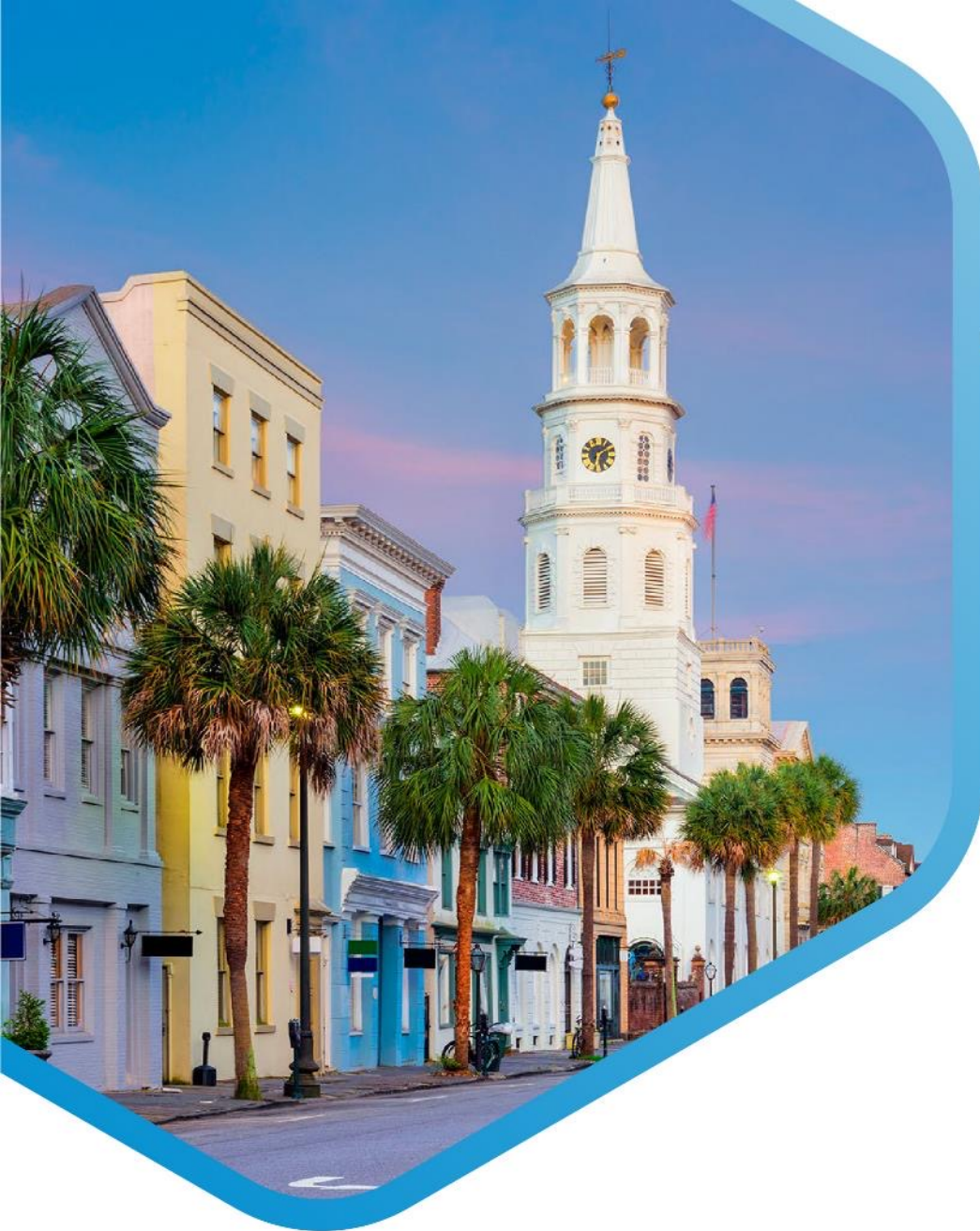


Radio Format: Regional Mexican CHR
Dial: 1060 AM / 97.3 FM - 1030 AM / 99.1 FM
Call Letters: WXNC-AM & WNOW-AM
Translator: W247CV & W256BP



quiero

Station: WCEE-LD
16.2: quiero TV
16.3: Pa' La Banda (24 hours)



Charleston, SC



Radio Format: Regional Mexican
Dial: 980 AM - 103.9 FM
Call Letters: WAZS-AM
Translator: W280EX



Radio Format: Latin Pop
Dial: 1480 AM - 95.5 FM
Call Letters: WZJY-AM
Translator: W238CO



quiero

Station: WAZS-LD
22.1: quiero TV
22.2: Pa' La Banda (24 hours)



Jacksonville, FL



Radio Format: Regional Mexican
Dial: 970 AM / 92.9 FM - 1570 AM
Call Letters: WNNR-AM & WVOJ-AM
Translator: W225BI



Radio Format: Spanish
AC/Romántica
Dial: 105.3 FM HD2
Call Letters: WYKB-HD2



Radio Format: Latin Pop
Dial: 1160 AM - 92.1 FM
Call Letters: WEWC-AM & WJXR-FM



Radio Format: Latin Urban
Dial: 105.3 FM
Call Letters: WYKB-FM



quiero

Station: WUJX-LD
18.2: quiero TV
18.3: Pa' La Banda (24 hours)



**quiero tv USA
News Programming**



HOLA
NEWS
EDICIÓN ESPECIAL

WITH ALEX RUIZ

Monday to Friday from 22:30 to 23:00 hrs.
Tuesday to Friday from 06:30 to 07:00 hrs.



qN quiero
NOTICIAS
**WITH MARILYN SICILIA
& MARIO MUÑOZ**
Monday to Friday
from 07:00 to 09:00 hrs.



qN quiero
NOTICIAS
**WITH GABRIELA AGUILAR
AND HIRAM ESPINOZA**
Monday to Friday
14:00 to 16:30 hrs.



qN quiero
NOTICIAS
WITH JONÁS
Monday to Friday
from 22:00 to 22:30 hrs.



REPORTE
CIUDADANO
WITH MARIO MUÑOZ
Monday to Friday
from 12:30 to 13:00 hrs.

The background features a series of overlapping, concentric circular bands in various shades of green, creating a dynamic, tunnel-like effect. The bands are slightly offset from each other, giving a sense of depth and movement. The center of the graphic is a bright white oval shape.

**quiero tv USA
Sports Programming**



**WITH ALDO ARTURO GONZÁLEZ
& JUAN PABLO ROMERO**
Monday to Friday from 21:00 to 22:00
hrs.



**WITH JESÚS OMAÑA,
RICARDO DURÁN, LUIS RODRÍGUEZ,
GLORIA RAMOS & LUIS ASCANIO**
Monday to Friday from 16:30 to 17:30
hrs.



Fridays from 23:00 to 01:00 hrs.



quiero tv USA
Entertainment Programming



**CONTIGO
SIEMPRE**
quiero tv

**WITH GLADYS CASTELLANOS,
JESS SERRANO & REGINA ROJAS**
Monday to Friday from 10:30 to 12:30
hrs.



quiero tv
SIN FILTRO

**WITH WITH KENYA RAMOS, ATXIRI
HERNÁNDEZ & LAURA GUTIÉRREZ**
Monday to Friday from 17:30 to 19:00
hrs.
RR from 09:00 to 10:30 hrs.



UN
**Shoze
DE DIEZ**
CON CUEVAS

**WITH WITH MARIO CUEVAS,
“LA GARRA”**
Wednesdays from 19:00 to 21:00
hrs.
RR from 23:00 to 01:00 hrs.



**WITH FANNY LÓPEZ
& ADRIÁN PADILLA**

Mondays, Tuesdays, Thursdays & Fridays
from 19:00 to 21:00 hrs.
Tuesday & Thursday from 23:00 to 01:00 hrs.



Monday, Wednesday & Friday
from 13:00 to 14:00 hrs.



TP10
MÚSICA QUE VES

Tuesday & Thursday
from 13:00 to 14:00
hrs.



quiero tv

UN CANAL CON CORAZÓN HISPANO



THANK YOU