

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



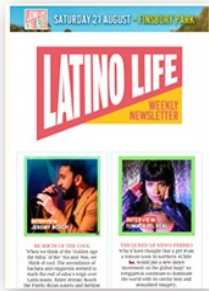
Media Pack

Media and Events Portfolio

2 Online magazines



Weekly Newsletter



Latinolife Print Magazine



Socials



Live events



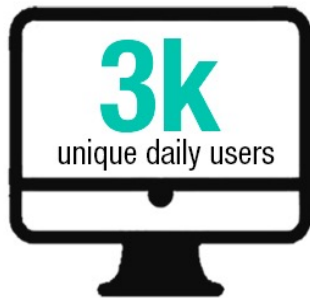
Record Label



Our Media

1 MILLION MONTHLY REACH
THROUGH DIVERSE MEDIA PLATFORMS:

Latinolife.co.uk



105k
subscribers
the UK's largest
Latin database



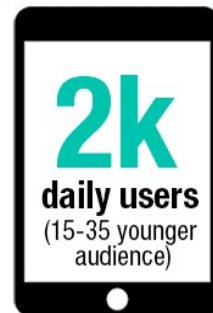
Latinolife
Print Magazine
70k
readership



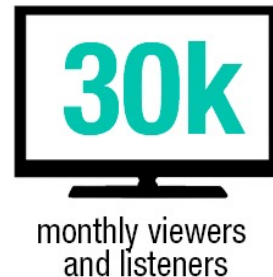
Social Media

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

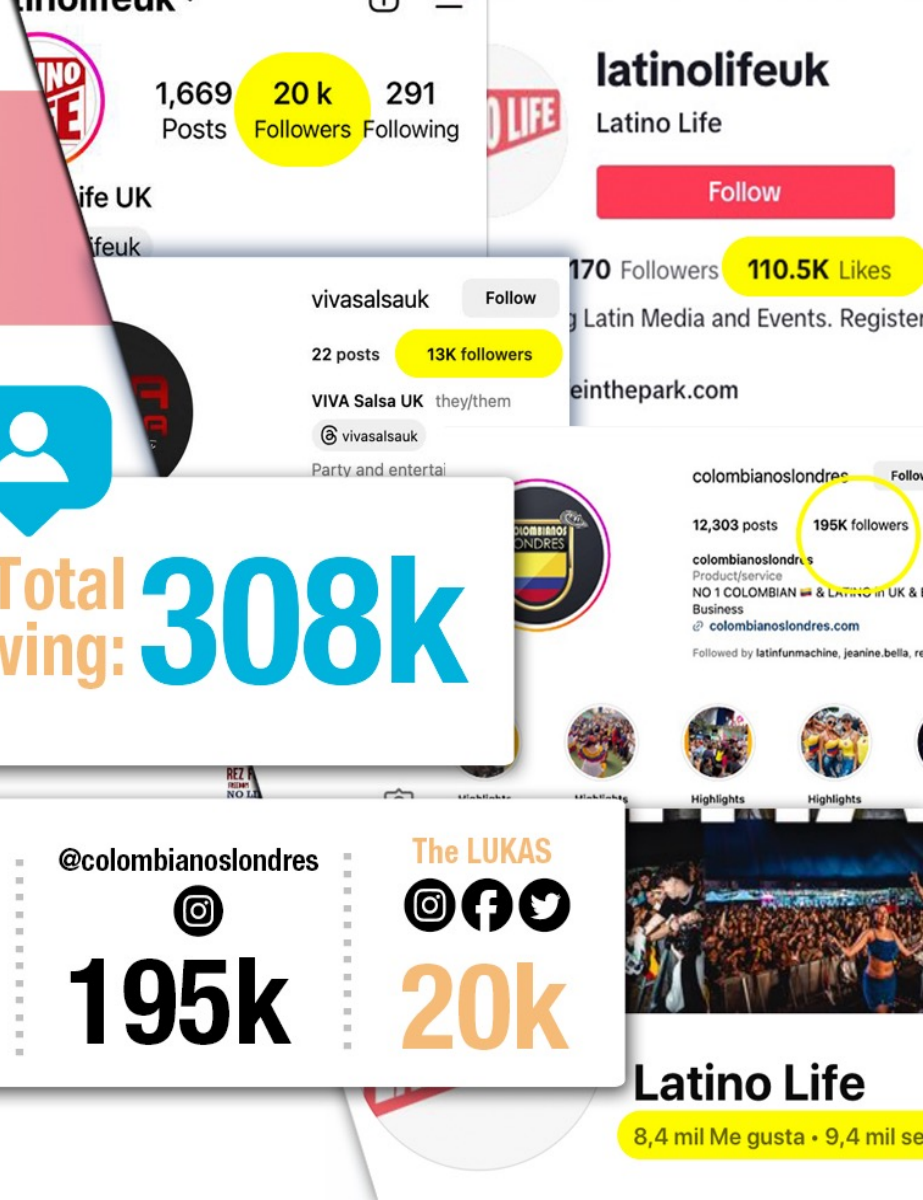


195k

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



2k

daily users
urban music website
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

The UK's
biggest annual
Latin park
festival

LATINO LIFE
INCUBATOR



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

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

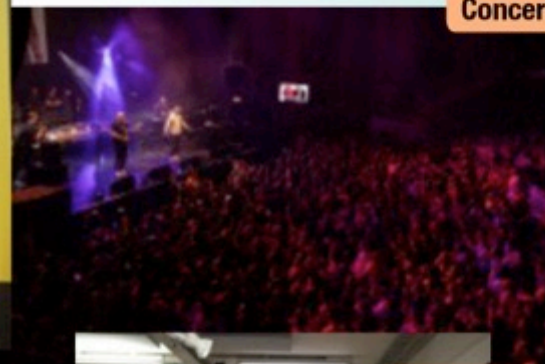
LoLaMC – The London Latin Music Conference



Comedy Shows



Concerts



4 x Weekly club nights



Supper clubs



Art exhibitions



Plus sporting events, film screenings, talks and much more

The UK's only Urban Latin Music label



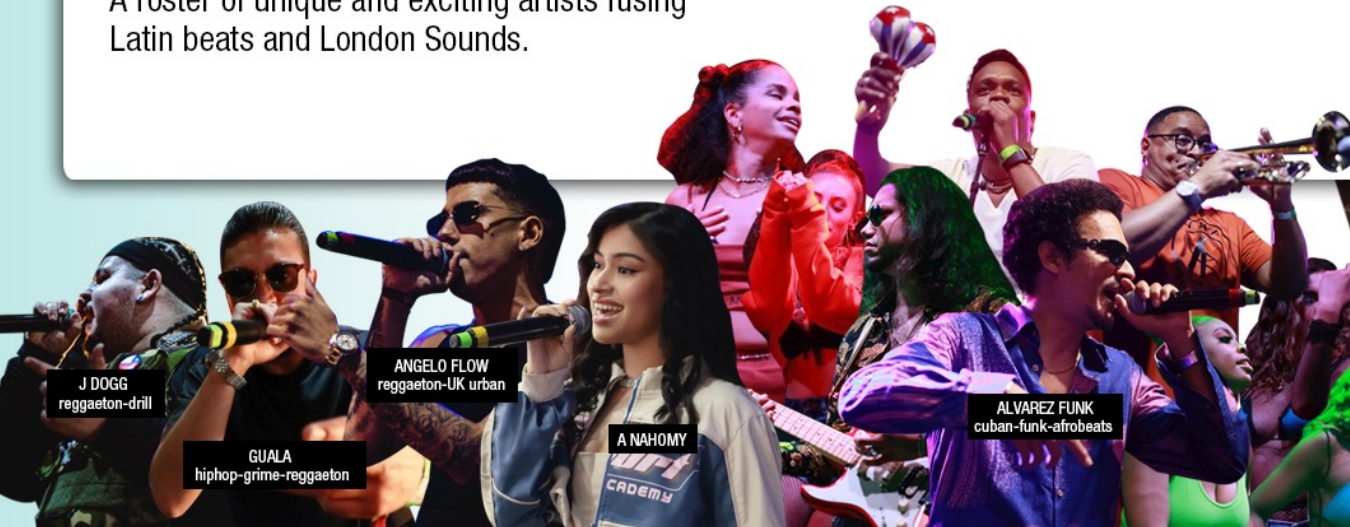
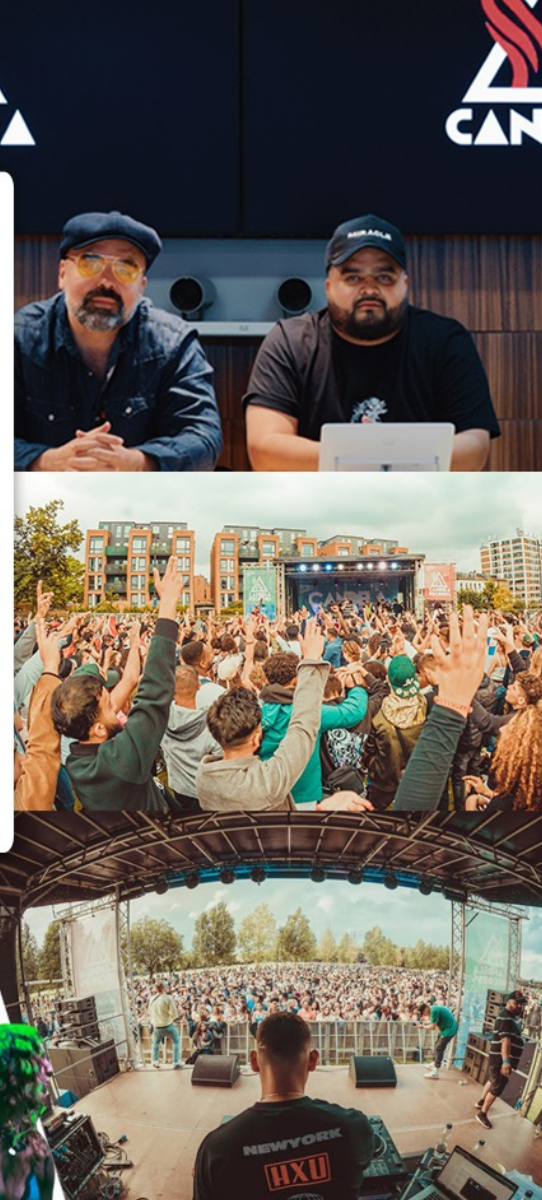
A Partnership between LatinoLife and Atlantic Records (Warner) founded in 2020 “Together we will find incredible new talent that will shine on the global stage,” Trenton Harrison-Lewis, Senior Vice President of Warner Music UK.

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



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.

<http://www.candelarecords.co.uk>



J DOGG
reggaeton-drill

ANGELO FLOW
reggaeton-UK urban

GUALA
hiphop-grime-reggaeton

A NAHOMY

ALVAREZ FUNK
cuban-funk-afrobeats

Trust, reputation and credibility

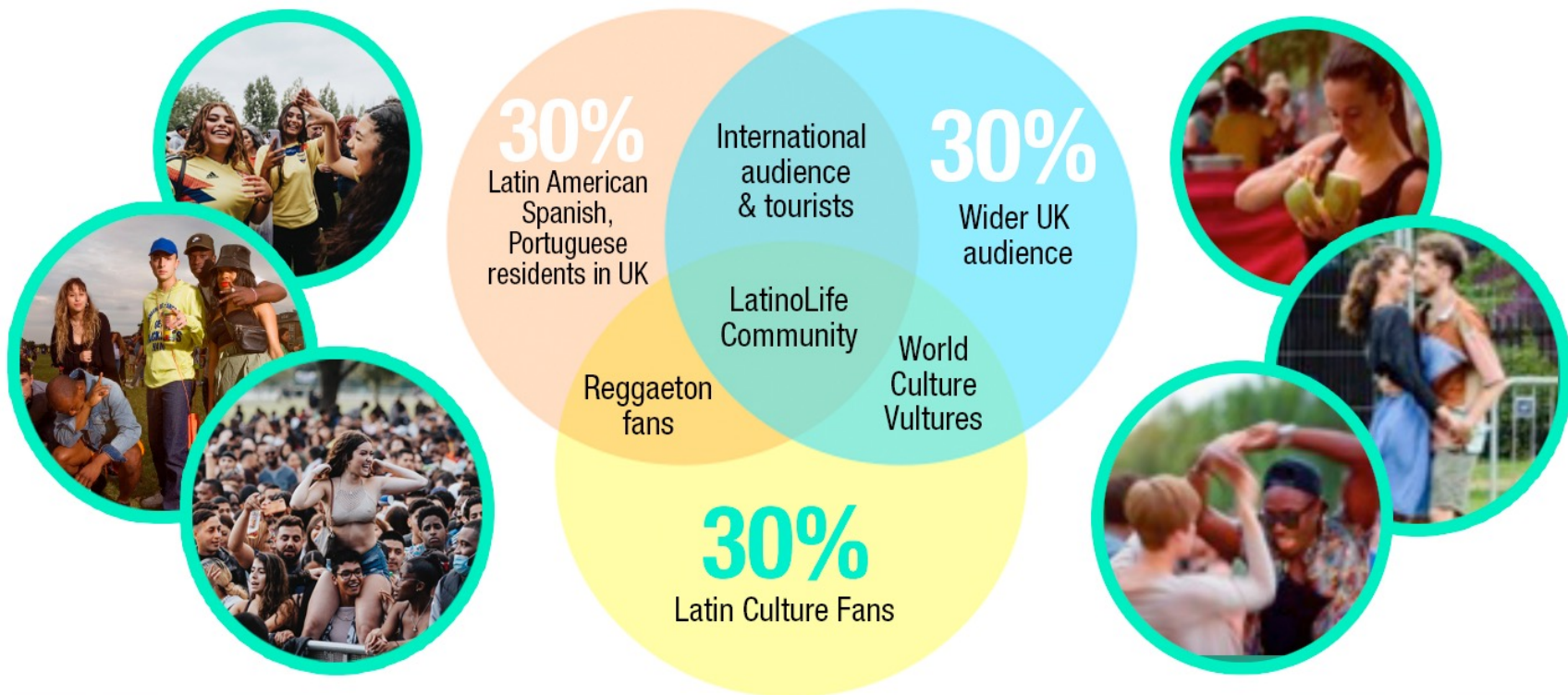
We've built our audience loyalty over 20 years. Passion, independence and cultural knowledge lie at our heart

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-PERKED
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,



LO MÁS RECIENTE: EMPRENDIMIENTO, BIENESTAR, OPINIÓN, DEPORTE

JUEVES 14 DE JUNIO DE 2018

mas

Reino Unido

LA CLAVE FEST: PC 10

EL FESTIVAL QUE LLENÓ A LONDRES DE SABOR LATINO

DEPORTES: LAS ESTRELLAS QUE BRILLARÁN EN EL MUNDIAL DE FUTBOL

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



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, 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 which has become the UK's largest free Latin festival. In 2019 we launched the urban Latin music site 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. 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.



The Incubator

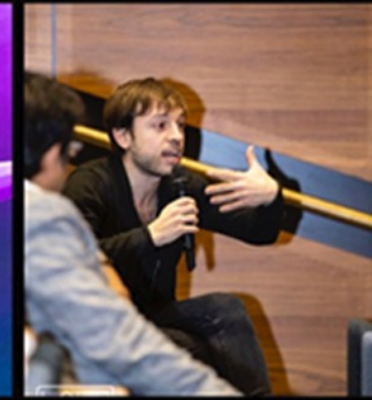
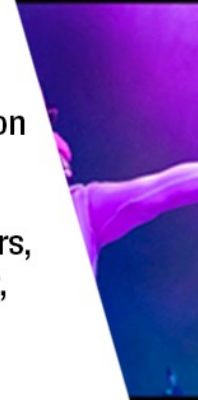
**LATINO LIFE
INCUBATOR**

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



What they say...



***"Thank you for looking after us so well and for a great evening -
We had a fantastic time and many congratulations on all your hard work."***

David Gilmour and Phil Manzanera

***"Latinolife is a great source of information on all the exciting things Latin American
happening in the UK. Its articles, interviews and blogs are impressive in the range
subjects and depth of perspectives they cover, and much needed to feed the ever
growing interest in Latin America and Spanish culture in the UK."***

**Carlos Acosta, former Principal Dancer of
the Royal Ballet and global ballet superstar**





“One of London’s biggest festivals, a celebration of Latino culture and...great fun!”
BBC London News

“The team at LatinoLife have their fingers on the pulse of Latin culture in the UK. Together we will find incredible new talent that will shine on the global stage.”

Trenton Harrison-Lewis, Vice President ADA and Warner Music UK



“Latinos manage to spread their music and culture to the mainstream wherever they go and Europe is no exception. The LUKAS are doing a great job celebrating and rewarding the talent and efforts of our cultures in the UK and Europe.”

**JUANES the world’s most popular all-Spanish speaking artist.
‘One of the 100 Most Influential People in the World’ – TIME**



“The LUKAS is an excellent initiative. In the United States they’ve been recognising the quality and popularity of Latin and Spanish music for years, and with so many Latinos in Europe, and with the popularity of the culture here it is natural that we should have our own awards on this side of the Atlantic.”

David Bisbal, Spain’s most successful pop artist of the last decade



Political Endorsements



"Thank you to the wonderful people behind Latinolife and The LUKAS. I have a wonderful time at your gala events"

Bianca Jagger

"Latinolife is a great platform to celebrate the contribution of Britain's Latin American, Spanish and Portuguese communities."

Boris Johnson, former Prime Minister



Contact

LATINO LIFE



LATINO LIFE
IN THE PARK

800k monthly reach

www.latinolife.co.uk

70k readership

40k live audience

www.latinolifeinthepark.com



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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