

CONNECTICUT'S PREMIER HISPANIC RADIO

Viva!
107.3 FM 840AM
HARTFORD SPRINGFIELD
106.3 FM 1240AM
WATERBURY NEW HAVEN

**THE BEST WAY FOR YOUR BUSINESS TO REACH THE
HISPANIC COMMUNITY!!**



Why Us?

**Radio Reaches 96%
of Hispanics Weekly**

93% listen to radio each morning

92% stay tuned to commercials!

107.3FM **106.3FM**
840AM 1240AM
HARTFORD SPRINGFIELD WATERBURY NEW HAVEN

www.vivazona.com

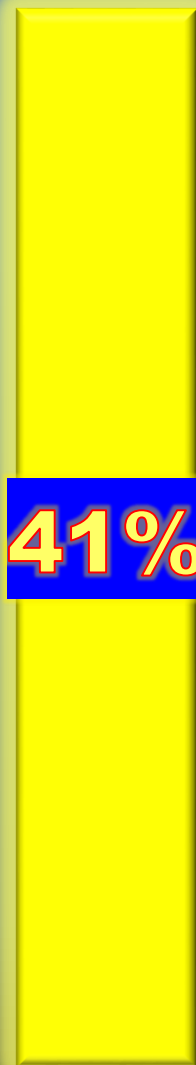
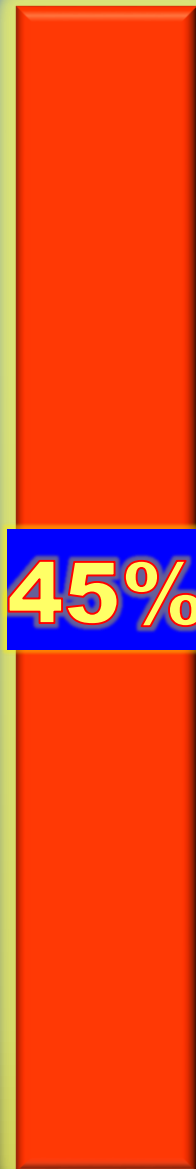
Plus ALWAYS on Mobile, Desktop & Smart Speakers





Hispanics % of Connecticut Population

*Spanish
is
Spoken
Here!!*



HARTFORD

WATERBURY

NEW BRITAIN

NEW HAVEN

BRIDGEPORT

SPRINGFIELD

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**CONNECTICUT IS HOME TO
540,000
HISPANICS!
15% OF THE POPULATION...AND
GROWING!!**

Source: Pew Research Center and
Connecticut By The Numbers

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VIVAZONA ON-AIR.. AND ONLINE

El Kan De La Mañana! (The Morning Jam!) with DJ N.O. and Vero Barragan

6a-10a Weekdays

<https://www.facebook.com/laverobarragan>

<https://www.facebook.com/djnoradio>

El Show del Caribeño with Danny Daniel

10a-12p Weekdays

La Mezcla Viva! with DJNO

12p-1p Weekdays

<https://www.facebook.com/djnoradio>

Viva! Middays

1p-4p Weekdays

El King Kong de la Radio with DJ Merenstar

4p-8p Weekdays

<https://www.facebook.com/merenstar>

Viva! En La Noche

8p-12a Weekdays





Just the Hispanic Facts...

- The Hispanic population in the Viva Radio listening area is 540,000
- Connecticut's population is *15% Hispanic and growing!*
- The City of Hartford population is 40.41% Hispanic
- The City of Waterbury population is 21.77% Hispanic
- The Viva listener is between 25 and 64 years old – *Key Spending years!*
- There are 3.4 Hispanics Per Household
- The Average Hispanic Household Income is \$51,714
- Over 280,000 Hispanics in Connecticut are eligible to VOTE!

**Based on Connecticut Quick Facts from the US Census Bureau*



*Let us help your business
reach new customers!!*

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