

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

2.5 MILLION

**MONTHLY REACH THROUGH
DIVERSE MEDIA PLATFORMS:**



WWW.LATINOLIFE.CO.UK



**UNIQUE
DAILY USERS**

SUBSCRIBERS



105K

**THE UK'S LARGEST
LATIN DATABASE**

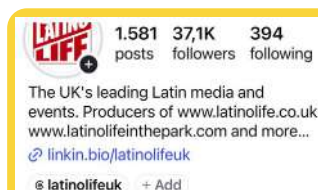
**LATINOLIFE
PRINT MAGAZINE**



70K

READERSHIP

SOCIAL MEDIA



Professional dashboard
2.1M views in the last 30 days

2M

**MONTHLY REACH ON
6 PLATFORMS X
IG/FB/TIKTOK**



WWW.REGGAETON.CO.UK



**DAILY USERS
(15-35 YOUNGER AUDIENCE)**

SOCIAL MEDIA



1.581 posts 37,1K followers 394 following

The UK's leading Latin media and events. Producers of www.latinolife.co.uk www.latinolifeinthepark.com and more...

linkin.bio/latinolifeuk

@latinolifeuk + Add



Professional dashboard

2.1M views in the last 30 days



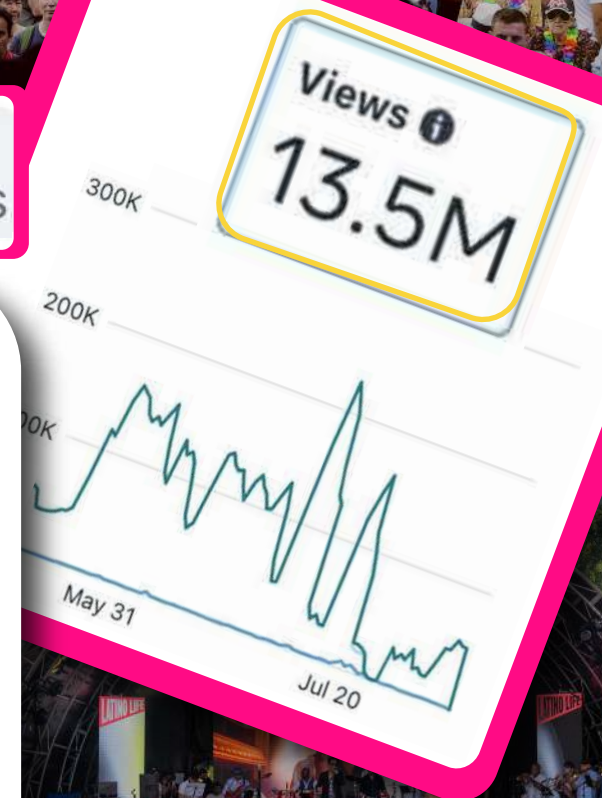
2M

MONTHLY REACH



356K

TOTAL FOLLOWING



@LATINOLIFE

55K

FOLLOWERS



@VIVAREGGAETONUK

20K

FOLLOWERS



@THELATINOSHADEROOM

28K

FOLLOWERS



@THELUKASAWARDS

20K

FOLLOWERS



@THEGARDENVAUXHAL

13.3

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



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



8K

UNIQUE AVERAGE
DAILY USERS

PRINT MAGAZINE



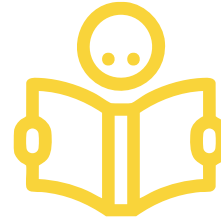
CIRCULATION:

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.

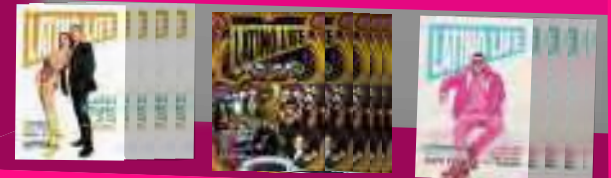
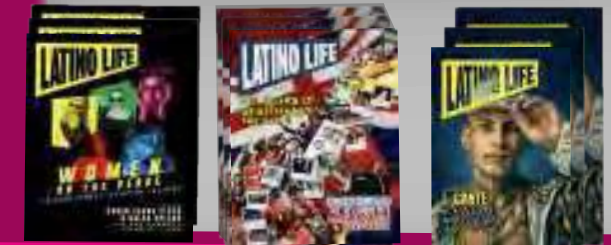
30%

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



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

**The UK's biggest Latin clubnight
Every Saturday**

VIVA



@VIVAREGGAETONUK

**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)

Curated stages at major festivals

SXSW
LONDON
LATINO LIFE



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

Europe's Latin Entertainment Awards



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

**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

2.5M Monthly reach via our media & events

2M Social media reach + TW/FB/IG/Tiktok

1M LUKAS annual reach

248K Unique monthly hits on <https://www.LatinoLife.co.uk>

155K Unique monthly hits on <https://www.reggaeton.co.uk>

100K Subscribers to newsletter

82K Live annual audience inc. LatinoLife in the Park, VIVA & SABOR weekly events and more

72K + LatinoLife magazine readership

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



CONTACT

LATINO LIFE

2 MILLION
MONTHLY REACH

www.latinolife.co.uk



72K
READERSHIP

www.issuu.com/latinolife

LATINO LIFE IN THE PARK

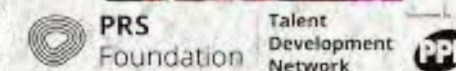
10K LIVE
AUDIENCE

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



8K DAILY
USERS

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



TALENT DEVELOPMENT

[HTTPS://WWW.LATINOLIFE.CO.UK/ARTICLES/LATINOLIFE-TALENT-DEVELOPMENT-PROGRAMME](https://www.latinolife.co.uk/articles/latinolife-talent-development-programme)

LATINO LIFE INCUBATOR

INDUSTRY EVENTS

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



1 MILLION
ANNUAL REACH

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



5K UNIQUE
VISITS

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

VIVA NATION CLUBNIGHTS

3K WEEKLY LIVE
AUDIENCE

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

SABOR

1K WEEKLY FAMILY
PARTY

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

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