

LATINO LIFE

MEDIA PACK



THE UK'S WIDEST-REACHING LATIN MEDIA AND EVENTS

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

THE GUARDIAN

MEDIA AND EVENTS PORTFOLIO



**2 Online
MAGAZINES**



**Weekly
NEWSLETTER**



**PRINT
MAGAZINE**



SOCIALS



**LIVE
EVENTS**



PRS Foundation Talent Development Network PPL

**TALENT
DEVELOPMENT**



OUR MEDIA

2 MILLION
MONTHLY REACH THROUGH
DIVERSE MEDIA PLATFORMS:



WWW.LATINOLIFE.CO.UK



UNIQUE
DAILY USERS

SUBSCRIBERS



105K

THE UK'S LARGEST
LATIN DATABASE

LATINOLIFE
PRINT MAGAZINE



70K
READERSHIP

SOCIAL MEDIA



1.5M

MONTHLY REACH ON
6 PLATFORMS X
IG/FB/TIKTOK



WWW.REGGAETON.CO.UK



DAILY USERS
(15-35 YOUNGER AUDIENCE)

SOCIAL MEDIA



1.5M

MONTHLY REACH



356K

TOTAL FOLLOWING

@LATINOLIFE

55K

FOLLOWERS



@VIVAREGGAETONUK

20K

FOLLOWERS



@THELATINOSHADEROOM

28K

FOLLOWERS



@THELUKASAWARDS

20K

FOLLOWERS



@COLOMBIANOSLONDRES

253K

FOLLOWERS



1,679,808

Views

17.9% from ads

40.7%
Followers



59.3%
Non-followers

Views ⓘ

13.5M

300K

200K

100K

May 31

Jul 20



ONLINE MEDIA



NEWSLETTER

Total contacts + Add
99.6K

Email open rate
29%

Contact growth Grow
2096 ↑



100K

LATINOLIFE DATABASE
WEEKLY NEWSLETTER TO



31K

URBAN LATIN DATABASE
(16-25 YEAR OLDS)



WWW.LATINOLIFE.CO.UK

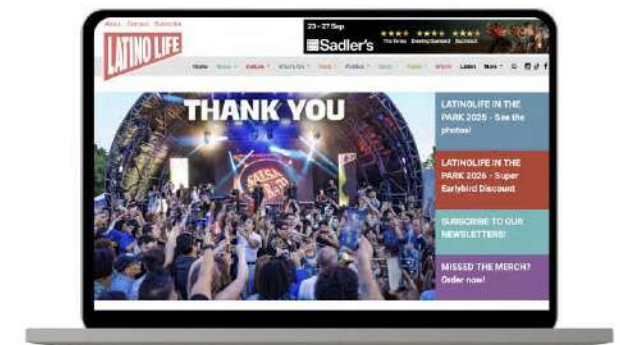


5K

DAILY USERS URBAN
MUSIC WEBSITE



WWW.LATINOLIFE.CO.UK



8K

UNIQUE AVERAGE
DAILY USERS

PRINT MAGAZINE



CIRCULATION:

20K



DIGITAL VIEWS:

15K



READERSHIP:

72K

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.

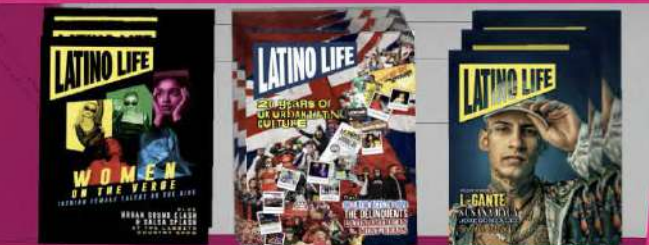
30%

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).

LATINO LIFE



OUR EVENTS

From major public festival to red carpet glamour,
We produce the uk's widest-reaching latin events

The UK's biggest annual
Latin park festival

**LATINO LIFE
IN THE PARK**



WWW.LATINOLIFEINTHEPARK.COM

Europe's only Latin Entertainment
Awards

LUKAS
the latin awards



WWW.THELUKAS.CO.UK

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

**LATINO LIFE
INCUBATOR**



WWW.LATINOLIFE.CO.UK/INCUBATORS

The uk's biggest latin clubnights
4 rooms:
Reggaeton, House, Brazil, Tropical

VIVA



[@VIVAREGGAETONUK](https://www.instagram.com/vivareggaetonuk)



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

