



LATINO LIFE



THE UK'S WIDEST-REACHING LATIN EVENTS, MEDIA AND MUSIC



WHO WE ARE

Latino Life is the UK's leading Latin entertainment organisation, shaping the UK music and arts scene in the 21st century.

We produce pioneering, unique and wide-reaching events, media, music and institutions which have been fundamental to developing the UK-Latin music industry.

Through our platforms we introduce, nurture, support and showcase new Latin artists, launching them onto the UK and global stage.



latinolife

25
LUIS ENRIQUE
MUSICO PERUANO
AMAZONAS

Latinolife

25
LUIS ENRIQUE
MUSICO PERUANO
AMAZONAS

Media, Music and Events Portfolio



2 Online magazines



Weekly Newsletter



Latinlife Print Magazine



Socials



Live events



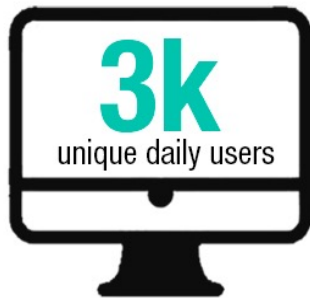
Record Label



Our Media

1 MILLION MONTHLY REACH
THROUGH DIVERSE MEDIA PLATFORMS:

Latinolife.co.uk



105k
subscribers
the UK's largest
Latin database



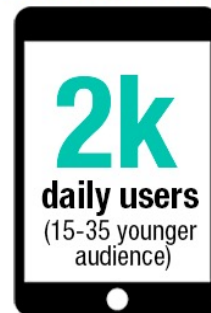
Latinolife
Print Magazine
70k
readership



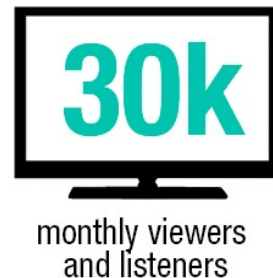
Social Media

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

Reggaeton.co.uk



TV and Podcast



Our Events

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

LATINO LIFE
IN THE PARK



The UK's
biggest annual
Latin park
festival

www.latinolifeinthepark.com

LATINO LIFE
INCUBATOR



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

latinolife.co.uk/incubators

LUKAS
THE ENTERTAINMENT AWARDS



Europe's
only Latin
Entertainment
Awards

www.thelukas.co.uk

VIVA



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

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



LATINO LIFE IN THE PARK

Date: Saturday 5th August
Venue: Walpole Park, London W5
Attendance: 50,000 across the weekend

Latino Life in the Park is the embodiment of LatinoLife.co.uk Europe's leading Latino media outlet delivering a wide ranging expression of Latino sounds culture and food.

Now in its 8th year, the festival has developed a reputation for creating unique experiences with quality artists.

We are known for our excellent programming, amazing atmosphere, safe and family-friendly environment, fun-loving audience, and the breath and depth of the arts cultures represented.

Loved by both local residents and visitors from all over London and the South East; Latino Life in the Park has become THE must-do Latin event of the year.

LATINO LIFE IN THE PARK

The UK's largest Latin Festival



Audience Profile by stage:

LA CLAVE STAGE - The home of salsa and samba, South American tropical roots and rhythms.

Fun-loving festival crowd of all ages, getting younger as day goes on.

Age: 12-6pm : families and 35+
6-10pm and after party: 16-35
45% MALE 55% FEMALE

CANDELA STAGE - the UK's only festival stage dedicated to Urban Latin music. Supported by Warner-backed Candela Records, bringing home grown Latino talent to market.

Tennage dance crowd looking to party from when the gates open till last act goes off stage.

Age: 16-35
45% FEMALE 55% MALE

Previous partners include:



latinolifeuk



latinolifeuk



www.latinointhepark.co.uk



THE LUKAS

Date: November

Venue: Koko London

Previous Winners: Juan Luis Guerra, Carlos Vives, Shakira, Bad Bunny, Gente de Zona, Grupo Niche, Manuel Turizo, Phil Manzanera, Carlos Acosta.

The LUKAS are Europe's Latin Entertainment Awards, broadcast from London to Latin America, The US and Spain.

With two months online voting and a Gala ceremony featuring musicians, artists, sports personalities, international stars, celebrities and the 'who's who' of the Latin entertainment world.

A globally respected brand, distinct from US equivalents due to London's unique music history and cultural appeal.



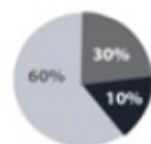
Europe's Latin Entertainment Awards

Audience profile:

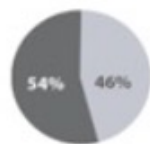
- Young, aspirational, upwardly mobile
- Glamour-loving, fashion and beauty conscious, consumer-driven
- Dynamic, diverse, positive, fun-loving
- Sociable, spend on going out
- Pre-disposed to spending on the culture they are passionate about
- Includes wealthy individuals and influencers



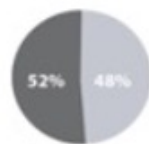
1500 guests from the music and entertainment world
10 million viewers on line



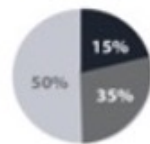
60% reside in the UK
30% Europe
10% international



54% female
46% male



52% Latin American/
Spanish
48% British/other



50% 25-45
35% 18-25
15% over 45



68% travel to Latin America regularly, or wish to



83% prefer Latin American and Spanish food



48% send money abroad every month

Previous partners include:



CAZCABEL



latinolifeuk



latinolifeuk



www.latinointhepark.co.uk

The UK's only Urban Latin Music label



A Partnership between LatinoLife and Atlantic Records (Warner) founded in 2020 “Together we will find incredible new talent that will shine on the global stage,” Trenton Harrison-Lewis, Senior Vice President of Warner Music UK.

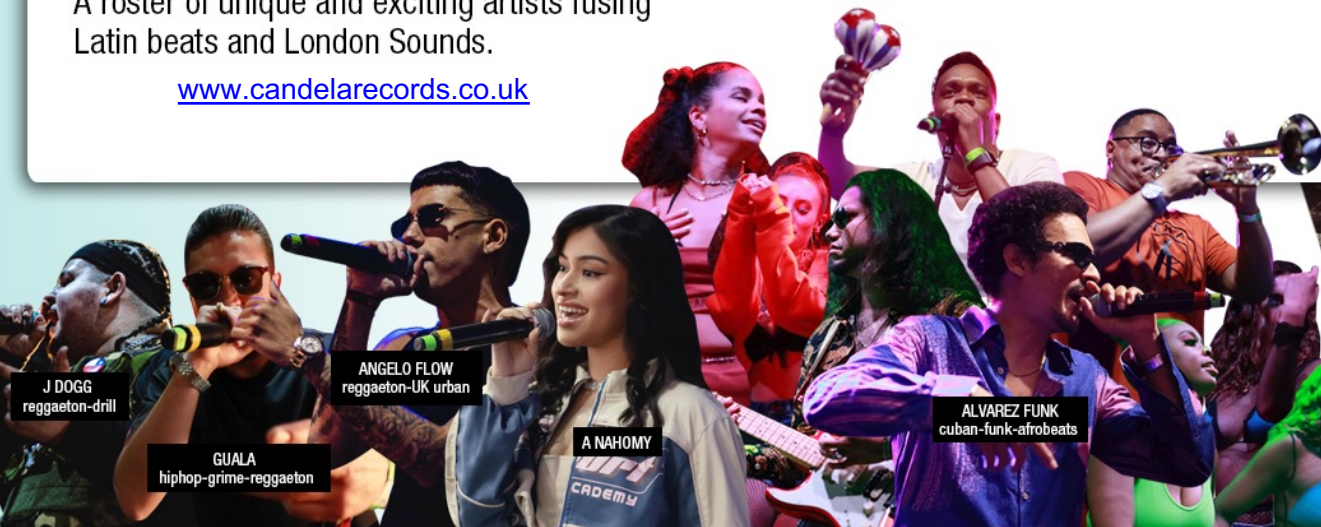
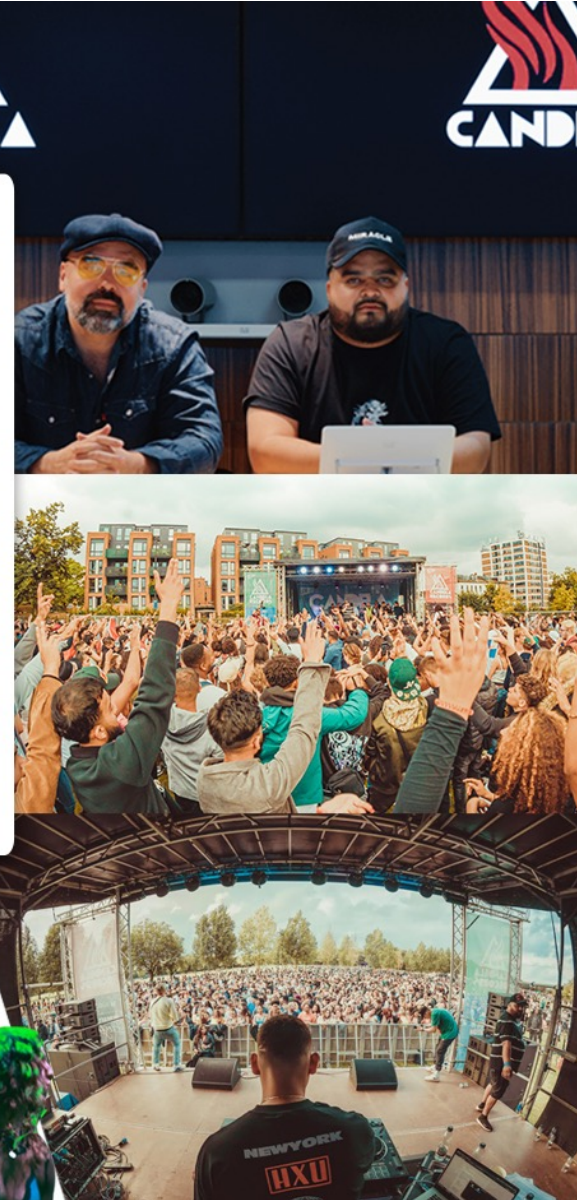
A roster of unique and exciting artists fusing Latin beats and London Sounds.

www.candelarecords.co.uk

CANDELA
SOUND
SYSTEM

Candela Sound System is the Label's touring show. Featuring the very best UK Urban Latin artists, Djs and dancers. We bring the Latin party to any festival stage, an experience that delights audiences.

www.candelarecords.co.uk/soundsystem



J DOGG
reggaeton-drill

ANGELO FLOW
reggaeton-UK urban

GUALA
hiphop-grime-reggaeton

A NAHOMY

ALVAREZ FUNK
cuban-funk-afrobeats

The Incubator

**LATINO LIFE
INCUBATOR**

The LatinoLife Incubators are industry events for everyone with a professional interest in the creation, presentation, promotion and distribution of Latin Music in the UK.

An event for musicians, DJs, dancers, promoters, venues, labels, distributors, media and the wider network of support organisations that link us together, to check the temperature of Latin Music in London.

Panel discussions on critical themes affecting the industry plus workshops and networking with experts in areas such as recording, audiovisual production, music management, PR, digital marketing, to help artists access skills, resources and markets necessary to integrate into the mainstream music industry.

All our Incubators conclude with an evening of live music showcases, introducing new artists to the UK music industry



Our mentoring & outreach

LatinoLife runs a rolling mentoring programme, helping young latino artists forge successful careers in the music and arts industries.

Our recording studio and office acts as a creative Hub with an 'open door' policy for young creatives.

We offer free studio time, access to production facilities, and source experts to help young aspiring artists in recording, audiovisual, music management, PR.

We take inspiring Latin Americans into schools to perform and give workshops to children about our music, dances, arts and cultures.

We also provide training to school leavers and deliver a range of activities, from workshops to one-to-one tutoring, helping new artists develop careers and forge pathways into the music industry.



Contact

LATINO LIFE



LATINO LIFE
IN THE PARK

800k monthly reach

70k readership

40k live audience

Online: www.latinolife.co.uk

www.latinolifeinthepark.com

In Print: www.issuu.com/latinolife



UK Urban Latin Music Label

www.candelarecords.co.uk

CANDELA SOUND SYSTEM

Touring shows

www.candelarecords.co.uk/soundsystem

LATINO LIFE INCUBATOR

Industry events

www.latinolife.co.uk/incubators



1 million annual reach

www.thelukas.co.uk



2k unique visits

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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