



**107.5-3HD3 / HUMFMRADIO.COM**

**HUM FM RADIO**

**PRESENTATION KIT 2021**

version 072921a

# HUM FM RADIO

## ABOUT US

HUM FM simultaneous broadcasts in Houston on both **103.5 FM** and in digital high-definition on **107.5 hd3**. Additionally, it streams online at [humtumradio.com](http://humtumradio.com). It is part of Texas' #1 South Asian broadcasting radio company; **Hum Radio Group**.

HUM FM knows and understands the pulse of South Asians. It connects this community, every hour of everyday, by providing them a voice and a sense of identity. It also serves to inform and to entertain. **HUM FM** is the station to listen for upcoming concerts, events, festivals and live entertainment. It is the official radio station for live entertainment events produced by Rehan Siddiqi Productions.

**HUM FM** is an award-winning market leader with 80% of its programming based on music and entertainment and 20% on news and topical programs. **HUM FM** caters to a dynamic and youth-oriented segment. Its broadcast is contemporary focusing on new hits, discoveries and even remixes of western club hits infused with a South Asian sound. Djs are high-energy and fast paced.



6161 Savoy Drive  
Suite 1140  
Houston, Tx 77036

Tel (713)545-4115  
[rehan@humfmradio.com](mailto:rehan@humfmradio.com)

**Ask about combining your  
advertising campaign with  
social media & digital!**

**OUR RADIO STATIONS  
CAN HELP YOUR  
BUSINESS GROW.**

**CALL US TODAY: 713.545-4115**

# Why Advertise with Us?

## Proven Results

- Association with a credible and professional market leader.
- The most powerful and cost affective media platform on the FM dial.
- Reaches almost the entire South Asian community in Houston and nationwide via its affiliates and internet products.
- The ability to launch and expand your brand with a proven track record of promoting successful products, businesses, services, and events.
- Amazing value and insight!
- Contact with an untapped and high-income demographic.
- The widest range of advertising and sponsorship packages that suit the smallest to the largest of local and corporate budgets.
- Broadcasting simultaneously on FM and HD. 2 x 1 Value!
- Streaming online.
- Digital and social media marketing available.
- THE ONLY SOUTH ASIAN RADIO STATION GROUP IN HOUSTON catering to a major minority group!



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**As of 2007 there were over 24  
Indian-American-oriented  
publications in Houston.  
Yet combined, they couldn't  
reach the masses like radio.**

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**Over 75% of Houston's  
convenience stores and  
gas stations are South  
Asian owned of which  
many stream our stations.**



# Listening Areas

## Reach Houston and beyond

- Conroe
- Woodlands
- N. Houston
- Galleria
- Bellaire
- Downtown Houston
- Rice Village
- SW Houston
- Memorial
- Missouri City
- Sugarland
- Mission Bend
- Rosenberg
- Katy
- Clear Lake
- Galveston
- Pearland
- Pasadena
- Lake Jackson
- Spring
- Alvin
- Victoria
- El Campo
- Bay City
- University of Houston
- Rice University
- Houston Community College
- worldwide via web and mobile!



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**Over 20,000  
businesses in  
Houston are South  
Asian owned!**

# Target Audience

## South Asian & South Asian-Americans in Houston, Texas



Listeners are family-oriented, educated, affluent, decision makers, consumers, home owners, savvy internet users, travelers, business owners, health professionals and students in advanced degree programs!

**Over 500,000 South Asians in Houston alone.**

Included are business, convenience store and gas station owners, doctors, engineers, IT professionals and degree level students.



*Over 20,000 business in Houston are South Asian owned of which over 5,000 are convenience stores and gas stations!*

*Businesses include banks, electricity companies, attorneys, insurance agents, restaurants, grocery chains, airlines, communication and IT companies, hotels, motels and more...*

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# Listener Demographics

**South Asians were the fastest growing US ethnic group from 1990-2010 with a growth rate of 105.9%**



## South Asian Affiliation

Indian Americans, known more commonly as Asian Indians (to differentiate them from American Indians) comprise the largest subgroup of South Asians consisting of people from Pakistan, Bangladesh, Nepal and Sri Lanka.

The countries and their respective immigrant communities share some common cultural, social and linguistic characteristics and thus are often clubbed together as one homogeneous region.

Some immigrants from Caribbean, Fiji, and East Africa also identify themselves as South Asians.

## South Asians consist of:

- Indians
- Pakistanis
- Bangladeshis
- Sri Lankans

**Age** 40% are between the age of 20 and 40 years with a median age of 30 years.

**Education** 75% of Asian Indians who work have a bachelors degree or higher

**Income**  
Highest annual median household income of \$61,322.  
Combined disposable income of \$88 billion.  
Estimated annual buying power of \$20 billion.

**Household Size**  
83% have nuclear families and 6% have extended families

Asian Indians - 3.1	Bangladeshi - 3.7
Pakistani - 3.7	Sri Lankan - 2.8



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**From 2000 to 2010 South Asians in Harris County increased by 39%!**

**REACH A NEW DEMO 713.545-4115**

# Programming

2 stations, online, digital and social media reach!



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India has the #1 Music  
App Market in Asia  
(twice global average).  
Music is important  
to South Asians!

- Music
- Film & Actors
- Concerts
- Festivals
- Fashion
- Beauty
- Health
- Arts
- Travel
- Media
- Technology
- Internet
- Social Media
- Photography
- Cooking
- Travel
- Sports
- News
- Talk
- Commentary
- Interviews
- Community
- Business
- Education
- Investment
- Stocks
- Real Estate
- Medicine
- Religion
- Science
- Politics
- Finance
- Immigration
- Law

**WANT TO AIR YOUR  
OWN PROGRAM  
AND CONTENT?**

**INFOMERCIAL  
BLOCK TIMES  
AVAILABLE**

**CALL FOR DETAILS  
713-545-4115**

- Personal
- Infomercials

*and much, much more!*



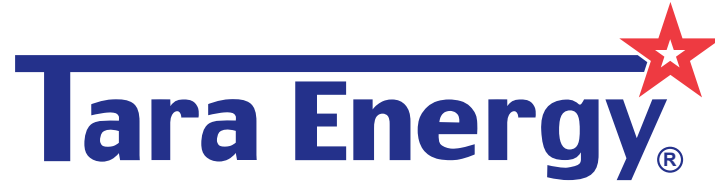
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RADIO. CALL US  
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Just a **FEW** of our proud supporters,  
sponsors and advertisers!



QATAR AIRWAYS



Emirates



Mercedes-Benz  
of Sugar Land

POST OAK  
MOTOR CARS  
A TILMAN FERTITTA COMPANY



STERLING McCALL TOYOTA



Alings

Northwestern Mutual  
Wealth Management Company®  
Omar Saeed, LUTCF



THE SETH BROTHERS  
REAL ESTATE TEAM





**LISTEN TO OUR OFFICIAL RADIO STATION!  
HOUSTON'S FIRST DESI 24/7 LIVE FM RADIO STATION**



**LIVE ON AIR**

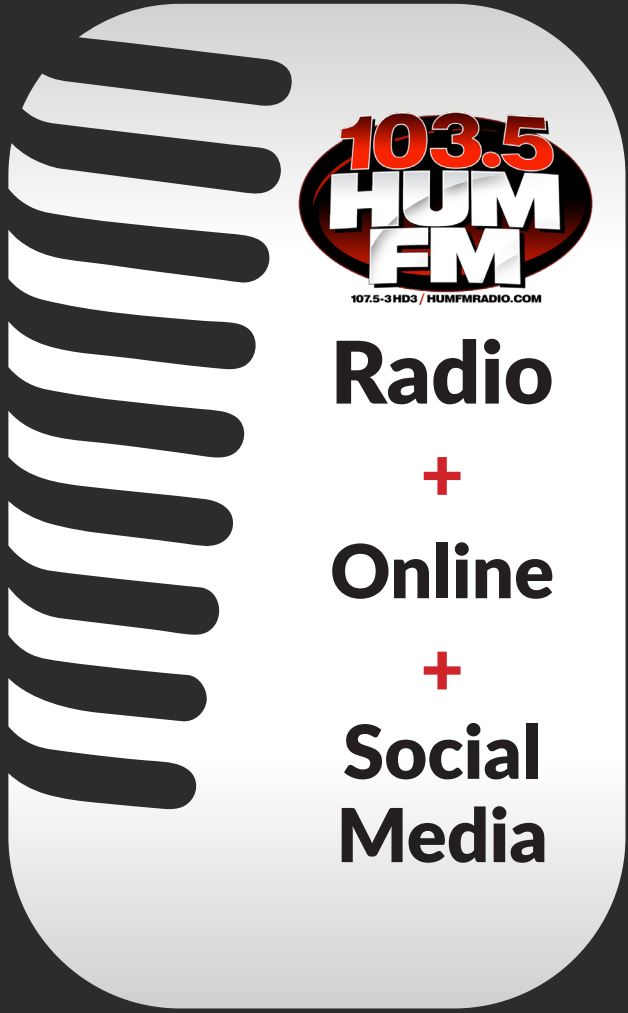
**AND ONLINE**

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**ON AIR ★ ONLINE ★ MOBILE**



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**CALL TODAY FOR A  
CUSTOMIZED  
PRESENTATION TO  
FIT YOUR SPECIAL  
BUDGET NEEDS.**

# Advertising Rates

**Local Houston-Based Business Rates\***

Prime Time: Morning (7am to 11am) and Afternoon (3pm to 7pm)

30 Seconds Prime Time ..... \$45

60 Seconds Prime Time ..... \$75

## Special Promotion

**Ask about our Combo Package Deal which includes:**

- Prime-time, regular & overnight spots
- Special Live DJ Mentions
- 3 Minute Weekly Interview
- No Production Fee
- Social Media Campaign
- Website Banner

**\* Corporate rates vary depending on inventory and frequency.**

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