

Radio Hamrah

Live, From Los Angeles, California
The Home to the Global Persian Community



Radio Hamrah 100.3 FM HD3

In less than Five years, Radio Hamrah has become
the home to the global Persian community.

This station has achieved unprecedented growth while building a large
and rapidly growing community of Farsi speaking listeners.

Radio Hamrah has brought together the most respected figures in
Persian media while setting a new standard for programming quality.

Its audience has quickly expanded to an international scale,
unifying a people divided by revolution, religion,
and region into one unified community.

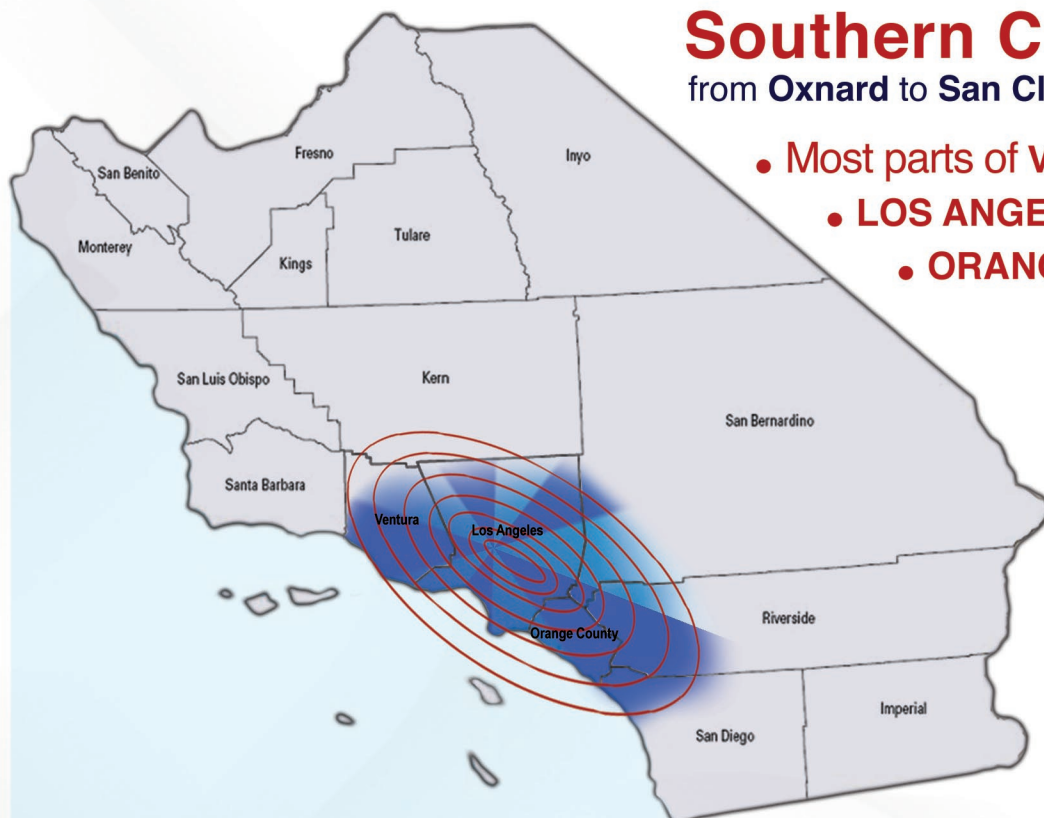


RADIOHAMRAH
100.3 FM HD3

Radio Hamrah Coverage Map

Southern California

Oxnard to San Clemente / Ventura County, Los Angeles, Orange County



Southern California

from **Oxnard** to **San Clemente**

- Most parts of **VENTURA COUNTY**
- **LOS ANGELES**
- **ORANGE COUNTY**

- Oxnard
- Camarillo
- Thousand Oaks
- Beverly Hills
- West Los Angeles
- Santa Monica
- Encino
- Torrance
- Anaheim
- Long Beach
- Santa Ana
- Irvine
- San Clemente
& other cities.

Get **RADIO HAMRAH** On **100.3 FM HD3** In
Southern California

- Car Radio
- HD Radio Devices

Nationwide / International

- www.radiohamrah.com
- Radio Hamrah Apps
- Glwiz & Other Persian Broadcasting Receivers



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Audience Demographics

Radio Hamrah Research

Gender

Driving Audience

58% Male
42% Female

Non-Driving Audience

56% Female
44% Male

Audience Age Breakdown

under 25

25-40

40-60

60-80

11%

34%

43%

12%



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IRANIAN-AMERICAN Population Profile

Southern California

Source: MIT Iranian Studies (2003)

Southern California Population

600,000 +

Radio Hamrah Research Department Survey

Speak Farsi At Home

over **65%**

Radio Hamrah Research Department Survey

Persian Radio Listeners

over **88%**



RADIOHAMRAH
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Radio Hamrah Listeners

SEPTEMBER 2016

Southern California - Northern California
U.S. Excluding California

Radio Hamrah Listeners in the U.S.

U.S. Excluding California

190,000+

California

400,000+

App + Internet + Glwiz + Phone

U.S. Excluding California

188,000

N. California

65,000+

San Jose
San Francisco
Bay Area

S. California

170,000+

Ventura
Los Angeles
Orange County

HD Radio (Excluding Cars)

Southern California

over 11,000 Listeners
Ventura + LA + OC

HD Radio (Cars)

Southern California

over 162,000 Listeners
Ventura + LA + OC



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