

LAREDO DMA

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

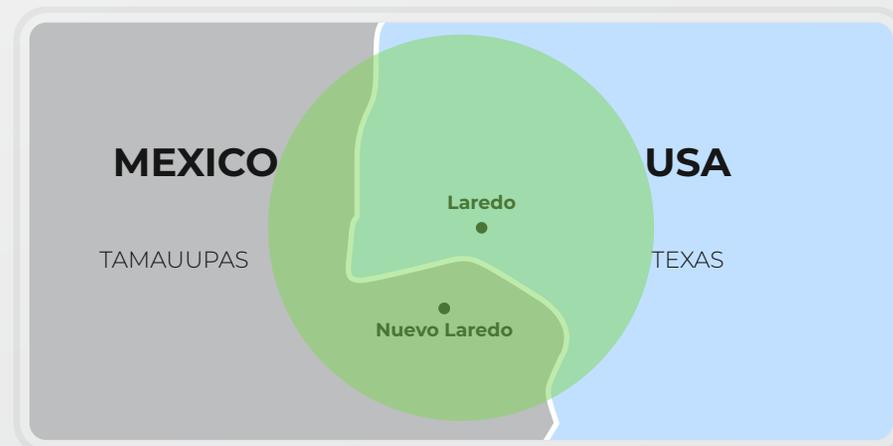
↑↑↑ **RANK 185**

↑↑↑ Hispanic Mkt
RANK 38

+4.76%

YOY market size growth

- USTVDB.com 2022-2023



LAREDO DMA

82,170
Television HH



95.3%



Hispanic Population



The Laredo DMA is a market that accounts for more commerce coming North from Mexico daily than all other Texas/Mexico Ports of Entry combined. Our average border crossing time every day is 1.5 hours, reflecting the volume of cross-border commuting in our market every day to work, purchase goods, dine, and vacation.

Our relevant advertising audience living and spending in this DMA are on both sides of the border. With a population in Nuevo Laredo that almost doubles that of Laredo, 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



267,945 DMA United States Population

460,573 DMA Mexico Population

Total DMA Population

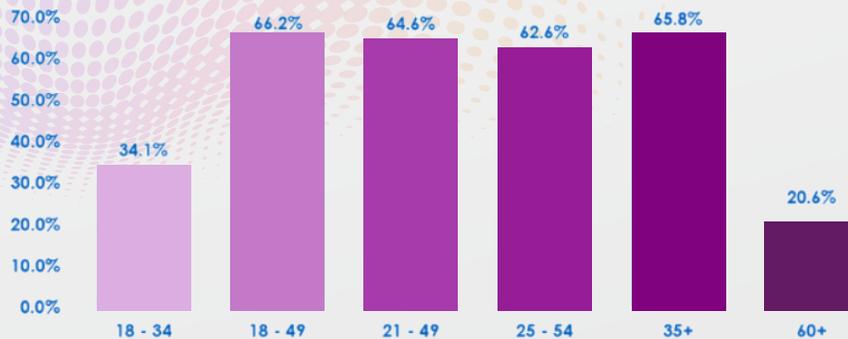
728,518

18% Local Business Owned by Women

65% Local Hispanic Owned Business

LAREDO DMA

Televisa
VIEWERSHIP DATA
86%

Televisa Delivers Hispanic Female Buying Power
Viewership Age Demos

91% 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;

Nielsen Latina Power Shift Report


Reference: *Nielsen Feb23

LOCAL NEWS



NATIONAL NEWS



LAREDO 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.

