

# Recuerdo 102.9 KLQV-FM

## Univision Radio's Most Successful New Format



RECUERDO 102.9 KLQV-FM is a Spanish Variety format, playing Spanish Hits and ONLY Hits! RECUERDO music creates an engaging listening environment by playing only the top hits that our listeners know by heart!

Through extensive national, regional and local research, Univision Radio has identified a distinct group of Spanish titles that have retained their hit status – in other words, the **“Super Hits.”**

RECUERDO 102.9 offers a wide selection of Super Hits from the '70s, '80s and '90s - featuring Ballads, Rancheras and Gruperas.

RECUERDO features the biggest stars in Spanish music, like Juan Gabriel, Vicente Fernandez, Julio Iglesias, Rocio Durcal, Camilo Sesto, Los Bukis, Ana Gabriel and other hit artists.

This variety of music is ideally suited for San Diego's predominantly Mexican population. Other core artists include: Joan Sebastian, Los Temerarios, Los Yonics, Bronco, José José, and more!

### Recuerdo is:

- › **Mexico**
- › **The perfect complement to La Nueva 106.5 FM**
- › **Community active**
- › **Multi-generational**
- › **Flexible**

### Recuerdo listeners:

- › **Are Selective**
- › **Have Families**
- › **Want an emotional tie to the programming**
- › **Want to be informed**