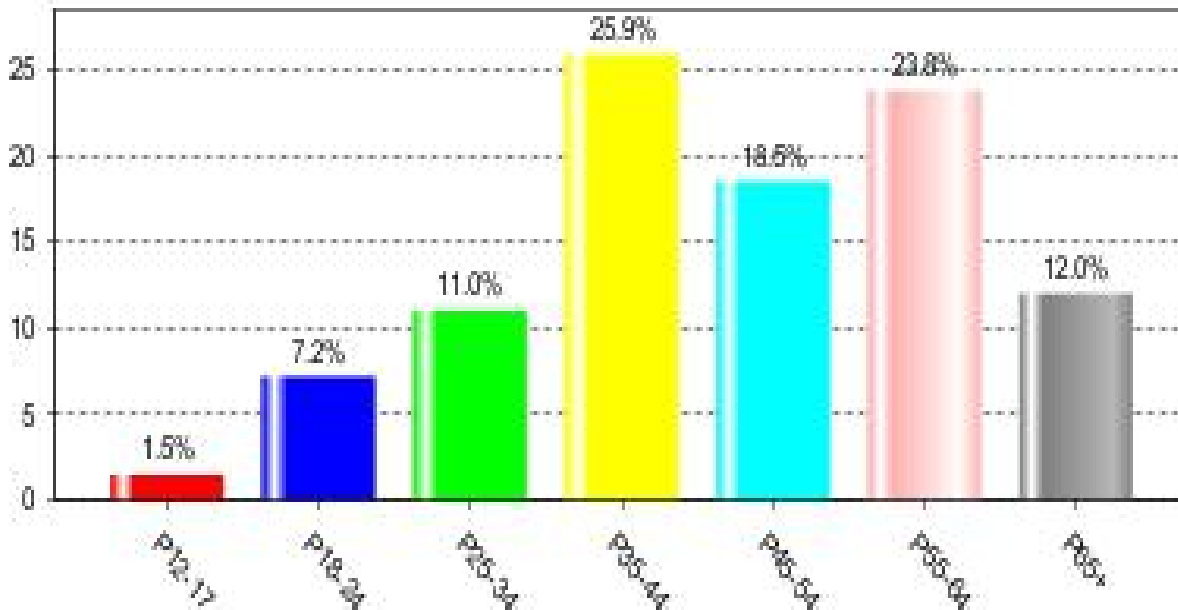




**LA X 103.1 is:** Regional Mexican!!! LA X is a radio format encompassing the multiple musical genres from rural Mexico and the Southwestern United States. Genres include banda, Duranguense, grupera, mariachi, New Mexico music, Norteño, Tejano, and more! Plus the biggest name in Regional Mexican, Don Cheto on the air 6 days a week, with local talent Marcela in the middle of the day and Jose in the afternoon!



**¡ILLEGA A SU NUEVA CASA EN EL ALTO DESIERTO!**

**Don cheto**  
AL AIRE

Escucha a Don Cheto Al Aire  
lunes a viernes  
5a - 11a

**Top Artists:**

- Christian Nodal
- Banda MS
- Luis Cornell
- Calibre 50
- Gerardo Ortiz

**Male/Female Skew:**

**54%/46%**

**Average Age: 48**



## **LA X 103.1 KXVV-FM:**

**Reaches 9,500 people in the High Desert – average age 48 years old**

**46% are have some college or more, 16% hold a college degree**

**65% own their own home**

**\$41,000 is the average household income**

**8% have at least one child at home**

**57% are employed either full or part-time**

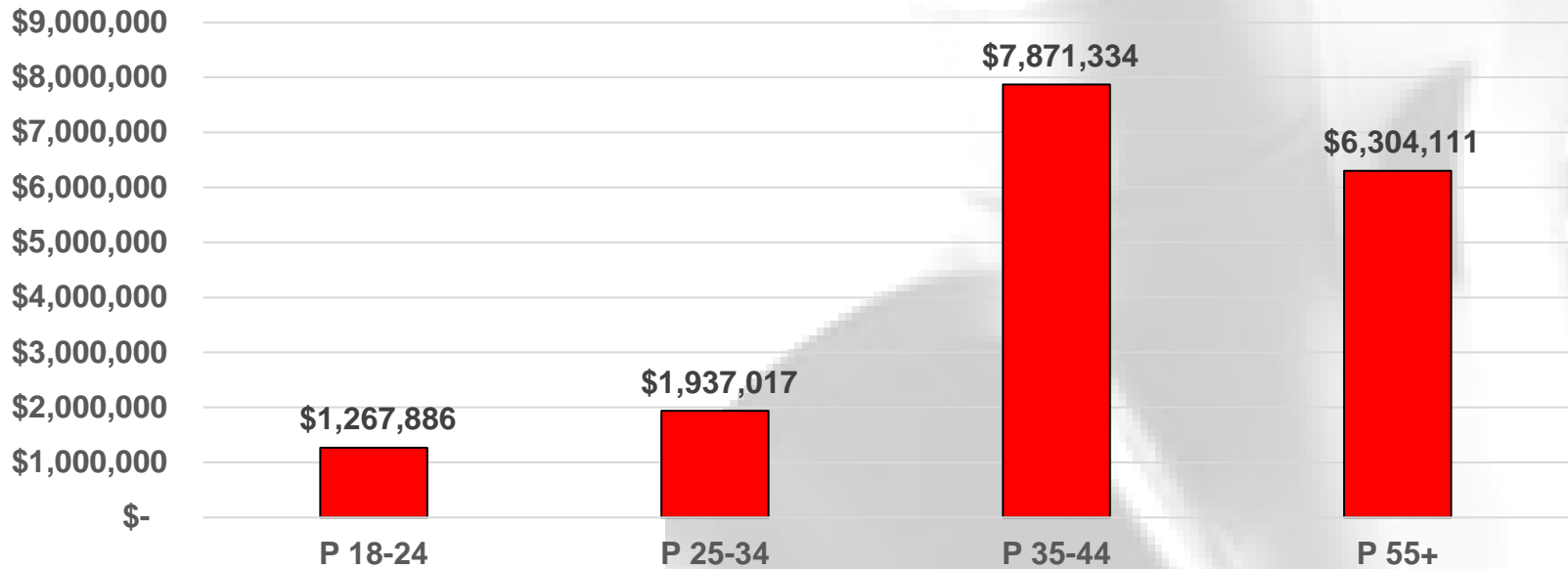
**Annual Spending power of nearly \$211 million dollars in Retail Sales**

**If invited, this audience have the ability to buy the goods and services you are selling!**



## Monthly Spending Power of the LA X 103.1 Audience

Monthly Spending in Millions



**\$211 Million dollars spent each year in The High Desert by the LA X 103.1 Audience**