



## **CORPORATE MEDIA KIT 2026**

**Empowering Brands with Tangible Results**  
*Effective Hispanic Marketing Solutions*

**WE ARE A CERTIFIED HISPANIC  
OWNED MEDIA COMPANY**



**CONTACT US**  
**+1 (800) 975 - 0760**



**Norsan Media** is the most dynamic Hispanic media group in the South; providing in-depth coverage in North Carolina, South Carolina, Florida and Texas.

We deliver measurable results via marketing campaigns that successfully engage the Hispanic community in the markets we serve.

Our media outlets specialize in locally produced and relevant content as well as extensive community involvement and outreach.

## Target Audience

Hispanics of Mexican, Central American, South American, and Caribbean origin as well as the bilingual English-speaking community.

## Markets served

- Charlotte, NC.
- Greensboro, W. Salem, H. Point, NC.
- Wilmington, NC.
- Charleston, SC.
- Columbia, SC.
- Greenville, Spartanburg, SC.
- Jacksonville, FL.
- Orlando, FL.
- Austin, TX.

## NORSAN MEDIA MARKETS SERVED 2025





# Our platforms

## Radio

Owens and operates 25 stations with over 45 signals across 9 markets robustly serving the local community in the markets we serve.

## Print

For the past 21 years, HOLA NEWS has been named one of the top 25 Hispanic newspapers in the Southeast.

## Television

Estrella TV with coverage in Charlotte and Charleston. All delivering 100% Hispanic national and local content.

## Events

Major cultural festivals commemorating significant Hispanic celebrations ranging from 5 de Mayo to Hispanic Heritage Month.

## Digital media

A rich selection of opportunities across our organic digital platforms as well as Radio Apps and Social Media



# Radio Formats



**Format:** Regional Mexican.  
**Audience:** 25 to 54 year old Hispanics of Mexican and Central American origin who enjoy Regional Mexican Music.



**Format:** Tropical  
**Audience:** Appeals to a 18-49 demographic.



**Format:** Spanish Adult Contemporary  
**Audience:** Appeals to Spanish speaking woman, ages 25-54 who enjoy smooth, suave Latin music and romantic songs by renowned Latin artists.

# Radio Formats



**Format:** Regional Mexican (Light)  
**Audience:** First generation Hispanics, ages 25-54



**Format:** Regional Mexican (Oldies)  
**Audience:** 25-54 year old first generation Hispanic men



**Format:** Spanish Adult Hits  
**Audience:** First generation Hispanics 25-54

# Radio Formats



**Format:** Spanish AC  
**Audience:** 18-49 and 25-54, with a female skew.



**Format:** Regional Mexican  
**Audience:** Appeals to a 18-34 and 18-49 demographic.



**Format:** Latin Pop.  
**Audience:** 18 to 49 year old Hispanics of Central American, South American and Caribbean origin as well as the "bilingual" Anglo community.

# Charlotte, NC



**Format:** Regional Mexican  
**Dial:** 106.1 FM  
**Call Letters:** WOLS-FM



**Format:** Spanish Contemporary  
**Dial:** 102.3 FM - 1310 AM / 107.5 FM  
**Call Letters:** WGSP-FM & WGSP-AM  
**Translator:** W298CF



**Format:** Regional Mexican (Oldies)  
**Dial:** 97.3 FM - 1060 AM / 99.1 FM - 1030 AM  
**Call Letters:** WXNC-AM & WNOW-AM  
**Translator:** W247CV & W256BP





# Greensboro, High Point, Winston Salem, NC



**Format:** Regional Mexican  
**Dial:** 98.3 FM  
**Call Letters:** WIST-FM



**Format:** Spanish Contemporary  
**Dial:** 106.9 FM - 790 AM  
**Call Letters:** WBLO-AM  
**Translator:** W295CE



# Wilmington, NC



**Format:** Regional Mexican  
**Dial:** 94.1 FM - 1340 AM  
**Call Letters:** WLSG-AM  
**Translator:** W231CL

# Charleston, SC



**Format:** Regional Mexican  
**Dial:** 103.9 FM - 980 AM  
**Call Letters:** WAZS-AM  
**Translator:** W280EX



**Format:** Tropical  
**Dial:** 1480 AM - 95.5 FM  
**Call Letters:** WZJY-AM  
**Translator:** W238CO

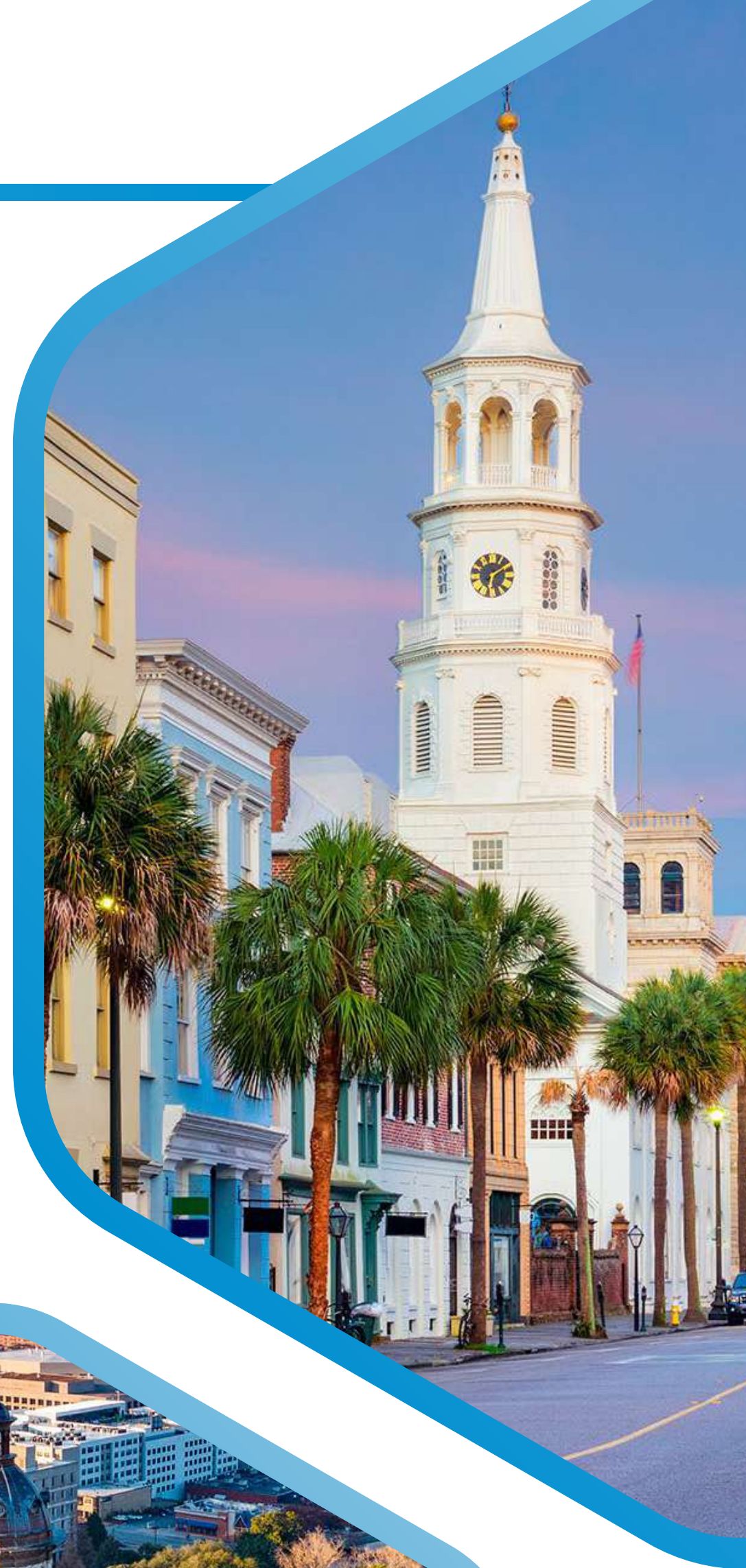
# Greenville, Spartanburg, SC



**Format:** Regional Mexican  
**Dial:** 106.3 FM  
**Call Letters:** WSPA-FM



**Format:** Spanish Contemporary  
**Dial:** 102.9 FM - 910 AM /  
105.7 FM - 910 AM  
**Call Letters:** W275BJ-FM - WOLI-AM  
**Translator:** W289BS



# Columbia, SC



**Dial:** 94.9 FM / 840 AM  
**Call Letters:** W235CH - WCEO-AM  
**Format:** Regional Mexican



# Jacksonville, FL



**Format:** Regional Mexican  
**Dial:** 92.9 FM/105.3 FM - 1160 AM/1570 AM  
**Call Letters:** WEWC-AM - WVOJ-AM & WYKB-FM  
**Translator:** W225BI



**Format:** Spanish CHR and Tropical  
**Dial:** 94.1 FM - 97.3 FM - 105.3 FM - 970 AM  
**Call Letters:** WSOS - W247CF - WYKB- HD4 & WNNR-AM



**Format:** Spanish AC  
**Dial:** 92.1 FM / 103.7FM / 92.7FM /  
105.3FM HD2 - 1320AM  
**Call Letters:** WJXR-FM - W279AG-FM W224EF-FM  
WYKB-HD2 & WJNJ-AM

# Orlando, FL



**Format:** Tropical  
**Dial:** 103.1 FM  
**Call Letters:** WFYY-FM



**Format:** Regional Mexican  
**Dial:** 660 AM - 103.1 FM HD2  
**Call Letters:** WDYZ-AM & (WFYY-FM HD2)



**Format:** Spanish AC  
**Dial:** 105.5 FM  
**Call Letters:** WFYY-FM HD3  
**Translator:** W288CJ



# Austin, TX



**Format:** Regional Mexican  
**Dial:** 104.9 FM / 95.1 FM - 1530 AM  
**Call Letters:** KTXX-FM & KZNX-AM  
**Translator:** K236AY



**Format:** Spanish Adult Contemporary  
**Dial:** 105.3 FM  
**Call Letters:** KTXX-FM HD4



**Format:** Regional Mexican (Light)  
**Dial:** 99.3 FM  
**Call Letters:** KOKE-FM



**Format:** Regional Mexican (Oldies)  
**Dial:** 98.5 FM HD2  
**Call Letters:** KOKE-FM HD2



**Format:** Spanish Adult Hits  
**Dial:** 101.9 FM - 1260 AM  
**Call Letters:** KTAE-AM & K270CO

# Content

Community News • Local & International Sports Education • Immigration • Food • Health Kids Section • Technology • Culture & Entertainment

# Circulation

Distribution points strategically located throughout areas of high Hispanic density in the 11 markets we serve.

24,000 copies distributed.  
4.5 Readers per copy totaling 108,000 Impressions



**HOLA NEWS**  
CIRCULATION MAP

# Print Specs



**Full Page**  
9.75" x 13.5"



**Back Cover**  
9.75" x 13.5"



**Vertical Half Page**  
4.74" x 13.5"



**Horizontal Half Page**  
9.75" x 6.3"



**Vertical 1/4 Page**  
4.74" x 6.63"



**Horizontal 1/4 Page**  
9.75" x 2.3"



**Inside Front Cover**  
9.75" x 13.5"



**Inside Back Cover**  
9.75" x 13.5"



**Format:** Magazine Tabloid  
**Language:** 90% Spanish  
10% English  
**Average Pages:** 48 - 56  
**Total Circulation:** 24,000  
**Coverage:** North & South Carolina  
Florida & Austin  
**Target:** Hispanics  
**Frequency:** Weekly  
**Publication Date:** Wednesdays  
**Single Copy Rate:** Free  
**Year Established:** 2004  
**Readership:** 4.5 per copy  
**Media Association:** NAHJ, NAHP  
**Minority Owned:** Yes

# Television

WCEE Charlotte, NC - WJNI Charleston, SC  
WUJX Jacksonville, FL



Charlotte, NC  
Spectrum

Charleston, SC  
AT&T  
U-verse

Norsan Media fully serves Charlotte, NC; Charleston, SC & Jacksonville, FL emerging Hispanic communities with the inclusion of Estrella TV to our local multimedia platforms.

WCEE in Charlotte, NC is available on Spectrum Cable 811 as well as over-the-air free on channel 16.  
WJNI in Charleston, SC is available on AT&T Direct TV on channel 442 as well as over-the-air free on channel 31.  
WUJX in Jacksonville, FL is available over-the-air free on channel 18.

Viewers can enjoy local news, sports, entertainment: complemented by Estrella's nationally renowned broadcast content.

Dial: CH 16	Call Letters: WCEE-LD	Coverage: Charlotte, NC
Dial: CH 31	Call Letters: WJNI	Coverage: Charleston, SC
Dial: CH 18.1	Call Letters: WUJX	Coverage: Jacksonville, FL
Format: Spanish Language TV Station		Target: U.S. Hispanics

## Original Programming

### Primetime



**RICA FAMOSA LATINA**  
On-Air: Weekdays from  
from 10 pm to 11 pm



**TENGO MUCHO TALENTO**  
On-Air: Weekdays  
from 8 pm to 9 pm



**UN DÍA PARA VIVIR**  
On-Air: Weekdays  
from 7 pm to 8 pm



**MASTERCHEF**  
On-Air: Weekdays  
from 9 pm to 10 pm

### Game Shows



**100 LATINOS DIJERON**  
On-Air: Weekdays from 11 am to  
12 am, 7 pm to 8 pm and  
Saturdays from 5 pm to 7 pm



**TUMBA BURROS**  
On-Air: Weekdays  
from 12 pm to 1 pm

### News - Entertainment Magazines



**HOLA NEWS**  
**EDICIÓN ESPECIAL**

On-Air: Weekdays  
from 5 pm to 5:30 pm



**24 HORAS**  
On-Air: Weekdays  
from 7:30 am to 8 am



**CHISME EN VIVO**  
On-Air: Weekdays



**NOTICIERO ESTRELLA TV**  
On-Air: Weekdays  
from 5:30 pm to 6 pm



**ALARMA TV**  
On-Air: Weekdays  
from 10 pm to 10:30 pm

# Television

WAZS-LD Charleston, SC



Tu Canal Musical WAZS-LD, the best of Latin Pop Music, lifestyle programming presented by our amazing hosts, video podcasts, news, entertainment and more, in Spanish all day long.

Dial: CH 29    Call Letters: WAZS-LD    Coverage: Charleston, SC  
Format: Spanish Language TV Station    Target: U.S. Hispanics

## Original Programming

### Monday - Friday



#### DESPIÉRTATE CONMIGO

On-Air: Weekdays from 6 am to 10 pm



#### TU CANAL MUSICAL HOY

On-Air: Weekdays from 10 am to 2 pm



#### MUSIC SPOTLIGHT SHOWS REPEATS

On-Air: Weekdays from 2 pm to 3 pm



#### MÁQUINA DEL TIEMPO

On-Air: Mondays, Fridays, Thursdays



#### PARÉNTESIS

On-Air: Mondays, Tuesdays



#### CIELO TV

On-Air: Saturdays from 6 am to 7 am and Sundays from 6 am to 9 am, 10 am to 1 pm, 12 am to 6 am



#### CINE DE ORO

On-Air: Saturdays from 7 am to 9 am, 4 am to 6 am and Sundays from 10 pm to 12 am



#### VIP PASS

On-Air: Tuesdays, Wednesdays



#### SPOTLIGHT: EN PRIMER PLANO

On-Air: Wednesdays, Thursdays



#### TU CANAL MUSICAL ESTA TARDE

On-Air: Weekdays from 3 pm to 7 pm



#### MUSIC SPOTLIGHT SHOWS

On-Air: Weekdays from 7 pm to 8 pm



#### SE BUSCAN BAILADORES

On-Air: Fridays, Saturdays



A new partnership between **quiero tv** and US based **Norsan Media** invites viewers to access quiero tv USA in selected US markets. Featuring **high quality content** and popular talent, this exciting Spanish language network delivers quality news, sports and entertainment programming.

By attracting avid viewers resulting in rapid growth, quiero tv has become a highly valued Mexican television network in just a few years. And the growth continues! quiero tv reaches more than **1.4 million homes** who live in more than 40 cities and 28 states of Mexico

**Dial:** CH 16.2 HD

**Call Letters:** WCEE-2

**Coverage:** Charlotte, NC

**Dial:** CH 19 - WOW CH 19

**Call Letters:** WAZS-LD

**Coverage:** Charleston, SC

**Dial:** CH 18.2 HD

**Call Letters:** WUJX-2

**Coverage:** Jacksonville, FL

**Format:** Spanish Language TV Station

**Target:** U.S. Hispanics

### News Programming



**WITH ALEX RUIZ**  
Weekdays from 10:30 pm to 11pm &  
Tuesday to Friday from 6:30 am to 7 am



**WITH MARILYN SICILIA & MARIO MUÑOZ**  
Weekdays from 7 am to 9 am



**WITH GABRIELA AGUILAR & HIRAM ESPINOZA**  
Weekdays from 2 pm to 4:30 pm



**WITH JONÁS**  
Weekdays from 10 pm to 10:30 pm



**WITH MARIO MUÑOZ**  
Weekdays from 12:30 to 1 pm

### Sports Programming



**WITH ALDO ARTURO GONZALEZ & JUAN PABLO ROMERO**  
Weekdays from 9 pm to 10 pm



**ARENA COLISEO**  
Fridays from 11 pm to 1 am



**WITH JESÚS OMAÑA, RICARDO DURÁN, LUIS RODRÍGUEZ, GLORIA RAMOS & LUIS ASCANIO**  
Weekdays from 4pm to 5:30 pm

### Entertainment Programming



**WITH GLADYS CASTELLANOS, JESS SERRANO & REGINA ROJAS**  
Weekdays from 10:30 am to 12:30



**WITH KENYA RAMOS, ATXIRI HERNÁNDEZ & LAURA GUTIÉRREZ**  
Weekdays from 5:30 pm to 7 pm  
RR from 9 am to 10:30 am



**WITH MARIO CUEVAS "LA GARRA"**  
Wednesdays from 7 pm to 9:00 pm  
RR from 11 pm to 1 am



**WITH FANNY LÓPEZ & ADRIÁN PADILLA**  
Mondays, Tuesdays, Thursdays & Fridays 7 pm to 9 pm  
Tuesday & Thursday from 11 pm to 1 am



**QUIERO MUSIC**  
Monday, Wednesday & Friday  
from 1 pm to 2 pm



**TP10 MÚSICA QUE VES**  
Monday, Wednesday & Friday  
from 1 pm to 2 pm

# Cultural Festivals

**Norsan Media** celebrates important Hispanic holidays and seasonal themes. On-site and virtual events feature live music, Latino dances, contests and prizes as well as family friendly activities. Average attendance of on-site events range from 20,000 to 53,000+ per day! Sponsors join us for an unforgettable cultural experience and to effectively connect their brands with the Hispanic community.

## Dates

- Cinco de Mayo: 05/05 *Charlotte*
- Back to School: 07/18 *Jacksonville*
- Kaliente Fest: 07/25 *Orlando*
- Hola Charlotte Festival: 10/03
- Hola Austin Festival: 10/11



# Promotions

## Run Dates

- Valentine's Day - February 1st - February 14th, 2026
- Easter Egg Hunt Event - March 29th- April 4th, 2026
- Mother's Day - April 20th – May 8th, 2026
- Father's Day - June 1st – June 19th, 2026
- Back to School - July 1st – June 19th, 2026
- Hispanic Heritage - September 15th – October 15th, 2026
- Thanksgiving Promotion - November 2nd – November 25th, 2026
- Holiday Promotion - November 30th – December 24th, 2026

For more information contact your sales rep





# Special Programming for 2026 - *WORLD CUP*

For the first time in decades, the FIFA World Cup returns to the United States in 2026, and Norsan Media is proud to bring the excitement directly to our audiences. In partnership with Fútbol de Primera, we will deliver live Spanish-language play-by-play coverage of the 2026 FIFA World Cup across our platforms.

Backed by a comprehensive 360° multimedia campaign, our coverage extends far beyond traditional radio advertising and includes:

- Engaging social media content, reels, and interactive posts
- Exclusive HOLA News print and TV coverage
- Daily World Cup update vignettes
- Sponsorship opportunities within Fútbol de Primera's daily programming
- Exclusive game promotional spots
- Cross-platform promotions driving fans to tune in across multiple stations and markets

This is a unique opportunity for brands to authentically connect with passionate fútbol fans through multiple touchpoints while aligning with the world's most-watched sporting event.

## Watch Parties

- June 11th
- June 27th





Is the Official Flagship Partner of the

# CAROLINA PANTHERS

## Spanish Radio Network

*Sponsorship Opportunities Available*

**La Raza**  
106.3 FM

**La Raza**  
840 AM

**La Raza**  
103.9 FM

**La Raza**  
94.1 FM

**kaliente**  
95.5 FM  
#1 En Éxitos y Variedad

**kaliente**  
106.9 FM  
#1 en éxitos y variedad

**LEYENDAS**  
97.3FM-99.1FM



Is the Official Flagship Partner for the



# Spanish Radio Network

*Sponsorship Opportunities Available*





# Community Outreach

Norsan Media is committed to assisting and partnering with nonprofit organizations who help local communities in the markets we serve.

## Ongoing initiatives:

- #NorsanMediaContigo runs as a community branded campaign on radio, TV, digital, and print media outlets through pre-recorded radio and TV commercials, live interviews with experts and government officials, virtual panels hosted on our platforms, informative videos by experts and on-air personalities.
- #UnidosContamosMás Campaign a non-bipartisan electoral education campaign aimed at encouraging Hispanics to participate in the electoral process.





# National clients trust us with their brands...



# Local/Regional clients know we help their businesses grow...





RADIO



PRINT



DIGITAL



FESTIVALS



TELEVISION



# Gracias

[norsanmedia.com](http://norsanmedia.com)