

EL PASO DMA

Reach and engage the predominantly Hispanic market on both sides of the Texas/Mexico border using the Power of Televisa

RANK 91

Hispanic Mkt
RANK 19

+7%

YOY market size growth

• USTVDB.com 2022-2023



EL PASO DMA

371,730

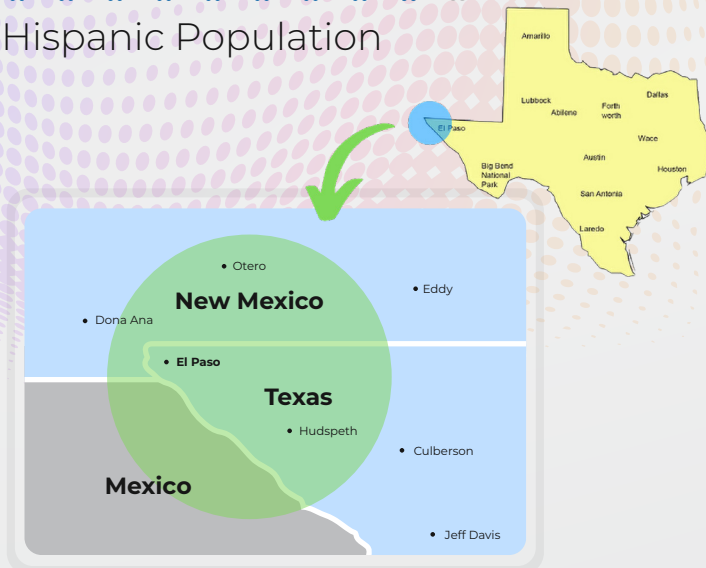
US Television HH



83%



Hispanic Population



The El Paso DMA is a unique border market with the majority of its working and spending population located across the border Juárez, MX. El Paso serves as the epicenter to a population of a 3.8 million people, forming the largest bilingual and binational workforce in the Western Hemisphere called the Bordeplex Region.

The Bordeplex region is a comparable size to San Antonio, TX. Our relevant advertising audience living and spending in this DMA are both sides of the border. No other station in this market gives you the audience size that Televisa does on both sections of our border DMA.

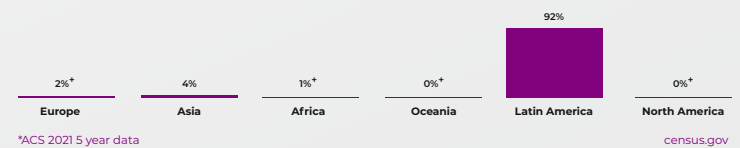
Place of birth
25.8%

Foreign-born population

about 1.5 times the rate in Texas: **17.3%**

nearly double the rate in United States: **13.6%**

Place of birth for foreign-born population



678,815 DMA United States Population

3,140,447 DMA Mexico Population

Total DMA Population

3,819,262

18% Local Business Owned by Women

65% Local Hispanic Owned Business

EL PASO DMA



Televisa

VIEWERSHIP DATA

86%



Televisa Delivers Hispanic Female Buying Power

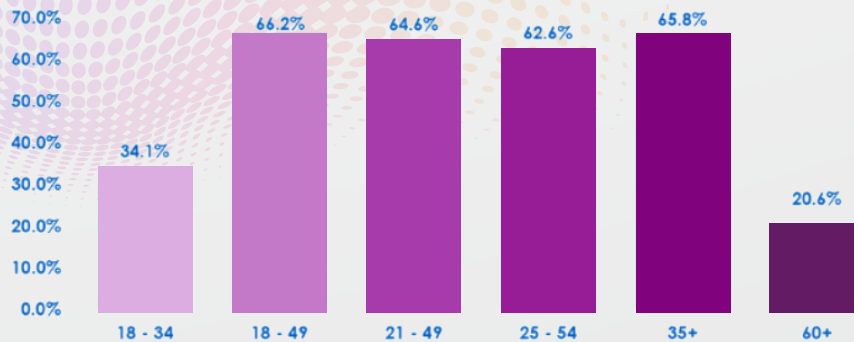


70%

Spanish Spoken in Home

of Latinas say a woman is the primary shopper in their households, controlling the majority of the current **\$1.2 Trillion** Hispanic buying power;

Viewership Age Demos



Nielsen Latina Power Shift Report



Reference: *Nielsen Feb23

LOCAL NEWS



NATIONAL NEWS



EL PASO DMA

CONNECT WITH YOUR TARGET



HISPANIC AUDIENCE NOW

Starchannel can help design a targeted Hispanic marketing plan along the border across multiple border markets. With over 30 years experience in harnessing the power of the Hispanic Consumer, Starchannel can optimize your market presence through spot buys, sponsorships, customized cross-marketing opportunities that resonate with our Hispanic audience.



Televisa