



Tu18Jax TV Tu18Jax.com



Jacksonville, Florida, the Rising Star of the Southeast

The Jacksonville Metropolitan Area is one of the country's fastest rising markets. Boasting a stunning array of natural beauty and resources, the region has the location, infrastructure, and diverse workforce that support its economic vitality. As a result, Jacksonville has grown dramatically in the past 25 years. Its population has increased and what was once a regional center has now evolved into a major international hub of commerce, services, tourism, and education. And **Jacksonville's Hispanic Community** is an essential part of that expansion, having grown by over 150% since 2000. The region is now home to over 150,000 Latinos. And the Jacksonville Hispanic Community continues to grow by about 5% a year. Hispanics now make up close to 10% of the total population of the Jacksonville DMA.

Tu18Jax TV, Canal 18, el canal local en español de Jacksonville, y TU18Jax.com

Hispanic Population in Jacksonville FL DMA 2017 Population Estimates	
County	Hisp Pop.
Baker County, Florida	725
Bradford County, Florida	1,106
Clay County, Florida	21,010
Columbia County, Florida	4,337
Duval County, Florida	90,569
Flagler County, Florida	11,546
Nassau County, Florida	3,473
St. Johns County, Florida	16,870
Camden County, Georgia	3,597
Charlton County, Georgia	483
Glynn County, Georgia	5,944
TOTAL HISPANIC	159,660

Jacksonville's Hispanic community has its own Spanish language local TV station and locally focused web magazine to serve Northeast Florida's large and growing Hispanic community with Entertainment, News, Information, and your opportunity to reach them *in Spanish*.

Latinos are actively participating in the area's dynamic growth. They are following the path of others who discovered Jax via the military, job offers, and family contacts. Hispanics are flocking to **Jax** to take

advantage of the jobs, weather, and lifestyle that the market offers. And, as in Miami, Tampa, and Orlando, hardworking Hispanics are making vital contributions to the area's economy.

This vibrant Hispanic consumer segment is open to your message. To most effectively reach them with your message you must do it in Spanish.



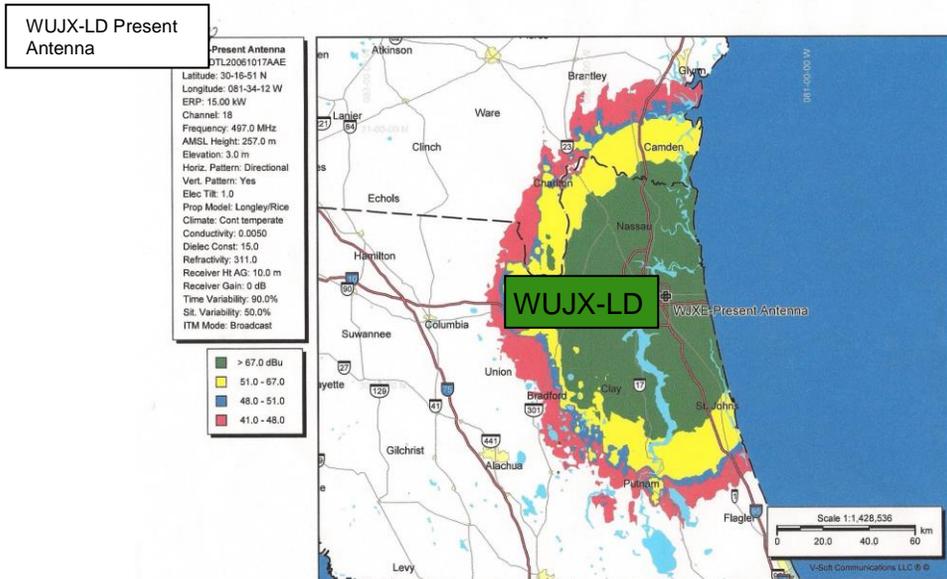
Latinos by Origin Jacksonville DMA (Source: US Census)	Estimate
Puerto Rican	32.26%
Mexican	24.82%
Cuban	11.29%
Central American	9.69%
Other South American	5.92%
Other Hispanic or Latino	5.87%
Colombian	5.04%
Dominican Republic	3.70%
Venezuelan	1.38%

Tu18Jax TV, Jacksonville's only local Spanish language TV station, airs and streams programs that Jacksonville Latinos enjoy. Programs designed especially for the local Hispanic. Puerto Ricans, Cubans, Dominicans, Colombians, Venezuelans, Mexicans and more love our programs. **We focus on the local community.** Tu18Jax, is the best choice platform to reach the Hispanic Community in Jacksonville. Our entertainment and news programs are popular with the total range of Latino demographics. And they offer an efficient and economic way to communicate with Jacksonville Hispanics.

Over the air on free channel 18.1 and now streaming live on the Internet 24 hours a day, soon we will be available on a Smartphone APP and via our own Streaming TV channel. Independent Research tells us are reaching estimated come of **40,000 viewers a week, AQH estimates: 2,500 viewers.** Our Facebook Insight reports page counts of **over 40,000 visits a month with an average reach of 150,000 views, and out web magazine has over 40,000 visits** avg per month. (Sources: Independent Research, Facebook Insights, and Google Analytics.) **And soon more with our new App for Roku, Smart TV and Mobile phones.**



Tu18Jax wants to make it easy for you to send your message to this exciting and **economically valuable market**. We can put together a custom economic and cost-efficient schedule for you to make sure you make the most of your advertising resources. On average, only 5 percent to 6 percent of all advertising budgets are targeted to Hispanics, yet US Hispanics fill 20 percent or more of the **key demographic** groups sought by advertisers — children, teens and Millennials. Update your marketing plan to include **the only Spanish Language local TV station in Jax**, the most efficient way to reach Jacksonville Hispanics.



WHY REACH AND CONNECT WITH THE JACKSONVILLE FLORIDA HISPANIC MARKET?

- According to Forbes Magazine, Jacksonville is the **#1 Metro Area for Hispanics economically...**
- Hispanic homeownership rate of 55% is notably higher than the 43% average in other large U.S. metro areas.
- The median household income for the Jacksonville Florida metro area was \$58,709 in 2017. *Source: US Census ACS.*

Hispanics in Florida have proven to be a key element in the success of the communities where they live. Here in Jacksonville, Latinos are reaffirming that fact by their hard work, community participation, and economic impact. Let Tu18Jax TV, canal 18, Jacksonville, be your platform to reach this growing force.

Make Tu18Jax part of your marketing strategy

Contact one of our knowledgeable Account Representatives to start your plan now. Ventas@tu18jax.com, 904-619-9192.