

# LATINO LIFE

THE UK'S WIDEST-REACHING LATIN MEDIA AND EVENTS

"ACKNOWLEDGING LATIN AMERICA AND SPAIN'S ABUNDANT CONTRIBUTION TO OUR CULTURAL LIFE"

*THE GUARDIAN*



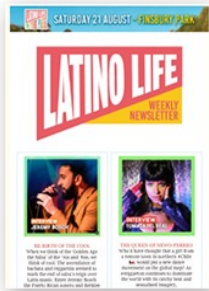
# Media Pack

# Media and Events Portfolio

## 2 Online magazines



## Weekly Newsletter



## Latinolife Print Magazine



## Socials



## Live events



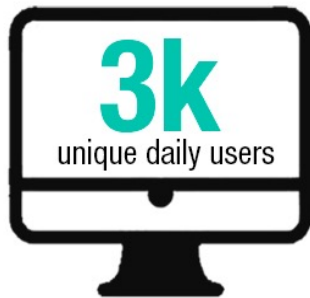
## Record Label



# Our Media

**1 MILLION** MONTHLY REACH  
THROUGH DIVERSE MEDIA PLATFORMS:

Latinolife.co.uk



**105k**  
subscribers  
the UK's largest  
Latin database



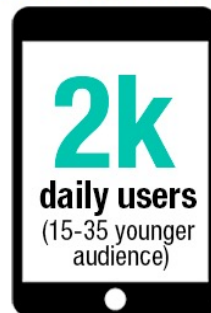
Latinolife  
Print Magazine  
**70k**  
readership



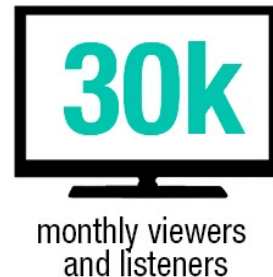
Social Media

**800k**  
monthly reach  
on 6 platforms  
x IG/FB/TW/TIKTOK

Reggaeton.co.uk



TV and Podcast



# Social Media



Monthly reach: **800k**



Total following: **308k**

@Latinolifeuk



**45k**

NEW

@vivasalsauk  
@vivareggaetonuk



**20k**

@thelatinoshaderoom



**28k**

@colombianoslondres

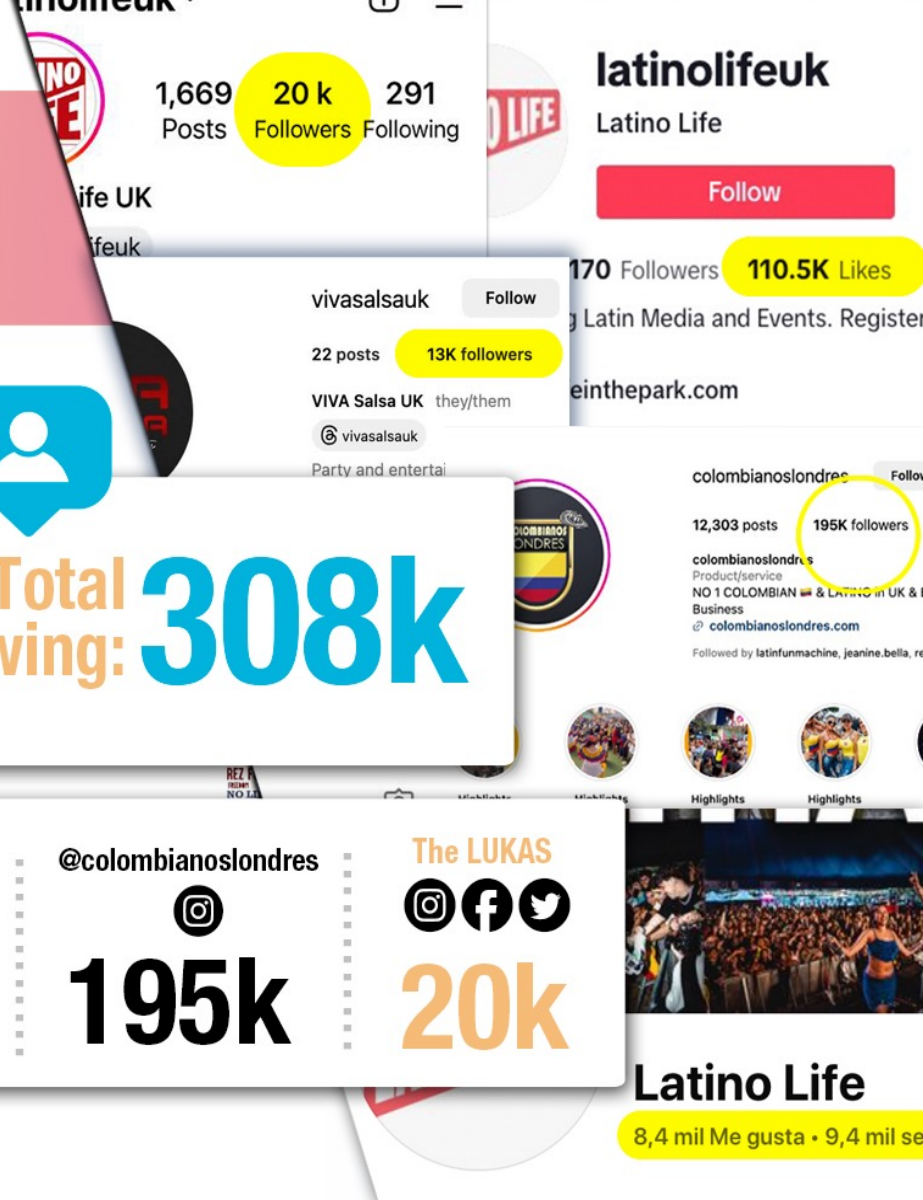


**195k**

The LUKAS



**20k**



**Latino Life**

8,4 mil Me gusta • 9,4 mil se

This audience has **31,582** contacts. **31,582** of them a

# Online Media



RE-BIRTH OF THE COOL  
When we think of the Golden Age  
the Salsa' of the '70s and '80s, we



THE QUEEN OF NEWB-FERREO  
Who'd have thought that a girl from  
a remote town in northern #Chile

Subscribed

**105,686**



New subscribers (30 days)

**16,554** ↗



LatinoLife database  
weekly newsletter to  
**94,300**



Urban Latin Database  
(16-25 year olds)

**31k**



**3k**

unique average  
daily users  
[www.latinolife.co.uk](http://www.latinolife.co.uk)



**2k**

daily users  
urban music website  
[reggaeton.co.uk](http://reggaeton.co.uk)

NEW



**50k**

50k views and listens  
on our exclusive films  
and podcasts



# Print Magazine

Circulation:

 **20K**

Digital Views:

 **15K**

Readership:

 **70K**

Distribution to 200 venues around London, including chain restaurants such as Cabana, Bar Salsa, public libraries consulates.

**\*We also distribute flyers for clients to same venues**

**40%** Latin American, Spanish and Portuguese restaurants and other venues.

**30%** Cafes and bars, libraries and arts venues in areas such as in Soho, Shoreditch, Stoke Newington, Camden, Crouch End, Hackney, Notting Hill, West Hampstead.

**30%** Hand to hand at relevant Latin concerts, festivals and events, including our own (at least 20 per year).



# Our Events

From Major Public Festival to Red Carpet Glamour,  
We produce the UK's widest-reaching Latin events

**LATINO LIFE**  
IN THE PARK



[www.latinolifeinthepark.com](http://www.latinolifeinthepark.com)

The UK's  
biggest annual  
Latin park  
festival

**LATINO LIFE**  
INCUBATOR



[latinolife.co.uk/incubators](http://latinolife.co.uk/incubators)

The UK industry events  
for all those with  
a professional  
interest in Latin Music

**LUKAS**  
THE ENTERTAINMENT AWARDS



[www.thelukas.co.uk](http://www.thelukas.co.uk)

Europe's  
only Latin  
Entertainment  
Awards

**VIVA**



[@vivareggaetonuk](https://twitter.com/vivareggaetonuk) [@vivasalsauk](https://twitter.com/vivasalsauk) [@sabor\\_uk](https://twitter.com/sabor_uk)

The UK's biggest  
Latin clubnights  
4 rooms:  
Reggaeton, House,  
Brazil, Tropical



# Other Unique Live Experiences

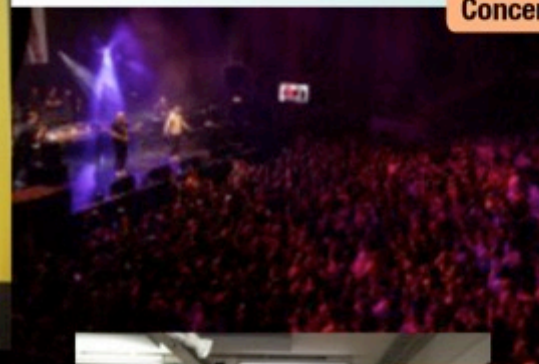
LoLaMC – The London Latin Music Conference



Comedy Shows



Concerts



4 x Weekly club nights



Supper clubs



Art exhibitions



Plus sporting events, film screenings, talks and much more

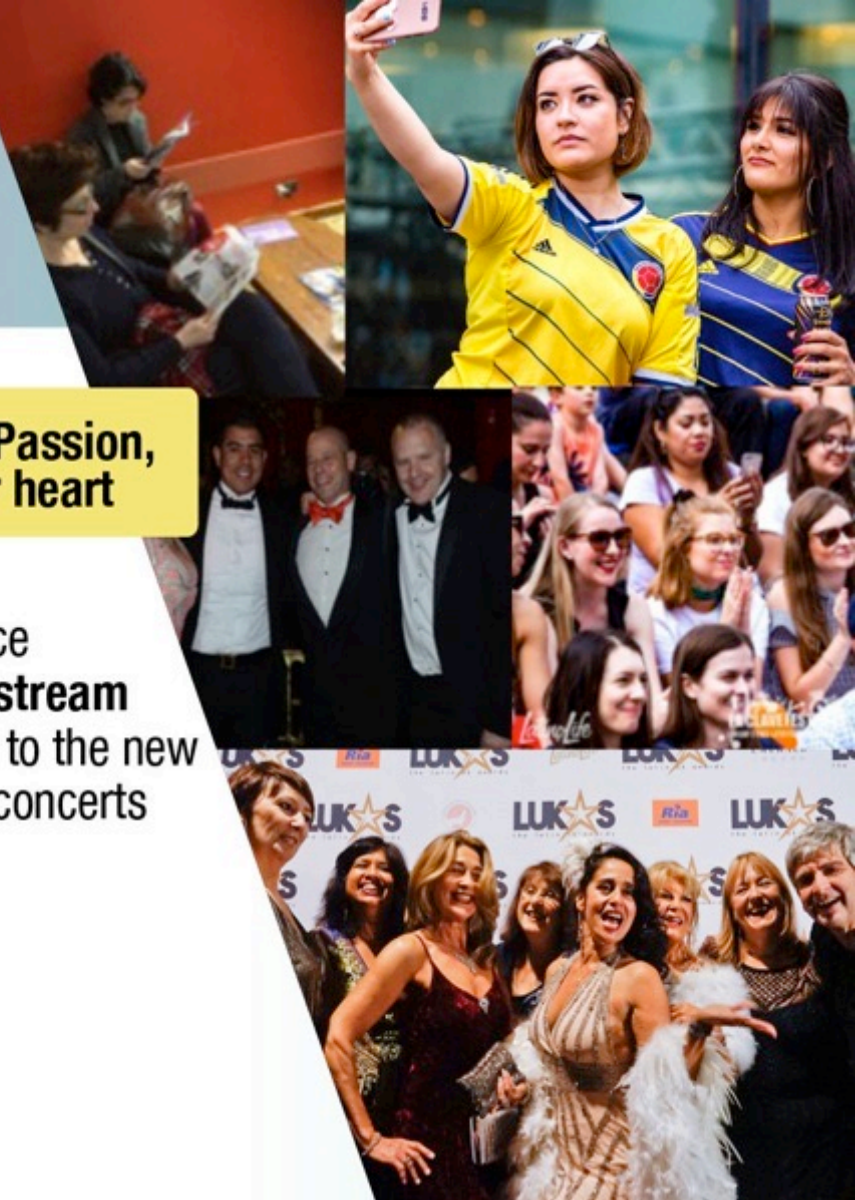


# Trust, reputation and credibility

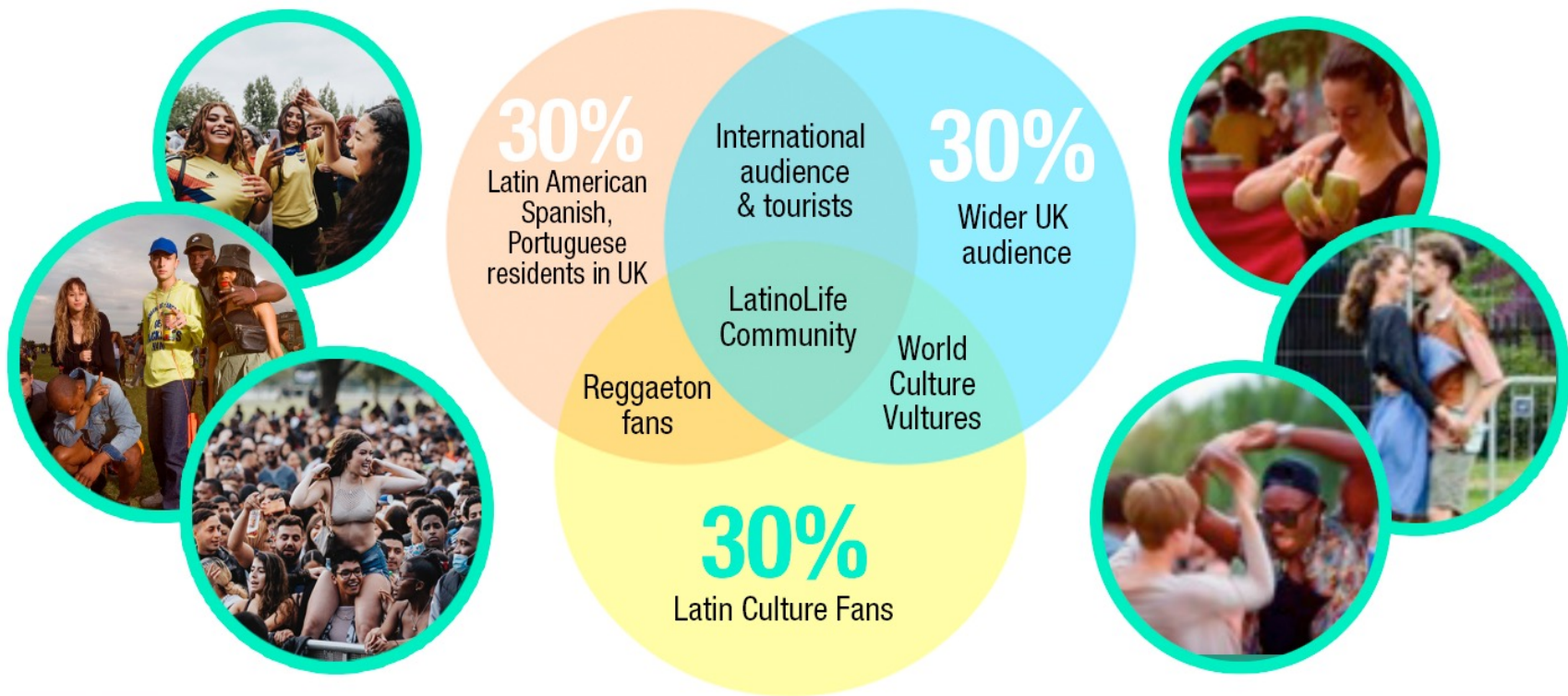
We've built our audience loyalty over 20 years. Passion, independence and cultural knowledge lie at our heart

We reach the UK's biggest and most diverse audience of Latin culture lovers - **Latino residents and mainstream audiences**, from AB women hooked on Latin Dance to the new multi-cultural generation seeking the coolest urban concerts and club nights. **Their common denominator? A love of Latin culture**

We are a community. We know our followers intimately, they love and trust our products.



# The LatinoLife Audience



# Vital Stats

**1m** monthly reach via our media & events

**1m** LUKAS annual reach via international media coverage

**92k** subscribers to weekly newsletter

**87k+** TW/FB/IG/Tiktok followers and fans

**72k+** LatinoLife magazine readership

**50k** voters in LUKAS Awards every year (20k subscribe to newsletter)

**40k** Live audience at summer festival (15k new subscribers from registration)

**5k** unique hits a day during voting on thelukas.co.uk

**3k** unique hits a day on 2 websites (9.4 mins average time)

SATURDAY 21 AUGUST - FINSBURY PARK

**LATINO LIFE**  
WEEKLY NEWSLETTER



DOOL  
les Age  
ps, we  
of u  
we  
the

**THE QUEEN OF NEWO-FERRO**  
Who'd have thought that a girl from a remote town in northern Chile, would put a new dance movement on the global map? As #reggaeton continues to dominate the world with its catchy beat and sexualised imagery,



# DJ and Music Services

Being so in touch with the Latin artistic community means that we know the highest quality musicians and dancers in the Latin arts industry. We can source the best Latin performers and DJs to suit your every need.

Heading LatinoLife's music services is the UK's most popular Latin DJ, Jose Luis. With weekly residencies in The West End, and his own weekly clubnights The Sunday Xperience, Viva Reggaeton and Reggaeton Fiesta. Jose is one of Europe's leading Latin DJs.

Jose Luis pioneered the Reggaeton club scene in Europe, creating the UK's most successful Latin club night, La Bomba at the Ministry of Sound, and taking it to Ibiza and Germany, South Africa and Hong Kong. As well as starting some of London's most innovative club nights, JL has had residencies in Ministry of Sound (London) and Pacha (Ibiza) to name a few and now runs Candela Records in partnership with Warner. We have our fingers on the Latin pulse, just let us know what you need and we'll provide the Latin flava.

**For bookings: [candelauk@gmail.com](mailto:candelauk@gmail.com)**



# Amaranta Wright LatinoLife Co-founder

**Social and Creative Entrepreneur, Journalist and Editor, I am an ex-Latin America correspondent for The Sunday Telegraph, Scotland on Sunday, San Francisco Chronicle and Toronto Globe and Mail and author the critically acclaimed book *'Ripped and Torn: Levi's, Latin America and The Blue Jean Dream.'***

Born in Buenos Aires, I came to the UK at the age of six and grew up in North London. After reading history at Oxford University, I returned to my birthplace and began my career in journalism. Short-listed for The Jane Pakenham Journalism award as a correspondent, I went on to found the award-winning BULB magazine, before starting [www.latinolife.co.uk](http://www.latinolife.co.uk), my lifelong dream, in 2007. I know what to put in it, because it is the magazine I always looked for and never found!.

One year later I launched The LUKAS awards, which very quickly took on a life of its own to become the UK's fastest growing awards ceremony. And then I launched 'LatinoLife in the Park' [www.latinolifeinthepark.co.uk](http://www.latinolifeinthepark.co.uk) which has become the UK's largest free Latin festival. In 2019 we launched the urban Latin music site [www.reggaeton.co.uk](http://www.reggaeton.co.uk) and in 2021 we launched Candela Records, the UK's first label dedicated to Urban Latin music [www.candelarecords.co.uk](http://www.candelarecords.co.uk). I pride myself on producing quality media and events that reflect and feed Britain and the world's rapidly growing passion for all things Latino.



# Contact

**LATINO LIFE**



**LATINO LIFE  
IN THE PARK**

**800k monthly  
reach**

[www.latinolife.co.uk](http://www.latinolife.co.uk)

**70k  
readership**

**40k live audience**

[www.latinolifeinthepark.com](http://www.latinolifeinthepark.com)



**UK Urban Latin  
Music Label**

[www.candelarecords.co.uk](http://www.candelarecords.co.uk)

**CANDELA  
SOUND  
SYSTEM**

**Touring shows**

[www.candelarecords.co.uk/soundsystem](http://www.candelarecords.co.uk/soundsystem)



**LATINO LIFE  
INCUBATOR**

**Industry events**

[www.latinolife.co.uk/incubators](http://www.latinolife.co.uk/incubators)



**1 million annual reach**

[www.thelukas.co.uk](http://www.thelukas.co.uk)



**2k unique visits**

[www.reggaeton.co.uk](http://www.reggaeton.co.uk)

**VIVANATION**

**Clubnights**

**3k weekly live audience**

[@vivareggaetonuk](https://twitter.com/vivareggaetonuk) [@vivasalsauk](https://twitter.com/vivasalsauk)

[@sabor\\_uk](https://twitter.com/sabor_uk)

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**Jose Luis Seijas Head of Music**

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