



QUÉ **ONNDA**
SIN LÍMITES

QUEONNDA.COM

MEDIA KIT 2025

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COSTA MEDIA

THE VIBRANT HEARTBEAT OF DC'S SPANISH AIRWAVES

Welcome to the vibrant heartbeat of Washington D.C.'s airwaves – where rhythm meets radiance and every beat is a celebration! Step into the sonic universe of the capital's pulsating energy with the #1 Spanish radio station, an auditory journey that resonates with the hottest hits and electrifying vibes.

In the heart of the nation's capital, **QUE ONDA 87.7 FM** is more than just music; it's a cultural rendezvous, a rhythmic tapestry weaving together the diverse sounds that define the Spanish-speaking world. From urbano latino rhythms to regional mexican, it's a musical mosaic that transcends borders and brings people together in a harmonious dance of melodies.





THE SOUNDTRACK OF THE NATION'S CAPITAL

Imagine a radio station that effortlessly captures the essence of chart-topping sensations, delivering a non-stop cascade of the latest and greatest hits that dominate the Spanish music scene. It's the soundtrack of the city's dynamic spirit, echoing through the streets, resonating in the hearts of listeners, and setting the tone for an unforgettable sonic experience.

This is not just a radio station; it's a destination where the beats are as diverse as the listeners themselves. With a finger on the pulse of global music trends, it's the go-to source for those who crave the excitement of being ahead of the curve. Whether you're commuting, unwinding at home, or turning up the volume at a lively gathering, this station is your constant companion for musical euphoria.

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



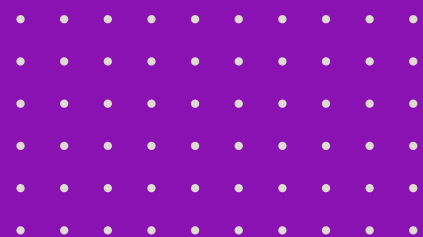
41K
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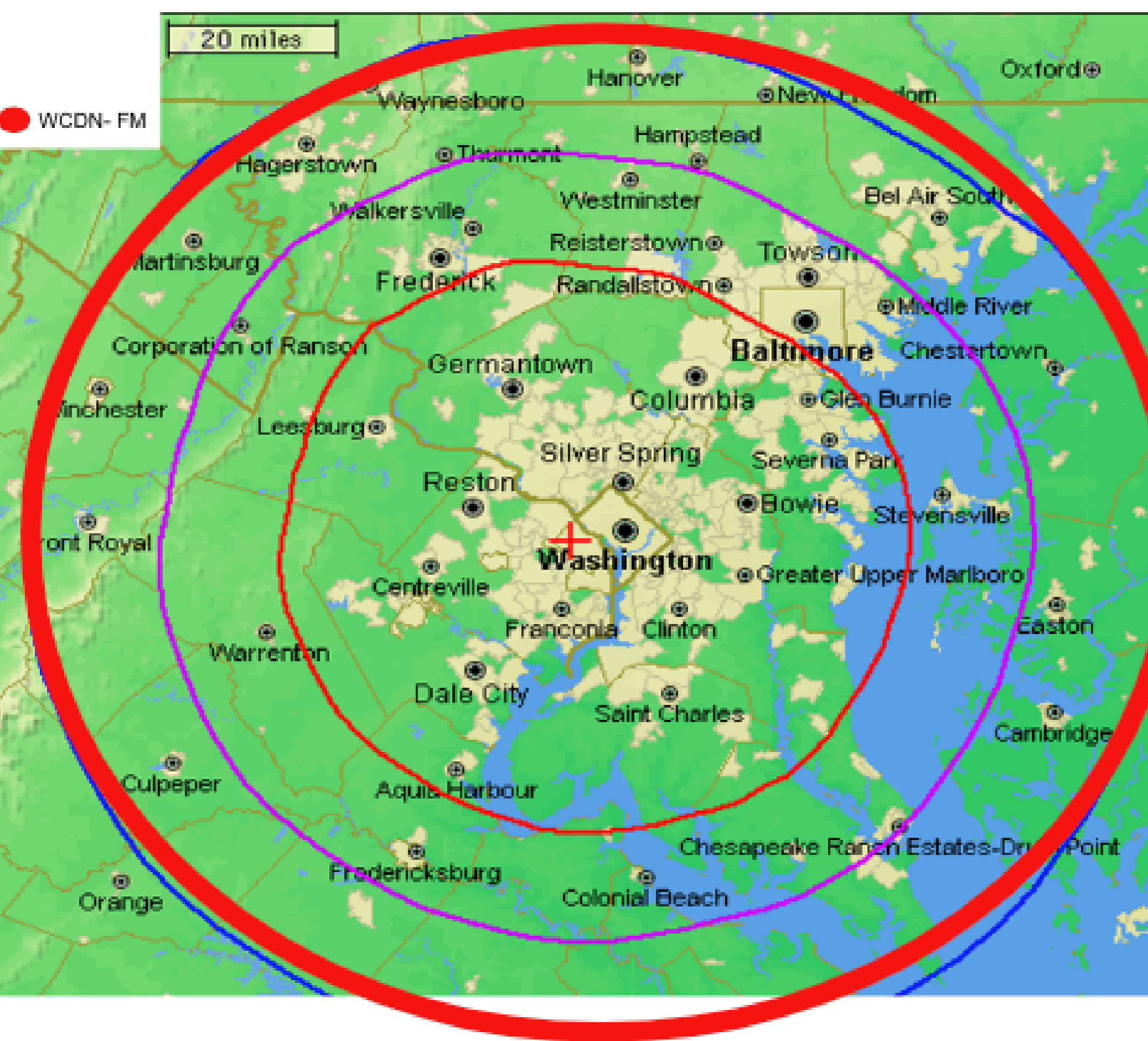
ABOUT COSTA MEDIA

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





DC METRO MARKET COVERAGE

CALL LETTERS: WDCN

FREQUENCY: 87.7 FM

MARKETS: Washington, DC

DMA RANK: #13 Hispanic Market

FORMAT: Regional Mexican / Urban

AUDIENCE DEMO: Adults 18-49 & Adults 25-54

OUR WASHINGTON DC HISPANIC COMMUNITY

- **General Market DMA Population 6,161,100
- **Hispanic Market DMA Population 815,800 or 16.6%
- Median Age of Hispanics = 29
- 80% of Latino Immigrants speak Spanish at home.
- Over 60% of Latino Children 16-24 stay in school
- Hispanic/LatinX Population: = 17.1%
- Median HH Income = \$34,507
- 52% Female and 48% Male
 - El Salvador: 39%
 - Mexico 8%
 - Guatemala 8%
 - Puerto Rico: 6%



SOURCE:
**Nielsen Audio & TV market Pop Est.
US Census Bureau 2022

COUNTY BREAKDOWN

CITY	TOTAL	HISP %	HISP POP
PRINCE WILLIAM	484,500	25.0%	121,130
MONTGOMERY	1,055,000	20.1%	212,500
PRINCE GEORGE'S	955,300	19.5%	186,300
ALEXANDRIA CITY	154,700	16.6%	25,700
FAIRFAX	1,140,000	16.5%	188,100
ARLINGTON	232,970	15.6%	36,400
LOUDOUN	427,600	14.0%	60,000
STAFFORD	161,000	14.0%	22,600
DISTRICT OF COLUMBIA	670,050	11.3%	75,715
FREDERICK	280,000	10.5%	29,390
NEW CASTLE	572,000	10.4%	60,000
SUSSEX	248,000	9.30%	23,000
TOTAL	6,381,120	15%	965,120



THE VIBRANT LATINO SPIRIT THAT THRIVES IN WASHINGTON DC

With a commitment to delivering the latest news, entertainment, and cultural insights, **QUE ONDA 87.7 FM** is more than just a source of music; it's a reflection of the vibrant Latino spirit that thrives in Washington, D.C. Whether you're a first-generation immigrant, a proud member of the Latino diaspora, or simply someone who appreciates the infectious energy of Latin music, the #1 Latino radio station in the nation's capital is your go-to destination for an authentic and enriching auditory experience.





THANK YOU

Contact Us at sales@queonnda.com