



In Partnership With:



# WELCOME TO THE FUTURE OF BROADCASTING

Welcome to NowMedia Digital, the future of broadcasting. Our world headquarters, located in West Houston, is the hub of an American media and broadcasting company that's redefining the game. Our subsidiaries - NowMedia Television, NowMedia Radio, and NowMedia Digital - are the driving force behind our cutting-edge operation, providing the latest and greatest in news, technology, and business content.

But we don't just stop there. We have the broadcasting technologies to back up our content. Our full, multicasting operation covers every angle, from over-the-air broadcasting to television, radio, Internet-provided television, streaming, FastTV, and on-demand. We're not just talking the talk - we're walking the walk.



At NowMedia Digital, we're not satisfied with the status quo. We're always pushing the envelope and breaking new ground. Our commitment to delivering high-quality content across multiple platforms is unmatched in the industry, and we're not slowing down anytime soon.

So whether you're tuning in to catch up on the latest news, staying up-to-date on the latest technological breakthroughs, or looking for insights on the world of business, NowMedia Digital has got you covered. Get ready for a broadcasting experience like no other.



## THE FIRST BILINGUAL NETWORK IN THE U.S

NowMedia Digital along with its strategic partner in Herald Media Group has created the first Bilingual Media Network in the United States with reach in 12 US markets as well as Nationwide Mexico.





**Power CEOs - Host Jen Gaudet**



## ONLY BUSINESS ORIENTED PROGRAMMING

Our bilingual programming is designed specifically for company owners and top executives, with a focus on news, business, finance, and technology content.

But we don't just stop at providing the latest insights - we deliver tactical knowledge that business owners need to become better entrepreneurs. With NowMedia TV Network, we're reaching a wider audience and providing tailored content that speaks directly to the needs of the business community.

So if you're ready to take your business to the next level, tune in to NowMedia Television and NowMedia Radio. With our bilingual content and focus on business, finance, and technology, you'll get the knowledge and insights you need to succeed.

## BI-NATIONAL - MULTIMEDIA REACH AND COVERAGE

Are you tired of being limited by borders? Look no further than NowMedia Television and NowMedia Radio - the only media company in the United States with simultaneous reach on both sides of the border, across multiple platforms.

Our unique multicasting and broadcasting models are a game-changer, combining over-the-air, cable, and Direct-to-Home Television, over-the-air radio, Internet Provided Television (IPTV), High Definition Video and Audio Streaming, on-demand content, and a cutting-edge digital news platform.

At NowMedia Television and NowMedia Radio, we don't believe in limitations. We believe in breaking down barriers and reaching new heights. Whether you're tuning in for the latest news or catching up on your favorite shows, we've got you covered.

So why settle for less? Choose the media company that's changing the game. Choose NowMedia Television and NowMedia Radio, and experience the power of a truly bi-national, multimedia reach and coverage.

## OVER THE AIR - TELEVISION

### TELEVISION STATIONS US MARKETS & MEXICO MARKETS

KVQT NOWMEDIA TV CH 21.10 HOUSTON, TX

KAOB NOWMEDIA TV CH 27.10 BEAUMONT, TX

K20KJ-D NOWMEDIA TV CH 20.10 COLLEGE STATION, TX

K210B-D NOWMEDIA TV CH 21.10 LAKE CHARLES, LA

K20KJ-D NOWMEDIA TV CH 20.10 BRYAN, TX 20.10

K33QP-D NOWMEDIA TV CH 33.10 CORPUS CHRISTI, TX

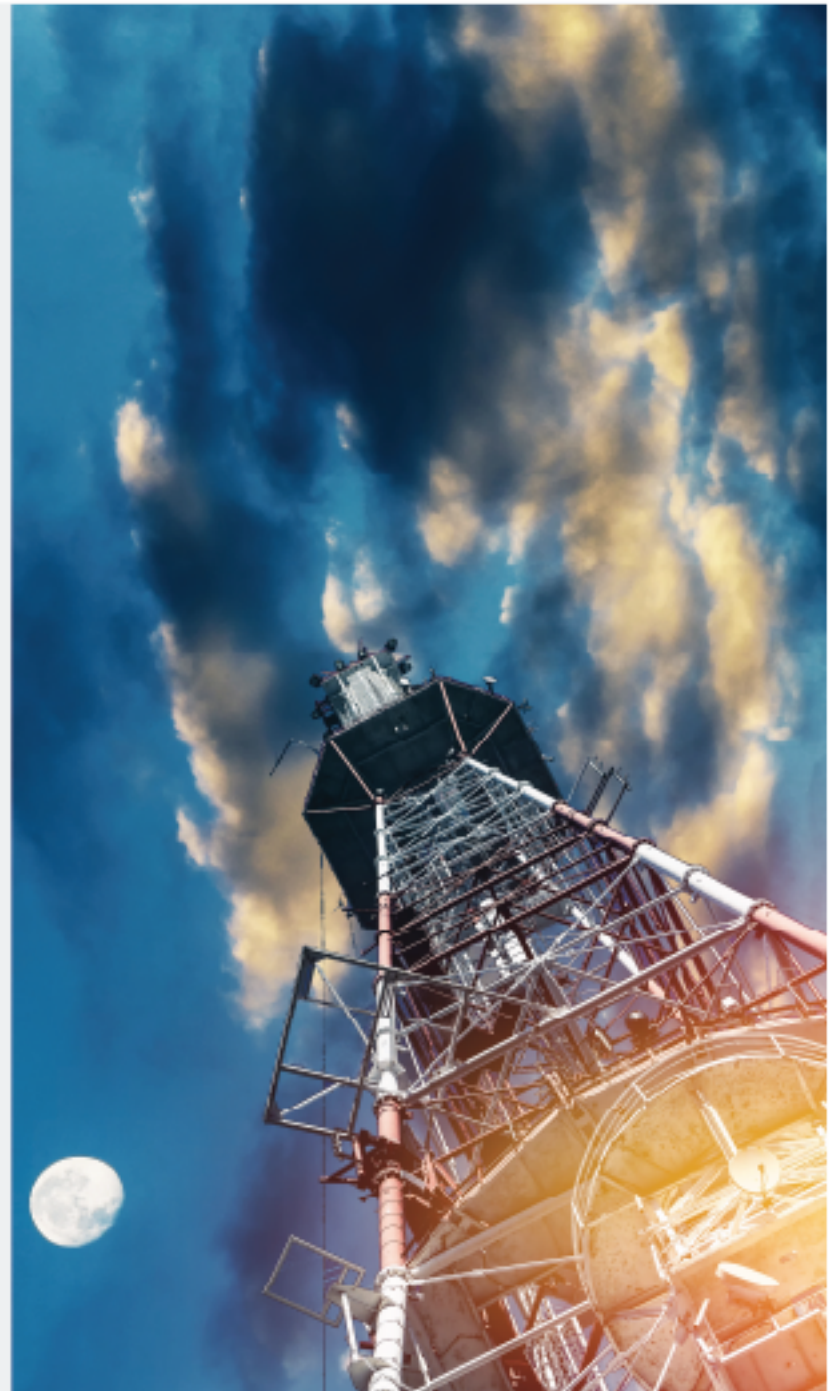
KVAW-D-18 NOWMEDIA TELEVISION, EAGLE PASS, TX

KVAW-D-18 NOWMEDIA TELEVISION, PIEDRAS NERAS, MEX

W29F0 NOWMEDIA TELEVISION, CH 29.10 TALLAHASSEE FLORIDA

W29FO NOWMEDIA TELEVISION, CH. 29.10 MIAMI FLORIDA

EI! CABLE, COAHUILA, MEXICO







## MEXICO COVERAGE VIA HERALDO GROUP

Heraldo Media Group is a powerhouse media conglomerate in Mexico, leading the way in delivering top-notch news coverage and entertainment to millions of viewers and listeners across the country through television, cable, and radio.

In addition to its extensive broadcasting network, Heraldo Media Group is also home to a thriving newspaper, providing readers with reliable, high-quality journalism on a daily basis. But that's not all - this company is also a digital news powerhouse, ranking as the number one digital news source in all of Mexico.

But this media leader isn't content to rest on its laurels - Heraldo Media Group has recently partnered with NowMedia to create the first bilingual media network in the United States. With a focus on delivering news and entertainment to Spanish and English-speaking audiences alike, this collaboration is breaking down barriers and bringing people together across language divides.

In an age of rapidly changing media consumption habits, Heraldo Media Group is leading the way in innovation and adaptation, always staying one step ahead of the curve.



TRUCK SAVERS - HOST EDMUNDO TREVINO

COBERTURA NACIONAL E INTERNACIONAL

UNA EMPRESA DE HERALDO MEDIA GROUP

AL AIRE

91.7 FM HD4

MC ALLEN REYNOSA TEXAS

• NOTGAPÉ

AL AIRE

93.5 FM HD4

BROWNSVILLE MATAMOROS TEXAS

• NOTGAPÉ

AL AIRE

21.10 TV

HOUSTON TEXAS

• NOW MEDIA

AL AIRE

27.10 TV

BEAUMONT TEXAS

• NOW MEDIA BEAUMONT

AL AIRE

104.3 FM

HUNTVILLE TEXAS

• NOW MEDIA

AL AIRE

95.3 FM

CEDAR RAPIDS IOWA

• NOW MEDIA

AL AIRE

1220 AM

INDEPENDENCE IOWA

• NOW MEDIA

AL AIRE

33.10 TV

CORPUS CHRISTI TEXAS

• NOW MEDIA

AL AIRE

29.10 TV

TALLAHASSEE FLORIDA

• NOW MEDIA

AL AIRE

CANAL 22

ATLANTA GEORGIA

• NOW MEDIA

AL AIRE

20.10 TV

COLLEGE STATION TEXAS

• NOW MEDIA

AL AIRE

14.10 TV

TYLER TEXAS

• NOW MEDIA

AL AIRE

21.10 TV

LAKE CHARLES LOUISIANA

• NOW MEDIA

AL AIRE

1520 AM

SAN ANTONIO TEXAS

• NOW MEDIA

• AFIADAS A HMO

BITÁCORA DE NEGOCIOS

CON MARIO MALDONADO

+2800

HORAS SEMANALES DE PROGRAMACION EN ESTACIONES PROPIAS Y AFILIADAS

(LUNES A DOMINGO)

98.5 FM

COMO

100.3 FM

CIUDAD JUAREZ

99.7 FM

MONTREY NUEVO LEON

92.5 FM

TAMPA

88.3 FM

TIERRA COMPOST

94.7 FM

CHILPANCILO

96.9 FM

MERIDA YUCATAN

103.3 FM

TEPEC NAYARIT

104.3 FM

LA LAGUNA COAHUILA

106.5 FM

BAJACA

91.7 FM HD4

REYNOSA MALLAN

93.5 FM HD4

MATAMOROS BROWNSVILLE



Dr. Allen Badeau



Jake Linville



Noura Almasri



## STATE OF THE ART 24/7 MULTICASTING AND ON DEMAND

We're now offering a range of options for viewers to watch our programs online via our website, Apple TV, Roku, TV Amazon Prime, YouTube Live TV, and even Oculus (3D Immersive Television).

This Isn't just any streaming service - this is the future of television. With our new feature, you can watch live programs, catch up on missed episodes, and access exclusive content not available on traditional television. And with the ability to watch programs on-demand, you have the freedom to pause, rewind, or fast-forward through the content.

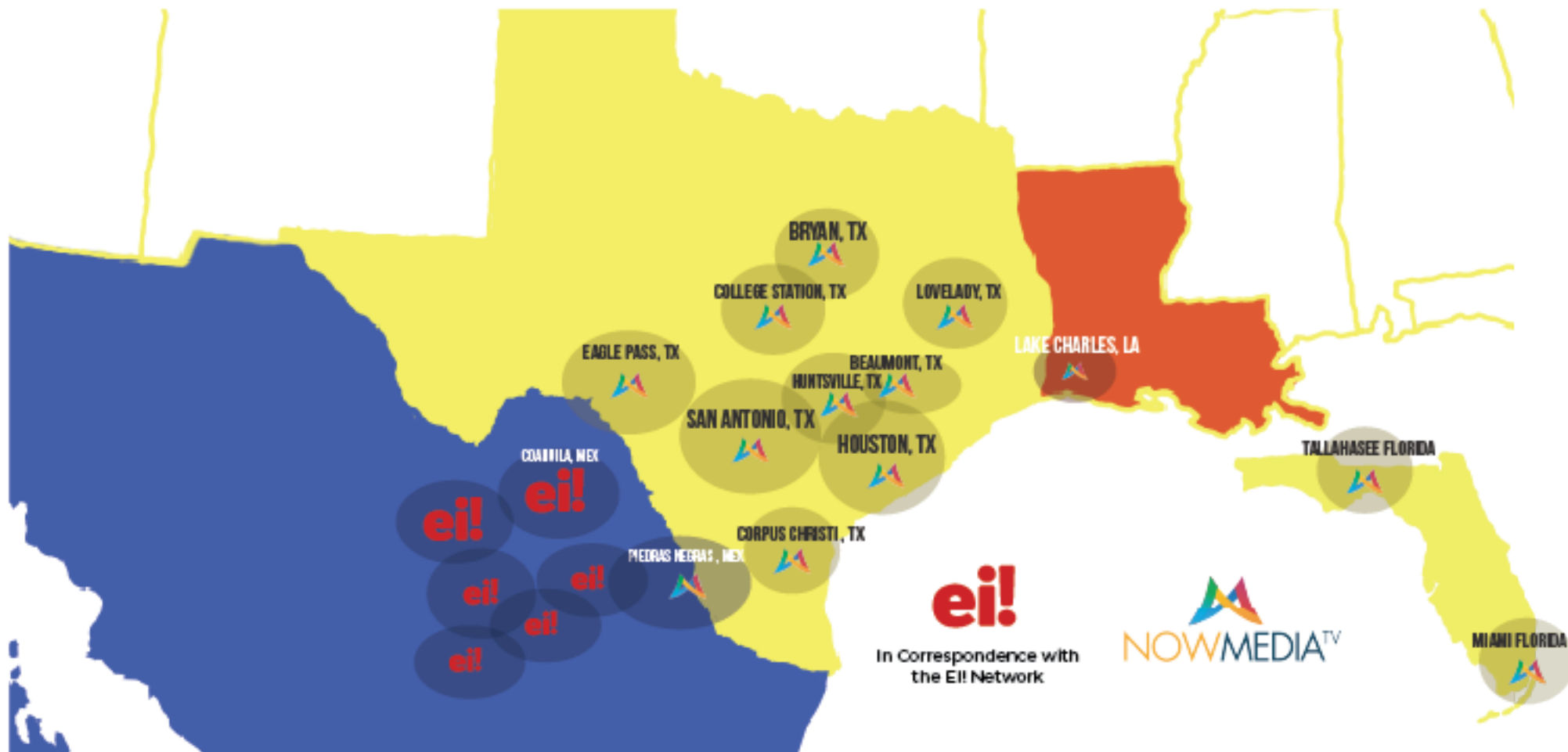
But we're not just about convenience - we're about pushing the boundaries of what television can be. Our Immersive 3D technology on Oculus allows you to step inside your favorite shows and experience them like never before.

**Roku TV**

 **YouTubeTV**



 **oculus** 



## MULTI MARKET COVERAGE

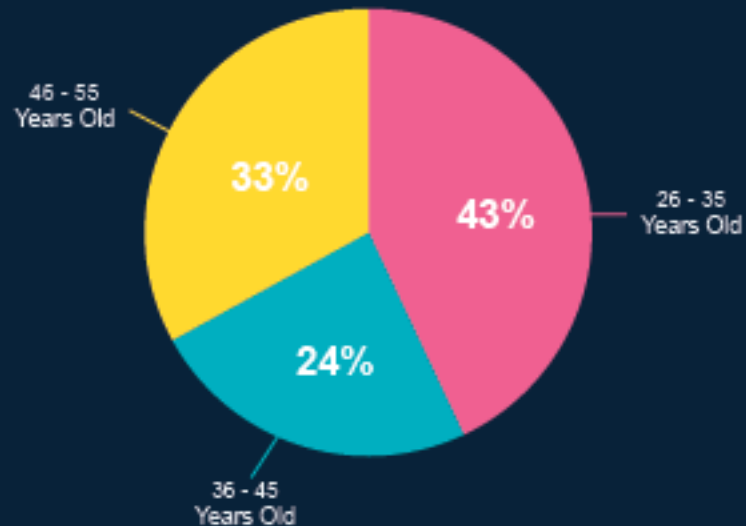
At NowMedia, we're all about reach. With our bilingual media network, we're able to deliver our content to millions of households across the United States, with Over the air Television channels and Radio Stations in multiple markets. Whether you're an English or Spanish speaker, we've got you covered.

Our network has a significant presence in both English and Spanish-speaking markets, allowing us to reach a diverse audience unlike any other. And with our wide reach, we're the perfect choice for advertisers looking to get their message in front of a large and diverse audience.

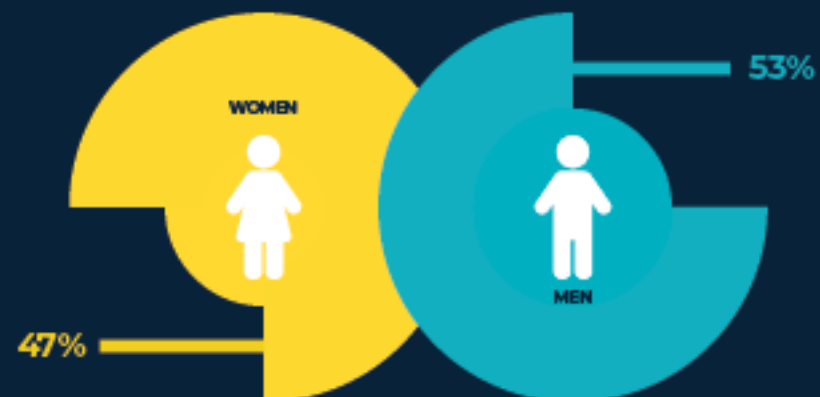
But we're not just about quantity - we're about quality too. Our commitment to delivering high-quality content ensures that our viewers keep coming back for more. And with our bilingual approach, we're able to provide a unique perspective on the latest news, entertainment, and cultural insights.

So whether you're looking to reach a large and diverse audience or simply stay informed and entertained, NowMedia is the network for you. Join us today and experience the power of bilingual media.

## OUR AUDIENCES AGE



## AGE DEMOGRAPHICS



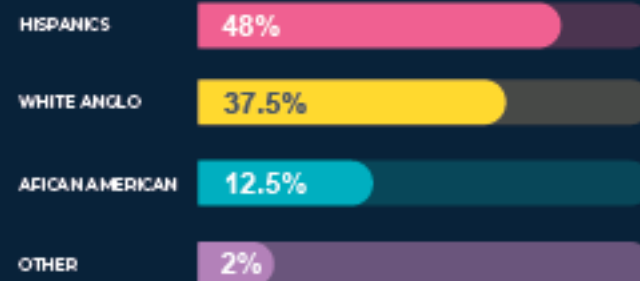
## AVERAGE AUDIENCES INCOME



\$150,000

\$750,000

## RACE DEMOGRAPHICS



98.5% BUSINESS OWNERS

65% FULLY BILINGUAL  
(ENGLISH & SPANISH)

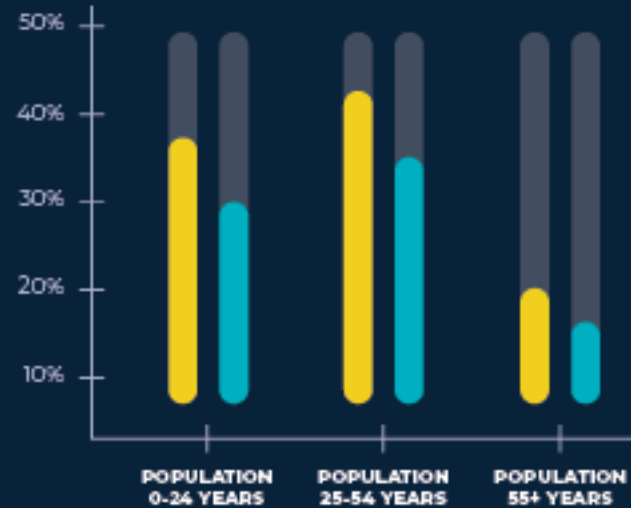


## NOWMEDIA NETWORKS DMA POPULATION DEMOGRAPHICS

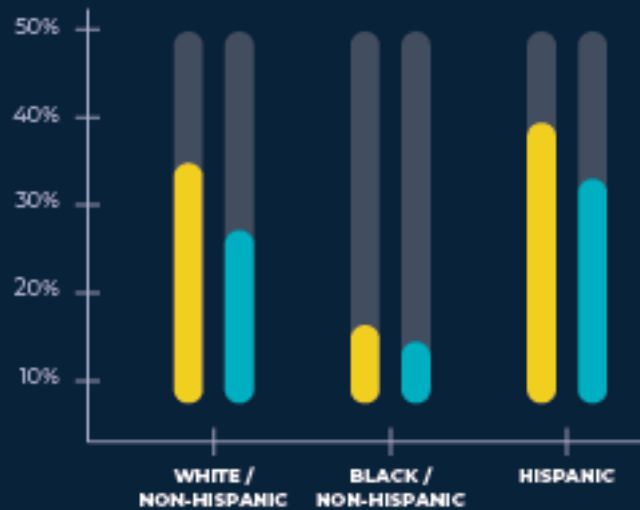
### TV HOUSEHOLDS US MARKETS



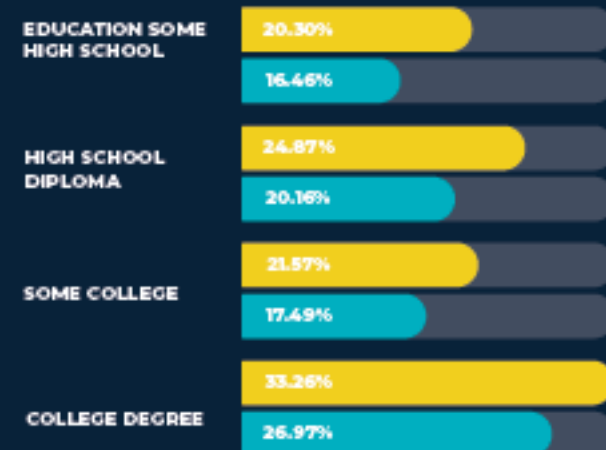
● AGREGATTED DMA TOTALS ● NOWMEDIA COVERAGE



● AGREGATTED DMA TOTALS ● NOWMEDIA COVERAGE



● AGREGATTED DMA TOTALS ● NOWMEDIA COVERAGE





Andrew Glisson - Host of Real Estate Insights



Rachel Weaver - Host of Biz-Talk

## BI-NATIONAL SALES

Through its strategic partnership with Heraldo Media Group NowMedia offers a unique approach for advertisers, where their ads can :

- Ads can be bought in the U.S and run in Mexico ( Radio, TV, Multiplatform and News Paper )
- Ads cab be bought in Mexico and run in the U.S ( Radio, TV, IpTV and On-demand)
- Ads can run simultaneously in both the U.S and Mexico Radio, TV, Multiplatform and Newspaper, IPTv and On-Demand)



Gustavo Soto - Host of Vision Empresarial

## LEADERS IN BUSINESS TO BUSINESS CONTENT

We're the bilingual leaders in Business to Business content, providing tactical knowledge to business owners across the United States and Mexico.

We know that when it comes to B2B content, you need the best of the best. That's why we're committed to delivering high-quality content that speaks directly to decision makers. Our specific niche gives our advertisers a direct approach to the top players in the industry, ensuring that their message is heard loud and clear.

But we're not just about reaching decision makers - we're about providing them with the tactical knowledge they need to succeed. Our team of experts is constantly on the forefront of the latest business trends and insights, providing our viewers with the tools they need to become better entrepreneurs. So if you're looking to reach a large and diverse audience of decision makers, NowMedia is the network for you.



Aolfe Roche



Allna Gonzalez Dockery



Dr. Julio Arroyo







## **NOWMEDIA TELEVISION MEDIA KIT 2024**

### **NOWMEDIA TELEVISION**

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Houston, TX 77042

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Website : [www.nowmedia.tv](http://www.nowmedia.tv)

### **HERALDO MEDIA GROUP**

Insurgentes # 1271

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