

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

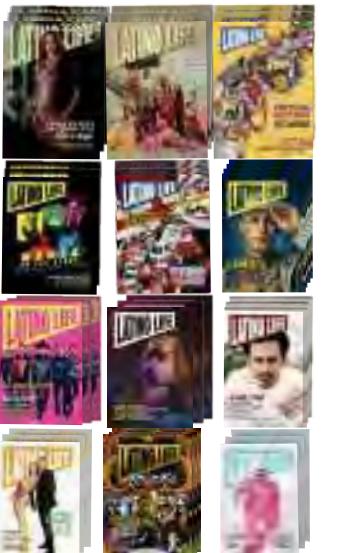
MEDIA AND EVENTS PORTFOLIO



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

MONTLY REACH



356K
TOTAL FOLLOWING



@LATINOLIFEUK

55K

FOLLOWERS



@VIVAREGGAETONUK

20K

FOLLOWERS



@THELATINOSHADEROOM

28K

FOLLOWERS



@THELUKASAWARDS

20K

FOLLOWERS



@COLOMBIANOSLONDRES

253K

FOLLOWERS



ONLINE MEDIA



NEWSLETTER



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

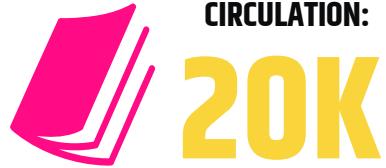
DAILY USERS URBAN
MUSIC WEBSITE



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).



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



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



The UK's biggest Latin clubnight
Every Saturday



[@VIVAREGGATONUK](https://www.vivareggatonuk.com)



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



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



Curated stages at major festivals



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



Europe's Latin Entertainment
Awards



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



London's favourite weekly
Family event every Sunday



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



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



LONDON LATIN
AMERICAN
COMMUNITY

URBAN LATIN
MUSIC
FANS

LATIN
CULTURE
FANS

INTERNATIONAL
AUDIENCE &
TOURISTS

LATINOLIFE
COMMUNITY

WORLD
CULTURE
VULTURES

WIDER UK
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>



8K DAILY
USERS

<https://www.latinolife.co.uk>



PRS
Foundation

Talent
Development
Network

PPI

TALENT DEVELOPMENT

LATINO LIFE INCUBATOR INDUSTRY EVENTS

<https://www.latinolife.co.uk/incubators>



1 MILLION
ANNUAL REACH

<https://www.latinolife.co.uk/incubators>



5K UNIQUE
VISITS

<https://www.reggaeton.co.uk>

VIVANATION CLUBNIGHTS

3K WEEKLY LIVE
AUDIENCE

@VIVAREGGATONUK

SABOR

1K WEEKLY FAMILY
PARTY

@SABOR_UK

AMARANTA WRIGHT
Director

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Head of Music

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