

# CONTACTO

## total

**RADIO | MAGAZINE**

**¡ADVERTISING IS NOT AN EXPENSE, IS AN INVESTMENT IN SUCCESS!**

**MEDIA KIT**



## CONTACTO TOTAL RADIO



MEDIA KIT

*An innovative and interactive talk show strongly oriented towards the Hispanic community of the Valley of the Sun.*

*Contacto Total began in November 2005 and quickly became the most popular program on AM stations in Spanish.*

*This show is a combination of information, free services, entertainment and tasteful humorous to keep the atmosphere lighthearted.*

*Contacto Total offers attractive segments that have a language very close to the Hispanic culture. (De su ronco pecho, No Manches, Suelta la lengua, A chamber, Pare Oreja y apunte,...)*

*A two hour long program can be heard on KNUV 1190AM and ONLINE Monday through Friday from 11:00am - 1:00pm.*



## WHO WE ARE

*Gabriel Villalobos is the director and host of the show. He is a well known journalist with almost 40 years of professional experience in Colombia and the US.*

*Gabriel's on air style is an exciting mix of personality and knowledge that he has acquired after many years of working in Radio and TV.*

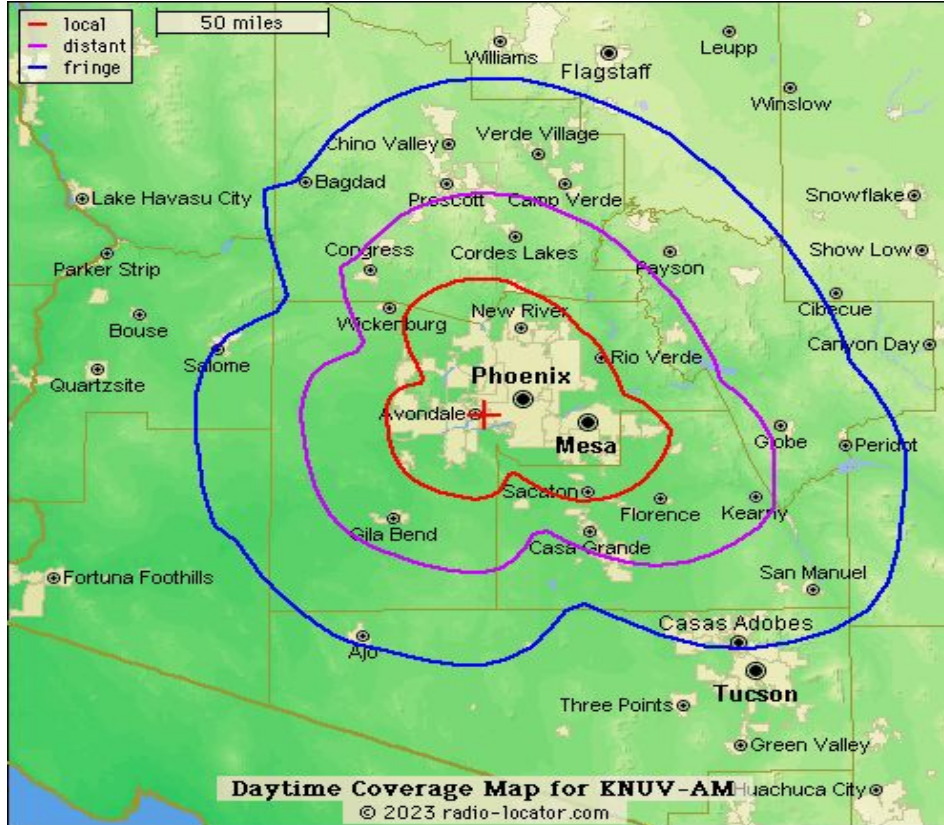
*"There's nothing I take more seriously than the responsibility I have to put on the best possible show for the audience". That's been Gabriel Villalobos's philosophy since he began his show in 2005.*

*Diana Gualdrón is the producer and co-host of Contacto Total. She is a journalism mayor from "Universidad Central de Colombia" with experience in radio and TV in Latin America and the United States, specially focused in the Hispanic community.*

*"Contacto Total, the best way to be connected with the community and meet their needs. I love having the opportunity to spread positivism to our audience."*



## COVERAGE KNUV 1190AM



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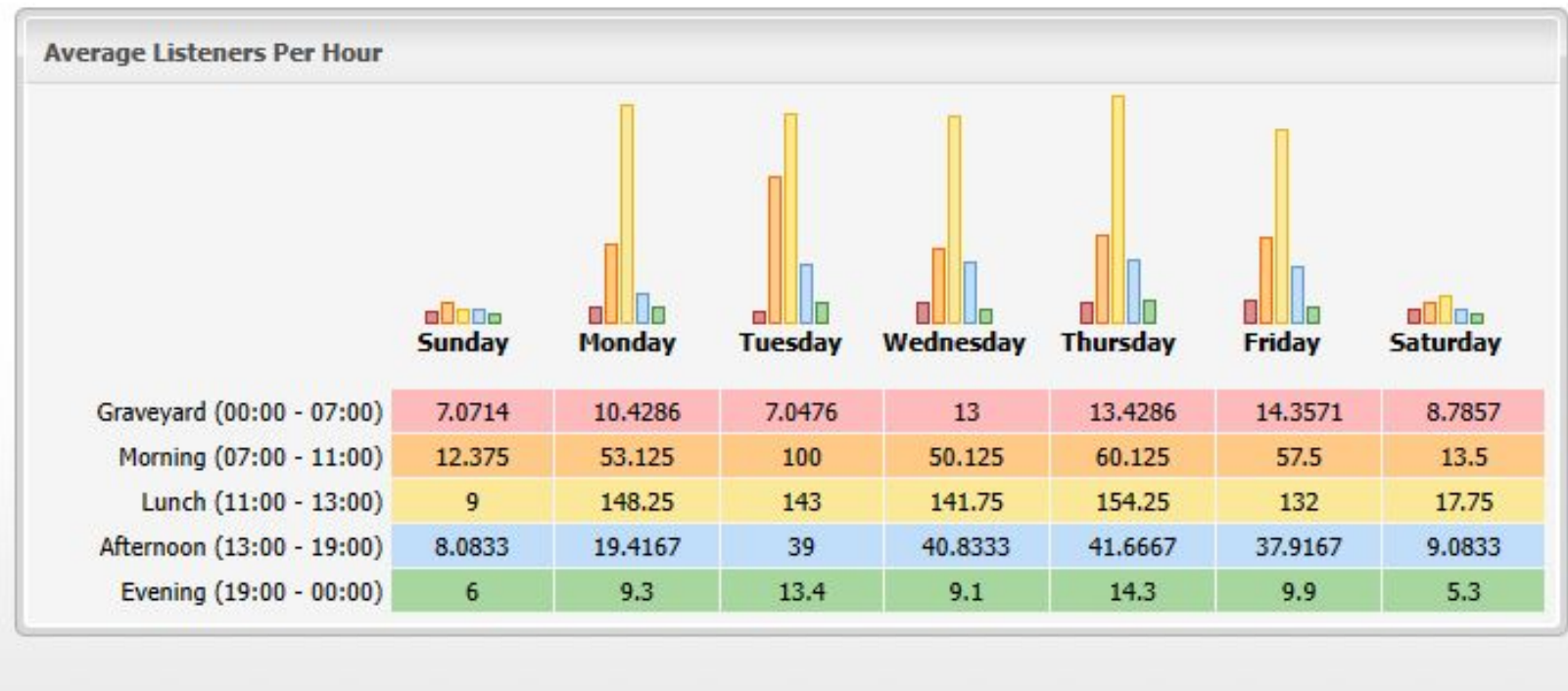
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*Our show reaches 80% of the State with presence in all the Metropolitan area of Phoenix. KNUV is very strong not only in the mornings, but through the mid-day and afternoon. In-car and at-work listening is also above average compared to other formats.*

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## KNUV 1190 AM Average Stream users per hour



Online matrix-FastCast4U

Contacto Total has the largest internet audience reach of any radio show at KNUV 1190AM. Contacto Total is the most listened to radio talk show in Spanish, in Arizona. Radio Reach 65K - Radio online reach 3K per month.



## RADIO AUDIENCE



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*KNUV's primary audience is adults, ages 18 to 80, but because of its community involvement Contacto Total Radio has a balanced audience not often found in other similar formats in Spanish.*

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## OUR CLIENTS



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Contacto Total is an original production of Medios Hispanos LLC.

This company has developed several products for radio, Television and printed media for the Hispanic audience in the United States.

### Current clients

- Rafael Tirado & Associates Law firm -2006
- \*Toyota Avondale -Enrique Moreno -2009
- \*AZ Dental - Since 2008
- \*La Merced Restaurant -Since 2007
- \*Tapicería Landín- Upholstery- Since 2006
- \*Importaciones Valentinas- 2018
- \*GJ Garage Doors 2011
- \*American Family Insurance 2012
- \*Juan Raúl Fimbres -2011
- \*Law firm of Daniel Rodriguez -2016
- \*Ana Benavides -Realtor- 2015
- \*Reyes Roofing - 2018
- \*Maloney Chiropractic - 2018
- \*Valley Metro -2020

### Past Clients

- \*AT & T 2006-2010
- \*Law Offices of Shanna Higa -2009-2012
- \*Maricopa Integrated Health System - 2009-2013
- \*Air marketing -(AZDHS) 2006-2008
- \*R & R Partners - Arizona Department of Health Services (AZDHS) 2006-2008
- \*Rapid'o Express- Tax Services - 2006
- \*Moses Anshell - MIHS - 2009
- \*Urias Communications - St. Joseph's Hospital - 2008
- Sun Valley Metal Supply 2013-2019
- \*Flash-Air conditioning & heating 2012-2023



## **What clients and colleagues say about us...**

*"Our company has business since 2008 with Medios Hispanos. The results has been excellent. Contacto Total has been helping our business to grow and increase the number of new patients and our financial part. And we could make our dreams come true to open a second location in 2009. I thanks to Medios Hispanos for the excellent job that they are performing for the Arizona Community"* **Maritza Sánchez -General Manager- Az Dental**

*"Through several years we have been in a business relationship with Medios Hispanos LLC that has served us as a tool to consolidate our business among the community. Due the effectiveness and success of advertising on Contacto Total we have maintained it current up to this date"* **Martín Medina – Owner- La Merced Mexican Kitchen**

*"We have developed several advertising campaigns in media such as radio and television, in English and Spanish. With Contacto Total we have a double benefit. First, we have took our advertising "on air" and second, being in service and supporting programs to the community because we interface, teach and meet the concerns of all people. With the spectacular success achieved by our advertising on radio programs, we could also generate employment for many people who are heads of households and now have a more stable life"* **Carolina Fuentes- Owner- Rápido Express- Tax Services**

*"Contacto Total is the most popular show in our radio station, they have a huge audience among the Mexican American and Hispanic community in Arizona. This program has brought reliable information to our community and has helped educate our community in different areas such as social issues, immigration, legal and health to name a few. Laura Madrid- – General Manager - KNUV 1190AM*



# CONTACTO TOTAL, LA REVISTA QUE HABLA



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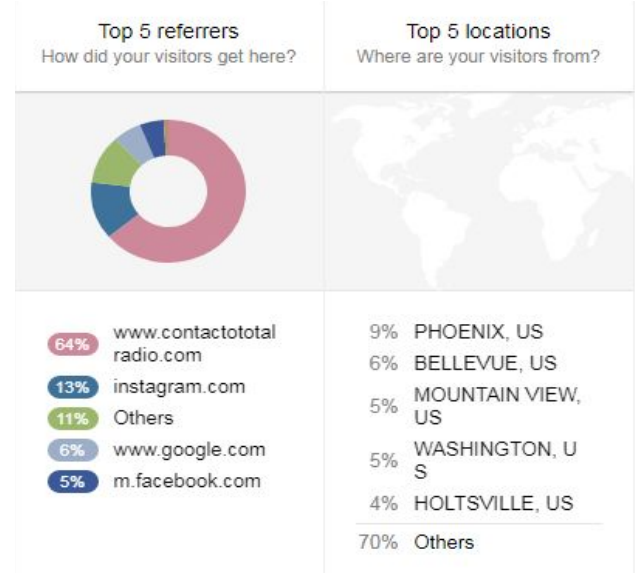
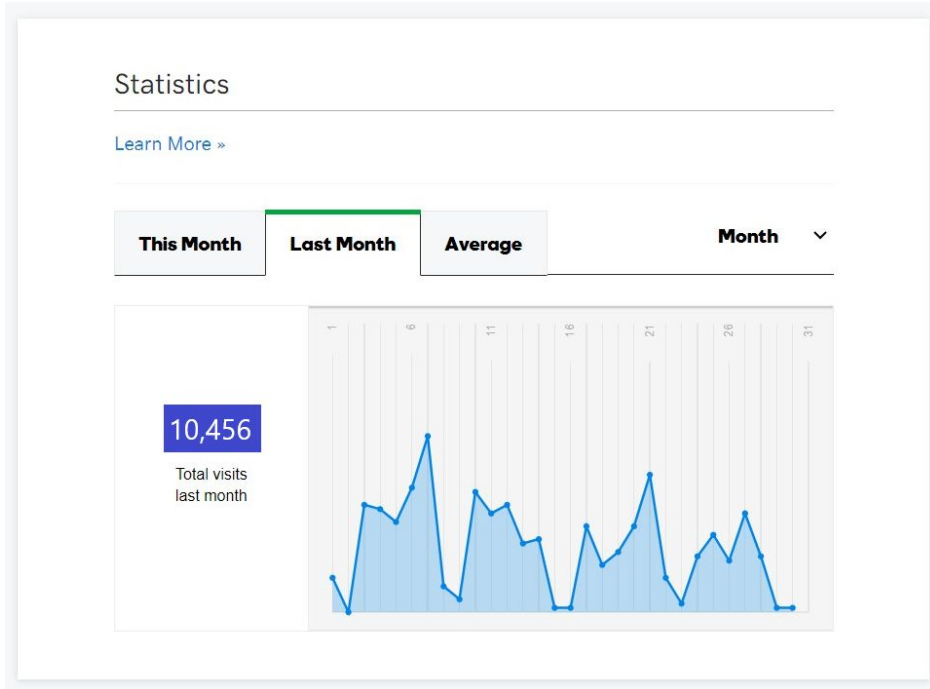


*Contacto Total, la revista que habla, is a publication that circulates online twice a month. Contacto Total Magazine is addressed to the latino community in Arizona, Hispanic families, men, women and business owners. Arizona Hispanic households benefit from a publication where they find variety of information and services they really want and need.*

According to L'attitude, U.S. Latino buying power is projected to reach \$2.6 trillion by 2025.

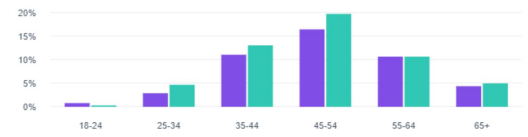
Your business can grow at the same time. Contacto Total Magazine is a perfect way to reach the Hispanic Market.

## WEBSITE TRAFFIC & MAGAZINE AUDIENCE



### Age and Gender

Men 46.40%  
Women 53.60%



Magazine Audience on Facebook

Revistacontacttotal.com receives 8K to 15K visits per month. The magazine is also published on the platforms Issuu & Calameo. On this platforms, every issue reach approximately 10K to 15 K readers.