

MCALLEN - HARLINGEN - BROWNSVILLE DMA

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

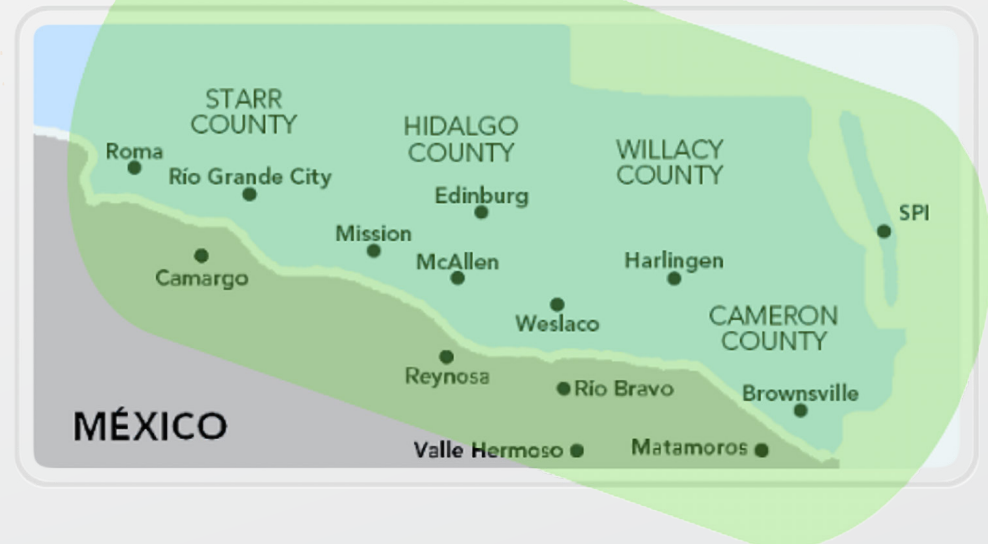

RANK 83


 Hispanic Mkt
RANK 10

+9.36%

YOY market size growth

• USTVDB.com 2022-2023



MCALLEN - HARLINGEN - BROWNSVILLE DMA

403,470

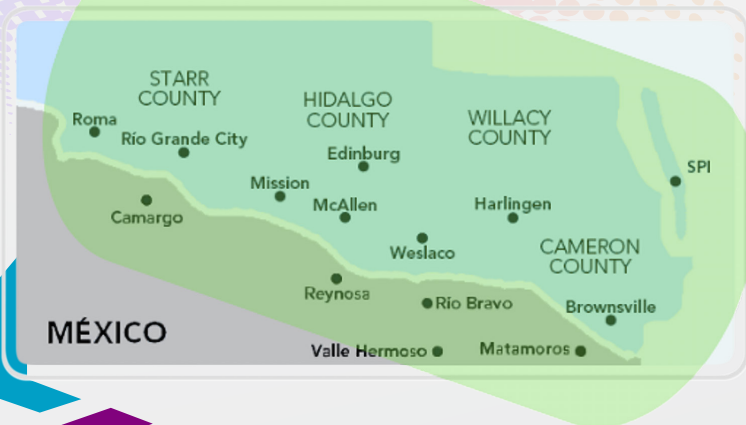
Television HH



93%



Hispanic Population



The McAllen Harlingen Brownsville DMA is a corridor that runs along the US Mexico Border in South Texas. This Market is affected by the economy in Mexico as well as the US. Over 20MM private vehicles cross over our border bridges every year to work, purchase goods, dine, and vacation.

Our average border crossing time every day is 1 hour. Our relevant advertising audience living and spending in this DMA are on both sides of the border. No other station in this market gives you the audience size that Televisa does, reaching both sections of our border DMA.

Place of birth

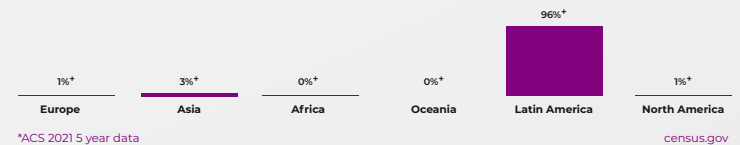
22.9%

Foreign-born population

about **1.3 times** the rate in Texas: **17.3%**

more than **1.5 times** the rate in United States: **13.6%**

Place of birth for foreign-born population



1.3MM DMA United States Population

1.MM DMA Mexico Population

Total DMA Population

2.5MM

21% Local Business Owned by Women

58% Local Hispanic Owned Business

MCALLEN - HARLINGEN - BROWNSVILLE DMA



Televisa

VIEWERSHIP DATA

58%



Televisa Delivers Hispanic Female Buying Power

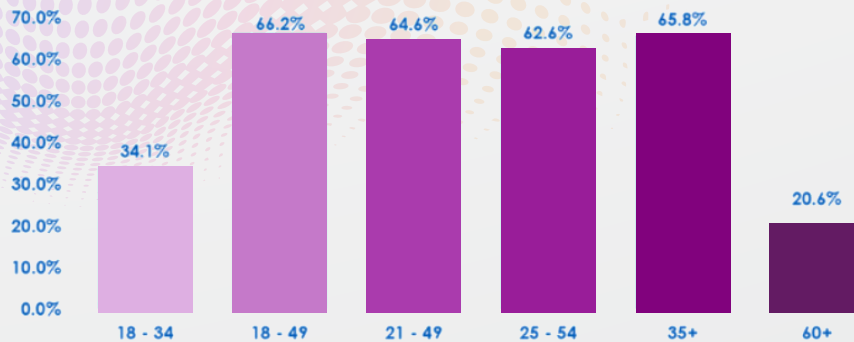


79%

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



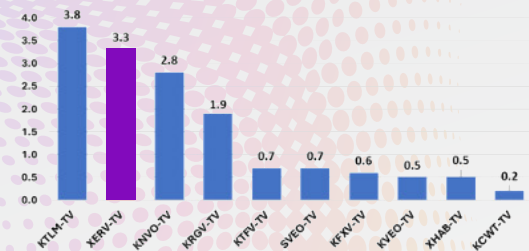
Nielsen Latina Power Shift Report



Reference: *Nielsen Feb23

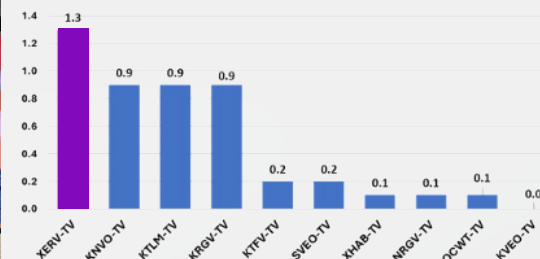
Source:

Adults 25-54 Harlingen-Weslaco-Brownsville-McAllen
Feb23 DMA Nielsen Live + SD



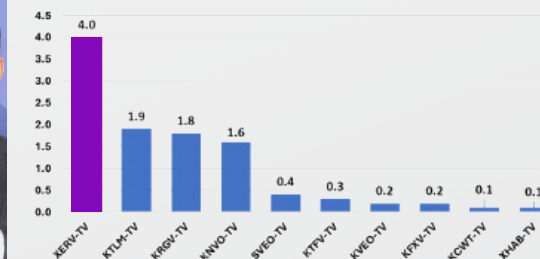
8:30 PM - 9:30 PM

LOCAL NEWS

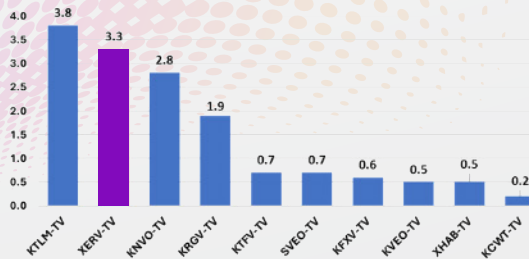


12:00 PM - 12:30 PM

NATIONAL NEWS



10:30 PM - 11:00 PM



9:30 PM - 10:30 PM

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.

