

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

PPI

**TALENT
DEVELOPMENT**



OUR MEDIA

2 MILLION
MONTHLY REACH THROUGH
DIVERSE MEDIA PLATFORMS:



[HTTPS://WWW.LATINOLIFE.CO.UK](https://www.latinolife.co.uk)



UNIQUE
DAILY USERS

SUBSCRIBERS



105K

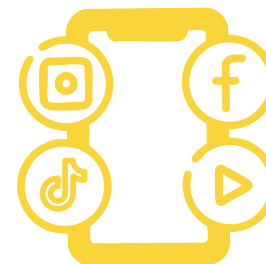
THE UK'S LARGEST
LATIN DATABASE

LATINOLIFE
PRINT MAGAZINE



70K
READERSHIP

SOCIAL MEDIA



1.5M

MONTHLY REACH ON
6 PLATFORMS X
IG/FB/TIKTOK



[HTTPS://WWW.REGGAETON.CO.UK](https://www.reggaeton.co.uk)



DAILY USERS
(15-35 YOUNGER AUDIENCE)

SOCIAL MEDIA



1.5M

MONTHLY REACH



356K

TOTAL FOLLOWING

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

@LATINOLIFEUK

55K

FOLLOWERS



@VIVAREGGAETONUK

20K

FOLLOWERS



@THELATINOSHADEROOM

28K

FOLLOWERS



@THELUKASAWARDS

20K

FOLLOWERS



@COLOMBIANOSLONDRES

253K

FOLLOWERS



ONLINE MEDIA



NEWSLETTER

Total contacts + Add
99.6K

Email open rate
29%

Contact growth
2096 ↑



100+K

MONTHLY NEWSLETTER TO
LATINOLIFE SUBSCRIBERS



31K

URBAN LATIN DATABASE
(16-25 YEAR OLDS)



[HTTPS://WWW.LATINOLIFE.CO.UK](https://www.latinolife.co.uk)



5K

DAILY USERS URBAN
MUSIC WEBSITE



[HTTPS://WWW.LATINOLIFE.CO.UK](https://www.latinolife.co.uk)



8K

UNIQUE AVERAGE
DAILY USERS

PRINT MAGAZINE



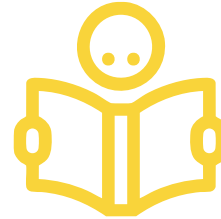
CIRCULATION:

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.

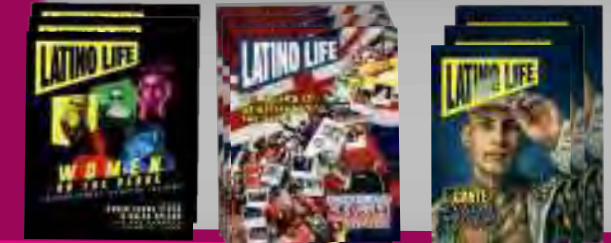
30%

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 largest annual
Latin park festival

**LATINO LIFE
IN THE PARK**



[HTTPS://WWW.LATINOLIFEINTHEPARK.COM](https://www.latinolifeinthepark.com)

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

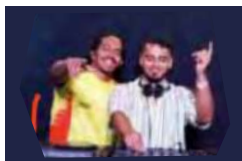
**LATINO LIFE
INCUBATOR**



[HTTPS://WWW.LATINOLIFE.CO.UK/INCUBATORS](https://www.latinolife.co.uk/incubators)

Europe's Latin Entertainment
Awards

LUKAS



[HTTPS://WWW.THELUKAS.CO.UK](https://www.thelukas.co.uk)

The UK's biggest Latin clubnight
Every Saturday

VIVA



@VIVAREGGAETONUK

Curated stages at major festivals

**SXSW
LONDON
LATINO LIFE**



[HTTPS://SXSW.COM/FESTIVALS/FILM/](https://sxsw.com/festivals/film/)

London's favourite weekly
Family event every Sunday

SABOR



@SABOR_UK



TRUST, REPUTATION AND CREDIBILITY

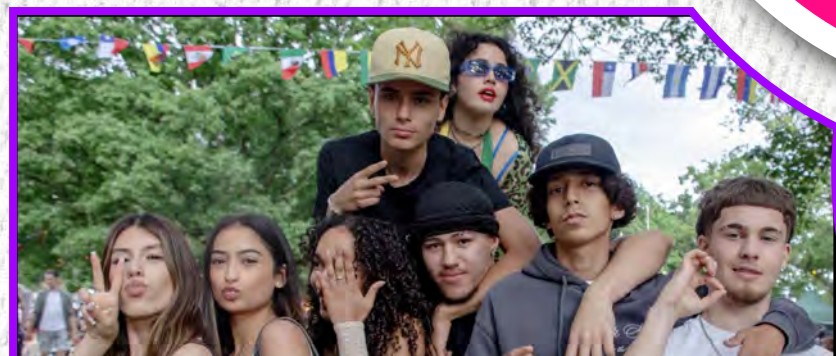
We've built our audience loyalty over 20 years. Passion, independence and cultural knowledge lie at our heart

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

2M Monthly reach via our media & events

1.5M Social media reach + TW/FB/IG/Tiktok

1M LUKAS annual reach via international media coverage

100K Subscribers to newsletter

72K + LatinoLife magazine readership

50K Voters in LUKAS Awards every year (20k subscribe to newsletter)

10K Live audience at summer festival (15k new subscribers from registration)

8K Unique daily hits on <https://www.LatinoLife.co.uk>

5K Unique daily hits on <https://www.reggaeton.co.uk>



CONTACT

LATINO LIFE

2 MILLION
MONTHLY REACH



72K
READERSHIP

LATINO LIFE
IN THE PARK

10K LIVE
AUDIENCE

[HTTPS://WWW.LATINOLIFEINTHEPARK.COM](https://www.latinolifeinthepark.com)



8K DAILY
USERS

[HTTPS://WWW.LATINOLIFE.CO.UK](https://www.latinolife.co.uk)



PRS
Foundation

Talent
Development
Network



TALENT DEVELOPMENT

LATINO LIFE
INCUBATOR

INDUSTRY EVENTS

[HTTPS://WWW.LATINOLIFE.CO.UK/INCUBATORS](https://www.latinolife.co.uk/incubators)



1 MILLION
ANNUAL REACH

[HTTPS://WWW.LATINOLIFE.CO.UK/INCUBATORS](https://www.latinolife.co.uk/incubators)



5K UNIQUE
VISITS

[HTTPS://WWW.REGGAETON.CO.UK](https://www.reggaeton.co.uk)

VIVA NATION
CLUBNIGHTS

3K WEEKLY LIVE
AUDIENCE

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

SABOR

1K WEEKLY FAMILY
PARTY

[@SABOR_UK](https://www.saboruk.com)

AMARANTA WRIGHT
Director

✉ <mailto:amaranta@latinolife.co.uk>
☎ 7868 715 249

JOSE LUIS SEIJAS
Head of Music

✉ <mailto:candelauk@gmail.com>
☎ 7385 569 859