



COCOLA BROADCASTING COMPANIES, LLC

MEDIA KIT 2025

Markets DMAs	Stations	Channels Streams	POP Reach	TV HHs Reach	Hispanic TV HHs
4	17	70+	5m	1.5m	600K

ABOUT



COCOLASALES.COM

Cocola Broadcasting Companies, LLC was founded in Fresno, California by Gary M. Cocola and the company has been in the broadcast business for over 40 years.

The company currently owns and operates seventeen (17) broadcast television stations, including two (2) full-power stations and one (1) ATSC 3.0 NextGenTV station.

The company transmits over seventy (70) channels of programming, including content from Top English and Spanish-language television networks as well as hyper-local programming produced by their community partners.

The Cocola stations reach over 5 million people and 1.5 million television households with a total Hispanic reach approaching 50%.

Cocola Advertising Sales is in the business of delivering results for their clients.



MARKETS | DMAs



FRESNO | BAKERSFIELD | BOISE | MONTEREY

Fresno (Visalia), CA is the heart of the San Joaquin Valley at the base of the Sierra Nevada's; is a leading ag area in the World; is the main hub to Yosemite National Park and Sequoia National Park. Fresno is the 5th largest city in California with a population of 542,000 people. Fresno is home to California State University Fresno with a student population of 25,000. The Hispanic population is over 50%.

Bakersfield, CA is located in Kern County in the Southern San Joaquin Valley; is a significant ag and energy producing area; Kern County is the largest oil producing area in the State. Bakersfield is the largest city in Kern County with a population of almost 400,000 people. The Hispanic population is over 50%. Bakersfield is also home to the "Bakersfield Sound".

Boise, ID is the capital and most populous city in the State of Idaho with some 235,000 people; the Boise Metro Area, also known as the Treasure Valley has a population of some 765,000 people. Boise is home to Boise State University with a student population of 22,000. Boise is one of the fastest growing cities in the U.S. and is consistently ranked in the Top 10 for its quality of life. Boise has become a new destination point for tech companies.

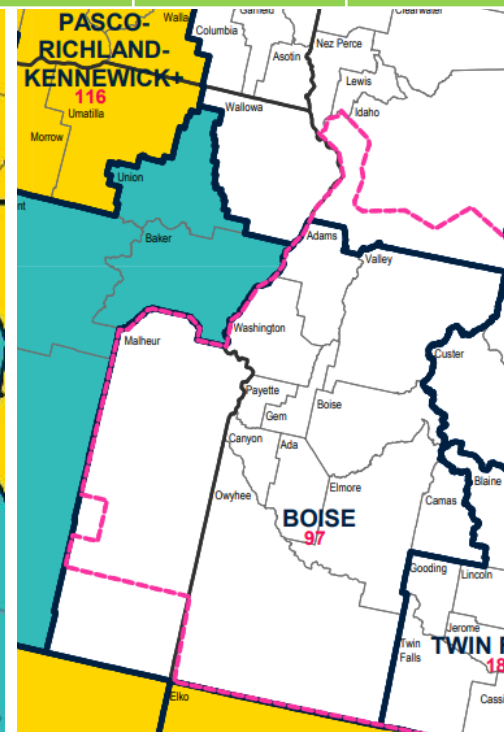
Monterey is located on the Central Coast of California and is an important cultural, tourism and retirement destination and one of the most beautiful locations in the World. The area has a thriving agricultural industry as well with a Hispanic population approaching 60%.

MARKETS | DMAs



DMAs: 1.46M TV HHS | 597K HISPANIC TV HHS (41%)

Rank	DMA	TV HHS	Hispanic TV HHS
55	Fresno (Visalia), CA	636,260	332,130
98	Boise, ID	345,250	41,230
125	Bakersfield, CA	244,310	128,400
128	Monterey, CA	230,950	94,960



PROGRAMMING



KEY PROGRAMMING NETWORKS | PARTNERS



ESTRELLATV

Estrella MediaCo is a leading multi-platform Spanish-language media company serving the vital U.S. Hispanic audience. EstrellaTV offers a unique blend of Spanish-language programming, including originals, topical entertainment, reality, news, and comedies.

KGMC-DT 43.1 Fresno | KCBT-LD 34.1 Bakersfield | KCBB-LD 41.2 Boise



TELEMUNDO

NBCUniversal is one of the world's leading media and entertainment companies (NBC, NBC News, MSNBC, CNBC, NBC Sports, Telemundo, Bravo, USA Network, and Peacock). Telemundo offers programs and original content for U.S. Hispanic audiences, consisting of telenovelas, sports, reality television, news programming and films. **KKJB-DT 39.1 Boise**

MeTV

Weigel Broadcasting Co. is a media company that owns and operates multiple national television networks (MeTV, MeTV Toons, H&I, StartTV, Catchy Comedy, Story and Dabl). MeTV "Memorable Entertainment Television" is the number-one rated multicast network in the U.S. offering the best in Classic Television programming.

KGMC-DT 43.6 Fresno | KMBY-LD 27.1 Monterey

TITANTV

STATIONS



KGMC-DT TV43 FRESNO / MERCED, CA



ESTRELLATV

Distribution: 315,118 Subs / HHs

Cable Subs – 110,572

Dish & DirecTV Subs – 70,341

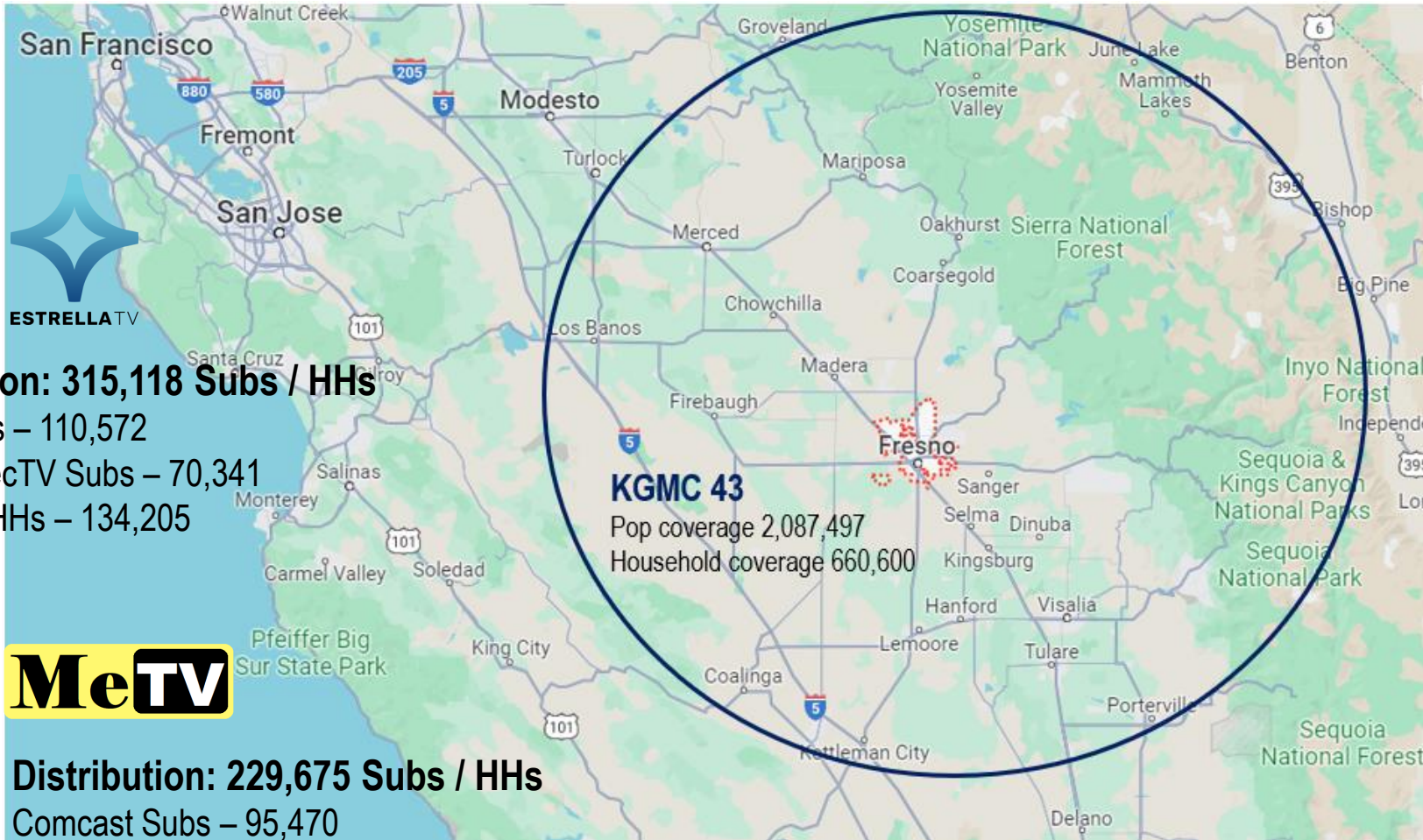
OTA Only HHs – 134,205



Distribution: 229,675 Subs / HHs

Comcast Subs – 95,470

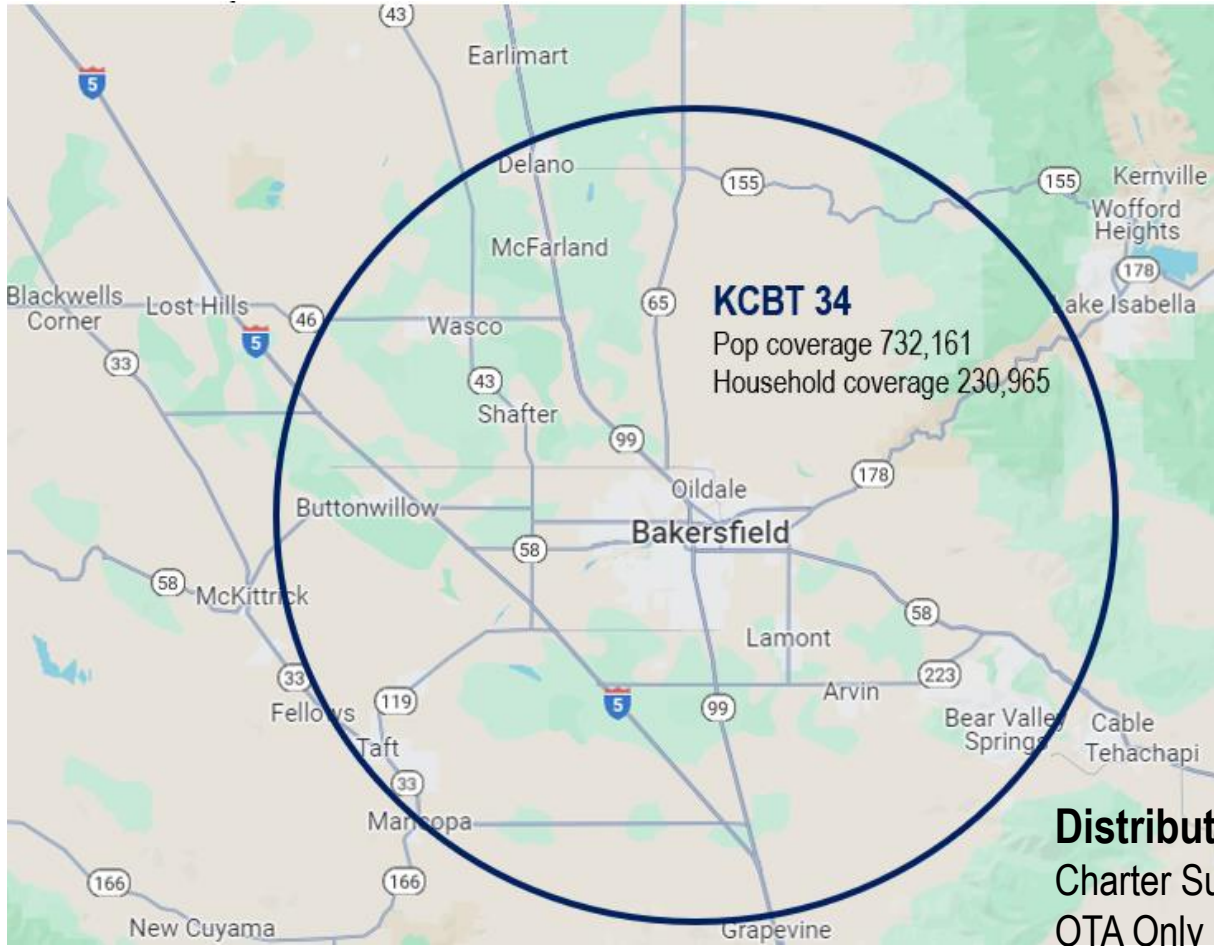
OTA Only HHs – 134,205



STATIONS



KCBT-LD TV34 BAKERSFIELD, CA



ESTRELLA TV

Distribution: 110,159 Subs / HHs
Charter Subs – 67,828
OTA Only HHs – 42,331

STATIONS



KMBY-LD TV27 MONTEREY, CA



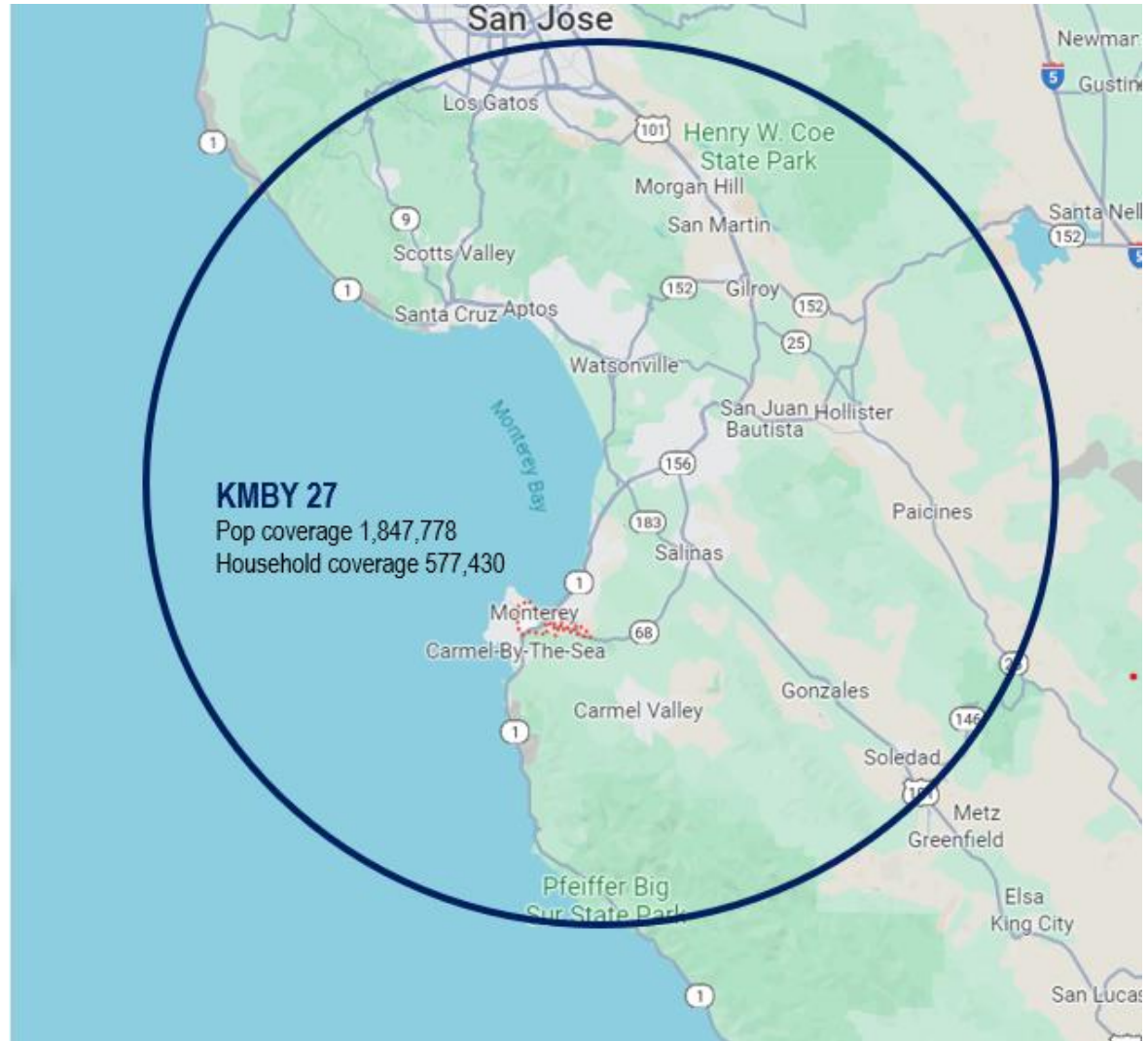
MeTV

Distribution: 83,103 Subs / HHs

Comcast Subs – 46,247

OTA Only HHs – 36,856

MVPD Subs / OTA HHs - Kagan Q3 2024



STATIONS



KKJB-DT TV39 BOISE, IDAHO



TELEMUNDO

Distribution: 162,568 Subs / HHs

CableOne Subs – 11,887

Dish & DirecTV Subs – 42,679

OTA Only HHs – 71,167

OTT Streaming Subs – 36,835

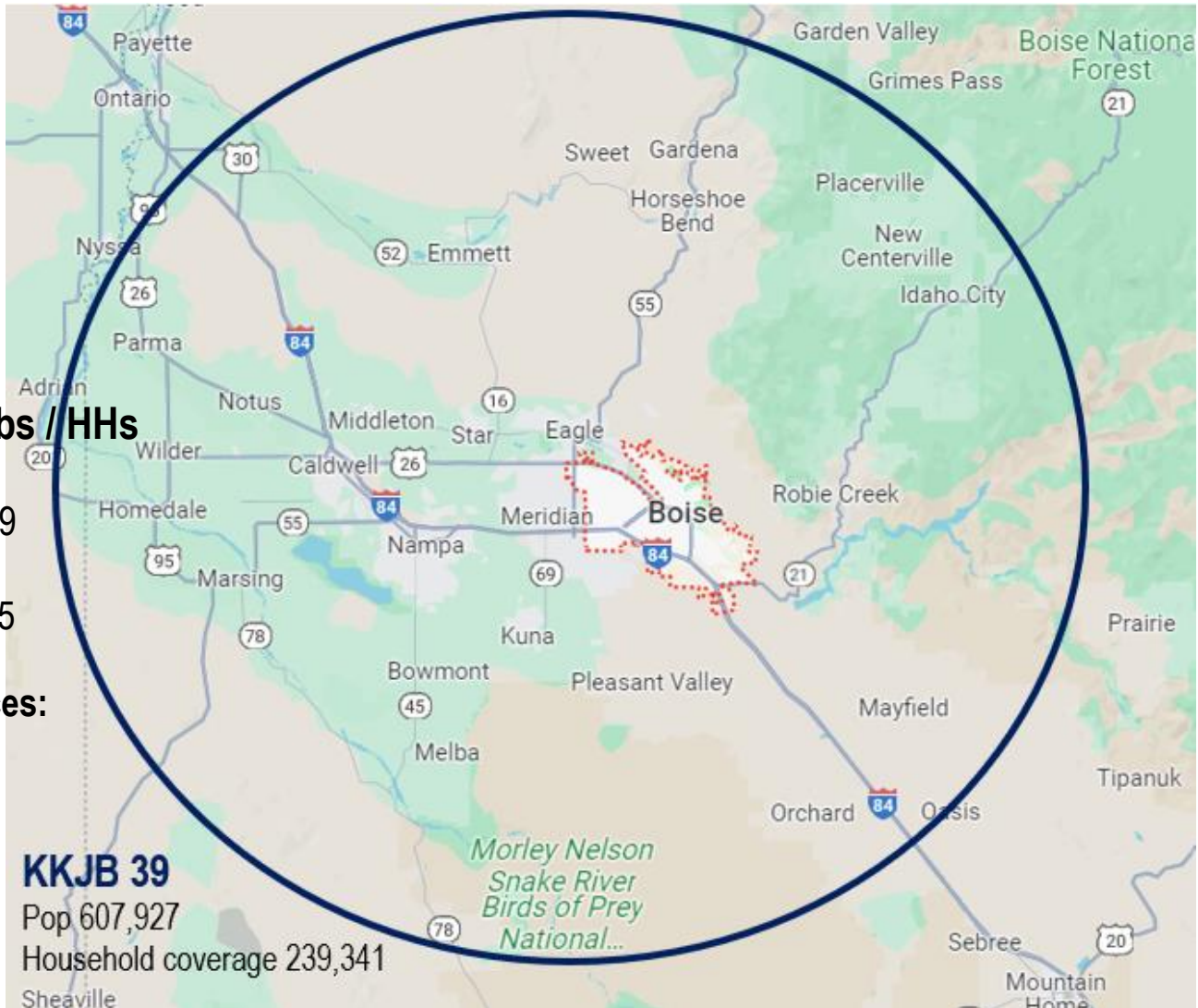
OTT (vMVPD) Streaming Services:



YouTubeTV

hulu

fubo TV



CONTACTS

COCOLASALES.COM



Cocola Broadcasting Companies, LLC

706 West Herndon Avenue
Fresno, CA 93650

Fresno: (559) 435-7000 (Ext. 1)

Boise: (208) 331-3900 (Ext. 1)






Clint Fitch, National Sales Manager

clint@cocolatv.com

Elise Griffin, Traffic Manager

elise@cocolatv.com



-  Estrella TV Fresno
-  Estrella TV Bakersfield
-  MeTV Network
-  Telemundo Boise
-  Cocola Broadcasting Companies



THANKS FOR YOUR BUSINESS!

COCOLA BROADCASTING
COMPANIES, LLC



PROGRAMMING

EXHIBITS



ESTRELLATV



MEDIACO

2025 Programming Guide



MISSION

Create engaging, interactive content for the US Mexican Audience, focused on regional Mexican music, lifestyle, culture and sports.



KEY DATES

JANUARY 13

**Don Cheto
al Aire** now on
TV LIVE

FEBRUARY 3rd

Alarma TV
Premiers
New Updated!

APRIL 17th

TTMT S28
Premiers
New Updated!

MEDIACO





Mexican Professional Football

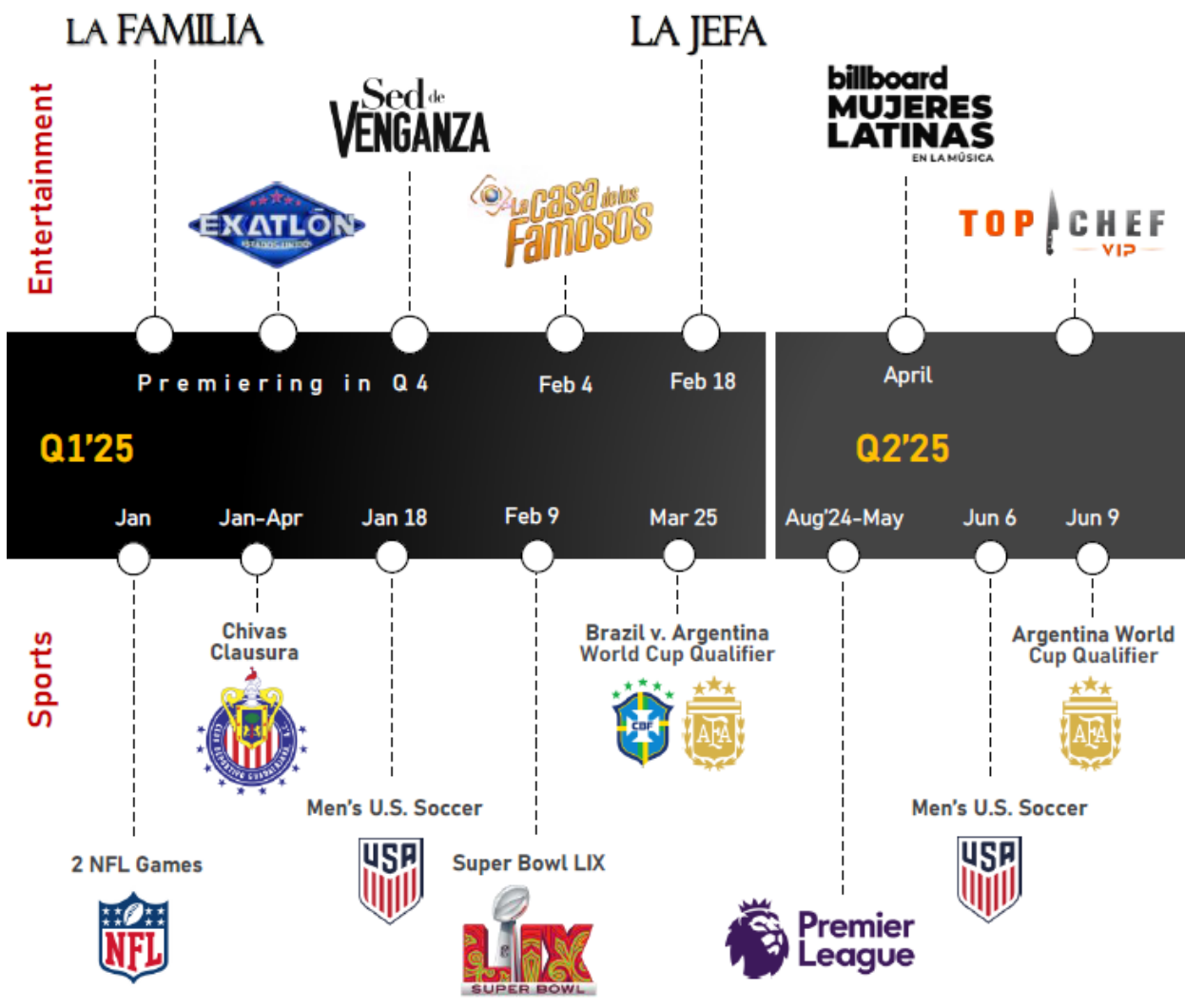


TELEMUNDO



2025 TELEMUNDO PROGRAMMING

SCRIPTED - REALITY - SPORTS - SPECIALS





RETURNING
FAN-FAVORITES
Q3 - Q4

LOS
50

Reality Show

— PREMIOS —
billboard
DE LA MÚSICA LATINA

Music Awards Show

MISS * UNIVERSE

Pageant

macys
Thanksgiving
Days
parade

Macy's Parade

BIENVENIDO
2026

New Year's Eve Special





MeTV®



MeTV

**America's #1
Classic TV Network**



MeTV

Family Friendly

60+
of the
Greatest
brand name
TV Shows
each week



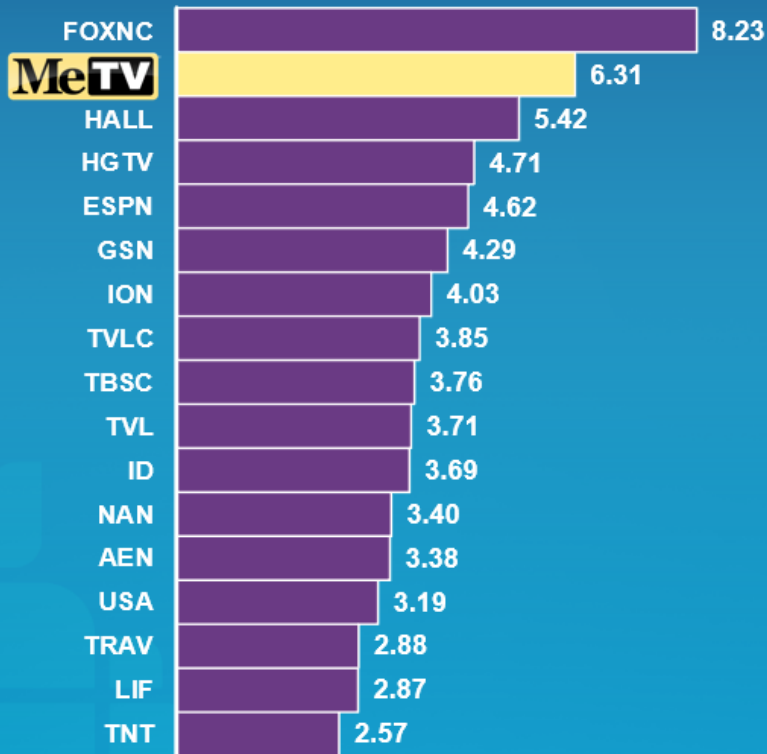


Viewers Spend Time With

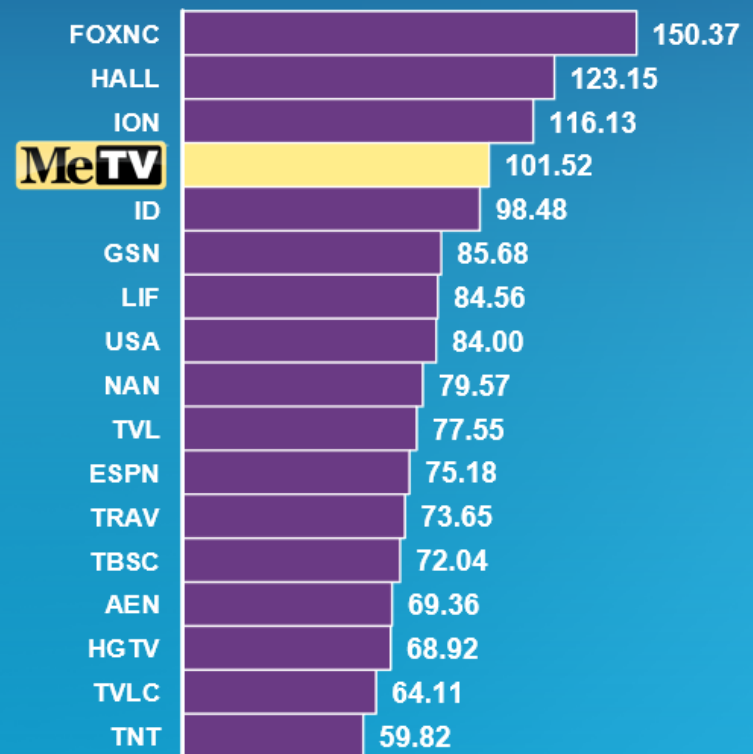


NOV 2024

TIME SPENT VIEWING
Average Days/Month



TIME SPENT VIEWING
Average Minutes/Day



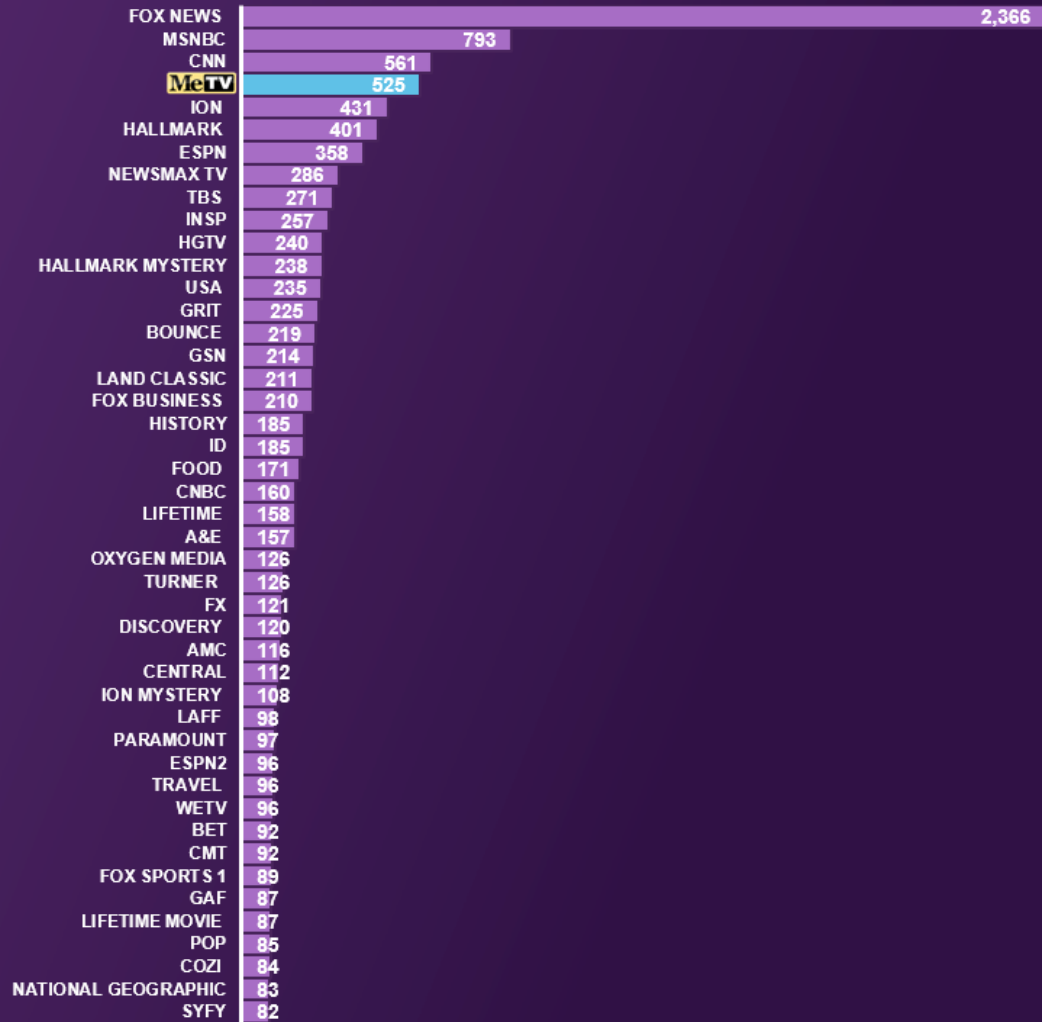
Source: Nielsen NTI Nov'24; P2+ who watched at least 6 minutes of the network



Ranks

#4

Daytime M-F 9a-6p
Among **Persons 2+**



Source: Nielsen NTI, NOV 2024. Ad-supported cable networks. Live+SD.



RESEARCH

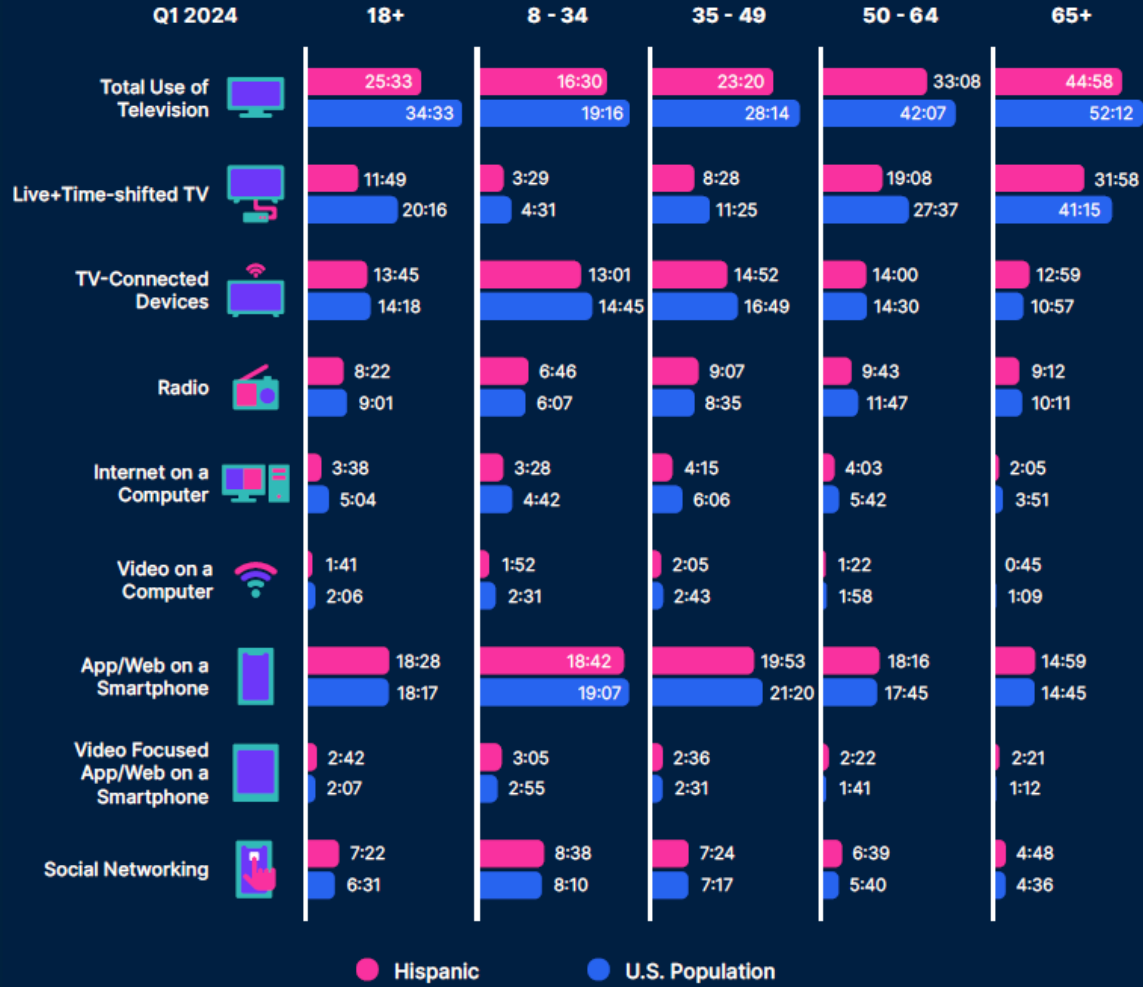


Nielsen



Hispanic audiences' media consumption

Weekly time spent with media, Hours: Minutes







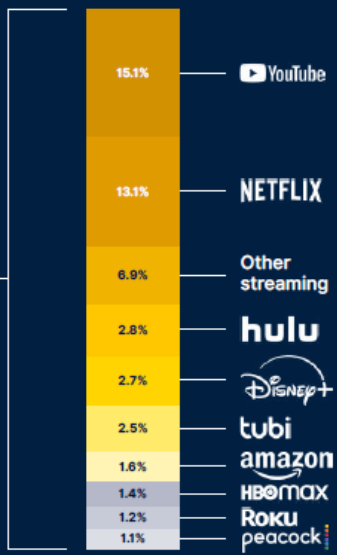
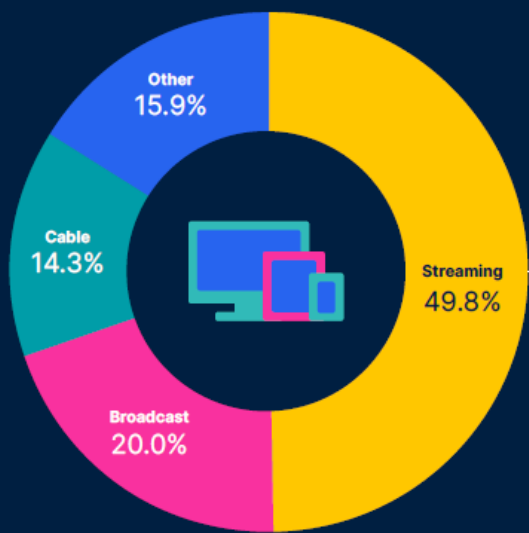
Source: Nielsen Audience Measurement Data, Q1 2024



Hispanic audiences' media consumption

How Hispanic audiences in the U.S. watch TV across platforms

Viewing Source	Total Hispanic	Total U.S.	Hispanic - English Dom	Hispanic - Spanish Dom
 Streaming	49.8%	40.3%	52.0%	47.2%
 Broadcast	20.0%	20.5%	12.4%	28.4%
 Cable	14.3%	27.2%	16.8%	11.4%
 Other	15.9%	12.0%	18.8%	13.0%

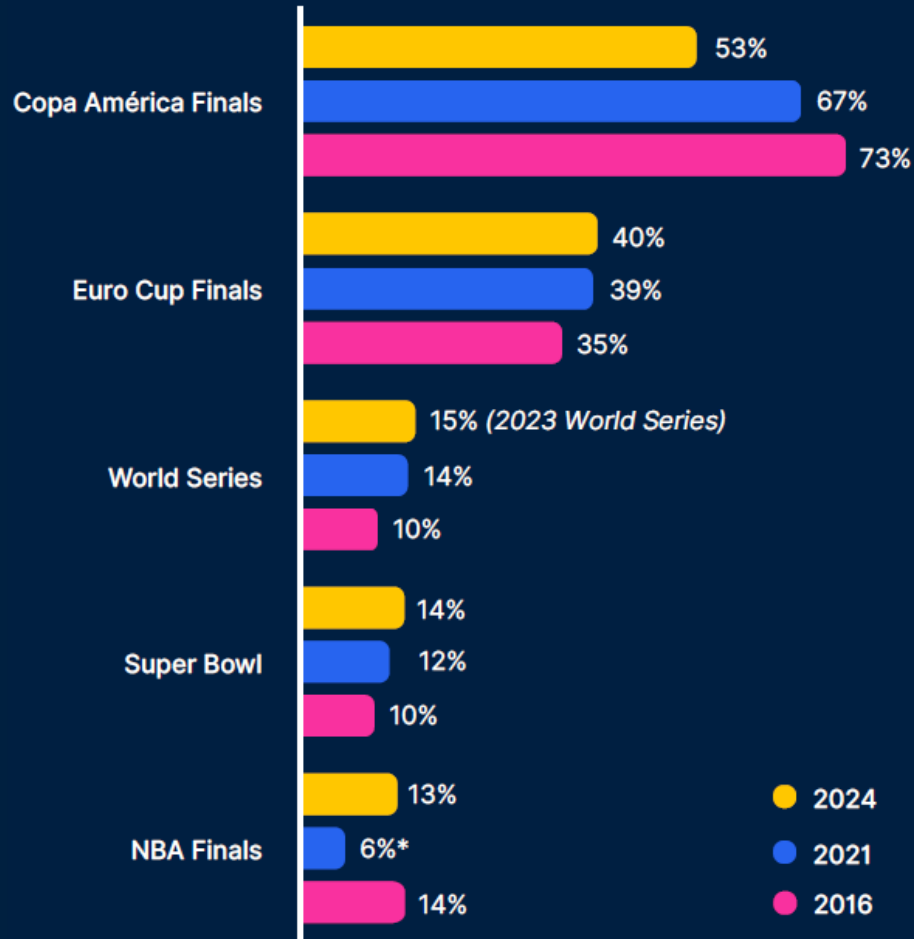


Note: Streaming does not include MVPD/vMVPD.
Source: Nielsen Audience Measurement data, June 2024



Hispanic audiences' media consumption

Hispanic audience viewership share across major sporting events
% of U.S. viewers who are Hispanic



*Shortened season and delayed start caused by the COVID-19 pandemic.
Source: Nielsen Audience Measurement Data, 2023-2024





The opportunity brands can't ignore...and these numbers back it up:

Hispanic Market Guide

Latinos represent **20%** of the population.

U.S. Census Bureau

Latinos command **\$3.2 trillion** in GDP.

Nielsen



Represent **70%** of net new home purchases from 2020 to 2024. *Urban Institute*

Accounted for **14%** of new mortgages in 2023, up from **12.6%** in 2022. *Redfin 2024*

82% have made changes to their home in the past year versus **76%** of non-Hispanics.

- 25% were DIY major renovations they did themselves.
- 20% were major renovations with professionals.
- 45% were smaller DIY updates.
- 50% were minor updates.

Mintel In-Home Lifestyles – US – 2024



Account for **18%** of US new vehicle purchases and **13%** of the U.S. luxury vehicle market. *SAP Global*

66% are interested in purchasing a vehicle in the next two years—the number increases to **76%** for Latinos aged 18-34. *Mintel April 2024*

69% are considering electric or hybrid models for their next vehicle purchase. *Mintel April 2024*

Represent **16%** of all auto insurance spending with a **109%** increase from 2012 to 2022 versus only **69%** for all households. *Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics 2012, 2022*

37% of Hispanic consumers who own a vehicle or are planning to buy one in the next three years believe automotive brands don't understand their ethnic/racial background.

Mintel April 2024



Hispanic Market Guide



77% used a sit-down restaurant in the past 30 days and 35% used a sit-down restaurant 4 or more times in the past 30 days. Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+

Spend 16% more at quick-serve restaurants per trip and make 27 more trips than non-Hispanic whites. Numerator, Shopper Metrics, Total Commerce Panel, Parent Channel: Limited-Service Restaurants. People Group: Hispanic, Black, Non-Hispanic White Shoppers. CY 2023.

Spend an average of 21% more than non-Hispanics at fast food restaurants in an average month. 2023 MRI-Simmons Fall Doublebase USA



Latino healthcare spending has increased by 162% from 2012 to 2022, more than double the increase in total healthcare spending. Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics 2012, 2022



Spend an average of 16% more than non-Hispanics for health & beauty aid products for men and 4% more for products for women in an average year. 2023 MRI-Simmons Fall Doublebase USA



Represent 15% of all food spending with an 84% increase from 2012 to 2022 versus only 53% for all households. Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics 2012, 2022

Spend an average of 6% more than non-Hispanics at food stores in an average week. 2023 MRI-Simmons Fall Doublebase USA



62% drank a regular soft drink in the past 7 days, (excludes diet soft drinks). Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+

Latinos have the highest beer consumption of any race or ethnic group. 77% of Latinos have consumed beer in the past three months vs 65% of non-Hispanic whites. Collage Group Category Essentials Spring 2024

Latino men are 86% more likely than the average adult to have drunk imported beer in the past 30 days. Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+



Hispanic Market Guide



Latino households spend an average of 16% more on apparel than the average household. *Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics 2022*

Represent 13% of spending on sports/recreation equipment and 12% of sports clothing purchases. *2023 MRI-Simmons Fall Doublebase USA*



50% indicated they purchased a luxury product/service in the last two years versus 42% of non-Hispanics. *Mintel Luxury Consumer – US – 2024*

Accessories (purses, scarves), prestige beauty/personal care, watches and jewelry were top Latino categories. *Mintel Luxury Consumer – US – 2024*



Account for 23% of all movie ticket sales. *(Statista 2023)*

22% more likely than the average adult to have bought movie tickets on the Internet in the past 6 months. *Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+*

16% attended a paid ticket music concert in the past 30 days. *(Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+*

31% attended a professional sporting event in the past 30 days. *Scarborough USA+ 2023 Release 2 Total (Jun 2022 - Oct 2023), Total Adults 18+*



Spend an average of 18% more than non-Hispanics on smartphones and 8% more on video games. *2023 MRI-Simmons Fall Doublebase USA*