

¡DONDE SI LA MUEVES!



Call Letters: WLMV-AM Dial Position: 94.5FM & 1480AM  
Target: ADULTS 18+ Format: SPANISH VARIETY  
LAMOVIDARADIO.COM Power: 10,000 WATTS

## ENGAGEMENT

Jan - Mar '19 Data



1,036 MONTHLY WEBSITE VISITS



8,988 MONTHLY ONLINE STREAMS



5,258 APP USERS



7,983 LIKES

## WEEKDAY LINEUP

**6am - 9am:** Wicho y La Bola con Luis Montoto y Norma Gallegos

**9am - 10am:** El Debate

**10am - 1pm:** Variedad Musical

**1pm - 3pm:** A Todo Ritmo con Lupita Montoto

## ABOUT LA MOVIDA

La Movida began as an ambitious experiment to have a Spanish-language radio station in Madison over 15 years ago and is now stronger than ever! Madison's 1st and ONLY Spanish radio station is extremely popular with the South Central Wisconsin Latino population which is estimated at over 50,000. La Movida is an exciting blend of distinct regional sounds programmed exclusively in Dane county. La Movida is the bridge that connects the Latino community with businesses, non-profit organizations, and government entities.

## WHY LA MOVIDA?

- Only Spanish station in the area, so it's easy to reach a large portion of the Hispanic population with WLMV.
- Listeners tune-in for very long periods of time, so it takes fewer commercials to have an impact on the listeners
- The Hispanic community trusts La Movida and are influenced by the commercials they hear while listening.

