

BOSTON 103.7^{FM}

QUÉ ONNDA

SIN LÍMITES

QUEONNDA.COM

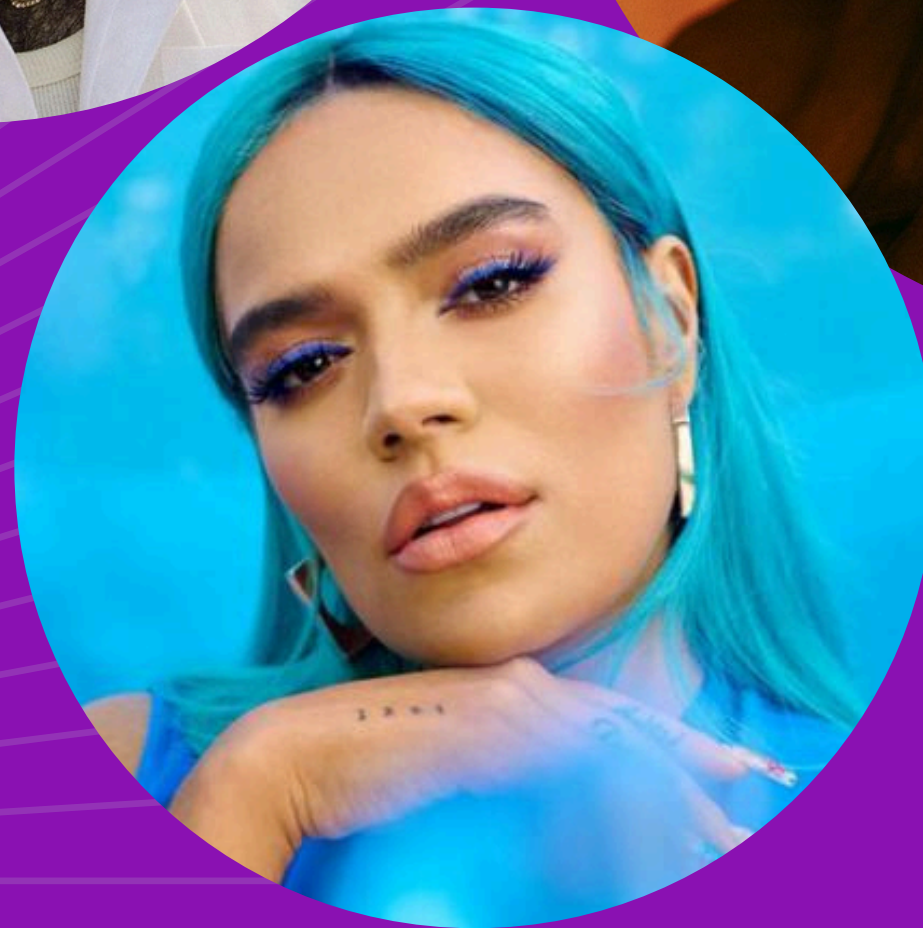
MEDIA KIT 2025

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COSTA MEDIA

THE HEARTBEAT OF BOSTON'S VIBRANT LATINO MUSIC SCENE

Nestled in the heart of Massachusetts, **Qué Onnda 103.7 FM** brings you a fusion of urban Latino and Latino pop beats that make our city groove to a unique rhythm. We are the heart and soul of Latino music beats in every note! Our passion for the vibrant and diverse sounds of Urban Latino and Latino Pop music drives us to bring you a unique and electrifying radio experience.

We celebrate the rich tapestry of Latino culture through the rhythmic beats, soulful melodies, and infectious energy that define Urban Latino and Latino Pop genres. Our mission is to create a dynamic space that not only entertains but also connects people to the pulse of Latino music, fostering a sense of community and cultural appreciation.





OUR PASSION FOR LATINO MUSIC

Dedicated to **celebrating the richness and diversity of Latino music**, we curate a playlist that transcends borders and embraces the soul-stirring sounds of reggaeton, salsa, merengue, bachata, and the hottest Latino pop hits. At **Qué Onnda 103.7 FM**, our commitment is to keep you moving and grooving, whether you're driving through the streets of Boston or dancing in the comfort of your own home.

While rooted in the heart of Boston, our reach extends beyond city limits. We bring you the latest chart-toppers and classic hits, connecting you with the global pulse of Latino music. Whether you're a die-hard fan or a newcomer to Latino sounds, our diverse playlist ensures there's something for everyone.

OUR PROGRAMMING



Los Reyes
de la Mañana

MONDAY- FRIDAY
6AM-10AM



Chiquibaby
SHOW

MONDAY- FRIDAY
10AM-2PM



DJ
HANS

MONDAY- FRIDAY
2PM-3PM



PEDRO
BIAGGI
SHOW

MONDAY- FRIDAY
3PM-7PM

Los Reyes de la Mañana

With over a decade on the air waves , **Los Reyes de la Mañana** serve as the favorite Spanish morning show in the Washington DC, Boston, and Virginia markets. Not only does this dynamic morning show inform its listeners of the latest headlines that interest the Latino community, but they sprinkle in their unique humor that only this vibrant trio personifies. The chemistry that exists among these three pioneers of Spanish radio is unmatched.

Los Reyes de la Mañana airs Monday -Friday 6AM-10AM



92K

Followers



136K

Followers



31K

Followers



37K

Followers





Chiquibaby SHOW

Transcending to the air waves from the national screen, to the air waves across the US, **Chiquibaby Show** is broadcasted nationwide in more than 100 markets. The show is the vibrant, high-energy pick-me-up your mid-day needs! Bringing you all the exclusive details of her A-list celeb interviews, the latest on trending topics, and all her tips and tricks on beauty, lifestyle, and motherhood. Winner of six Emmys Stephanie Himonidis, “Chiquibaby” is a Latina Boss!

Chiquibaby Show airs Monday -Friday 10AM-2PM



1M
Followers



461K
Followers



112K
Followers



145K
Followers



31K
Followers

DJ HANS

Get your daily one-hour rendezvous with the pulsating music and vibrant beats of **Dj Hans!** Every day, DJ Hans takes you on an exhilarating journey through the rich tapestry of Latin sounds, blending urbano, merengue, salsa, regional Mexican, cumbia, and more into a seamless mix that will have you dancing from start to finish. DJ Hans promises to captivate you with its infectious energy and irresistible beats. From classic hits to the latest chart-toppers, each episode is carefully curated to showcase the diversity and dynamism of Latin music. Tune in and let Dj Hans be your daily dose of musical escapism.

DJ Hans airs Monday -Friday 2PM-3PM



1K

Followers



3K

Followers



In the bustling afternoons of the capital city, the "**Pedro Biaggi Show**" becomes a vibrant hub of conversation and connection, with Pedro at the helm, guiding listeners through a journey of compelling stories and engaging discussions. His voice, resonating through the speakers of countless cars and homes, is not just heard but felt – a warm presence in the daily lives of his audience. Filled everything you look for in your afternoon drive, it provides you with the best and most up-to-date DMV information on music, art, entertainment, politics, health, sports, community, weather, traffic, and life changing stories, and events.

Pedro Biaggi Show airs Monday-Friday 3pm-7pm



12K
Followers



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Followers

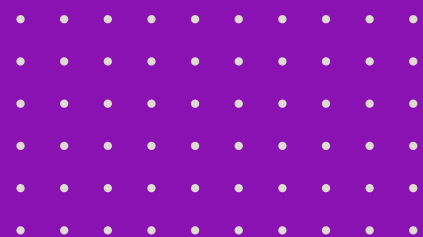



7K
Followers



ABOUT COSTA MEDIA

Costa Media was founded with the mission to create a Radio Network in underserved markets that lacked Latino radio formats that target the growing Hispanic population in the region. While executing our company strategy we recognized the need for a US Radio Operator to focus and consolidate the US Hispanic Radio landscape. This strategic move aims to scale audiences, leverage the growth of the US Hispanic population, the competitive edge of Latin Music today in the international arena, and tap into the sizeable Hispanic Spending Power to ultimately create the second-largest radio group in the US, irrespective of language.





COSTA MEDIA





BOSTON MARKET COVERAGE

General Market **#10**

Hispanic Market **#21**

CALL LETTERS: WCCM

FREQUENCY: 103.7 FM & 1490 AM

MARKETS: Boston (Manchester)

TRANSMITTER POWER: 1,000 WATTS

FORMAT: Latin Pop & Latin Urban

AUDIENCE DEMO: Adults 18-49

OUR BOSTON DC HISPANIC COMMUNITY

- **General Market DMA Population 5,882,500
- **Hispanic Market DMA Population 521,600 or 12%
- Median Age of Hispanics = 29
- 1 out of 5 Under 18 Year Olds is Hispanic
- % Foreign Born = 28.3%
- Median HH Income = \$34,507
- 52% Female and 48% Male
 - Puerto Rican 28%
 - Dominican 24%
 - Salvadoran 11%
 - Colombian/Mexican 6%



SOURCE:

**Nielsen Audio & TV market Pop Est.
US Census Bureau 2019

COUNTY BREAKDOWN

CITY	TOTAL	HISP %	HISP POP
Lawrence	80,028	80.6%	64,503
Chelsea	39,690	67.0%	26,592
Lynn	94,299	42.8%	40,360
Revere	53,073	33.6%	17,833
Methuen	62,495	29.5%	18,436
Everett	46,451	28.3%	13,146
Somerville	12,063	22.9%	2,762
Boston	692,600	19.8%	137,135
Lowell	110,997	18.1%	20,090
Framingham	74,416	16.1%	11,981
Waltham	8,017	13.6%	1,090
Cambridge	118,927	9.5%	11,298
TOTAL	1,393,056		365,226

BRINGING BOSTON'S LATINO COMMUNITY TOGETHER

We believe in the power of music to unite communities. We are a bridge between cultures, showcasing the incredible talent and innovation within the Latino music industry. Our airwaves echo the stories, rhythms, and beats that **resonate with both the local Latino community and music enthusiasts across Boston.**





THANK YOU

Contact Us at sales@queonnda.com