

para la cultura, para Latinas, para la gente



LATINAMEDIA GO


an independent, entertainment company



The rising voice in Latine entertainment



LatinaMedia.Co provides thoughtful media analysis, reporting, and criticism thanks to our diverse community of Millennial and Gen-Z Latina and queer Latine writers. We focus on narrative arts, covering film, TV, books, podcasts, and media, because we're determined to make sure our community is telling - and evaluating - our own stories.



Our Traction

We've doubled or nearly doubled traffic every year since our founding in 2018 and now attract 10,000 UVM in 2024

SEO

Two-thirds of our traffic comes through organic search, thanks to how we carefully optimize our content

Social

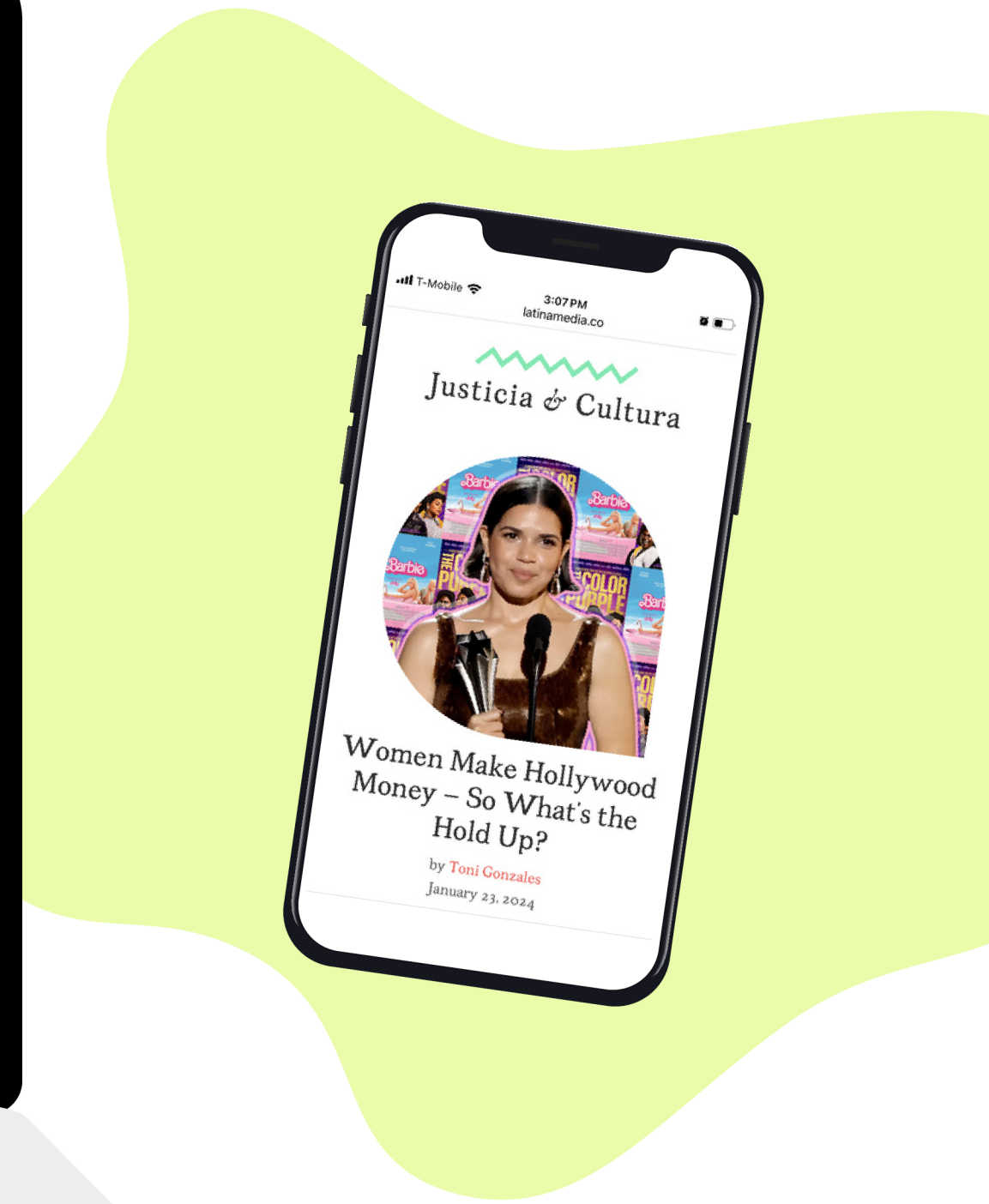
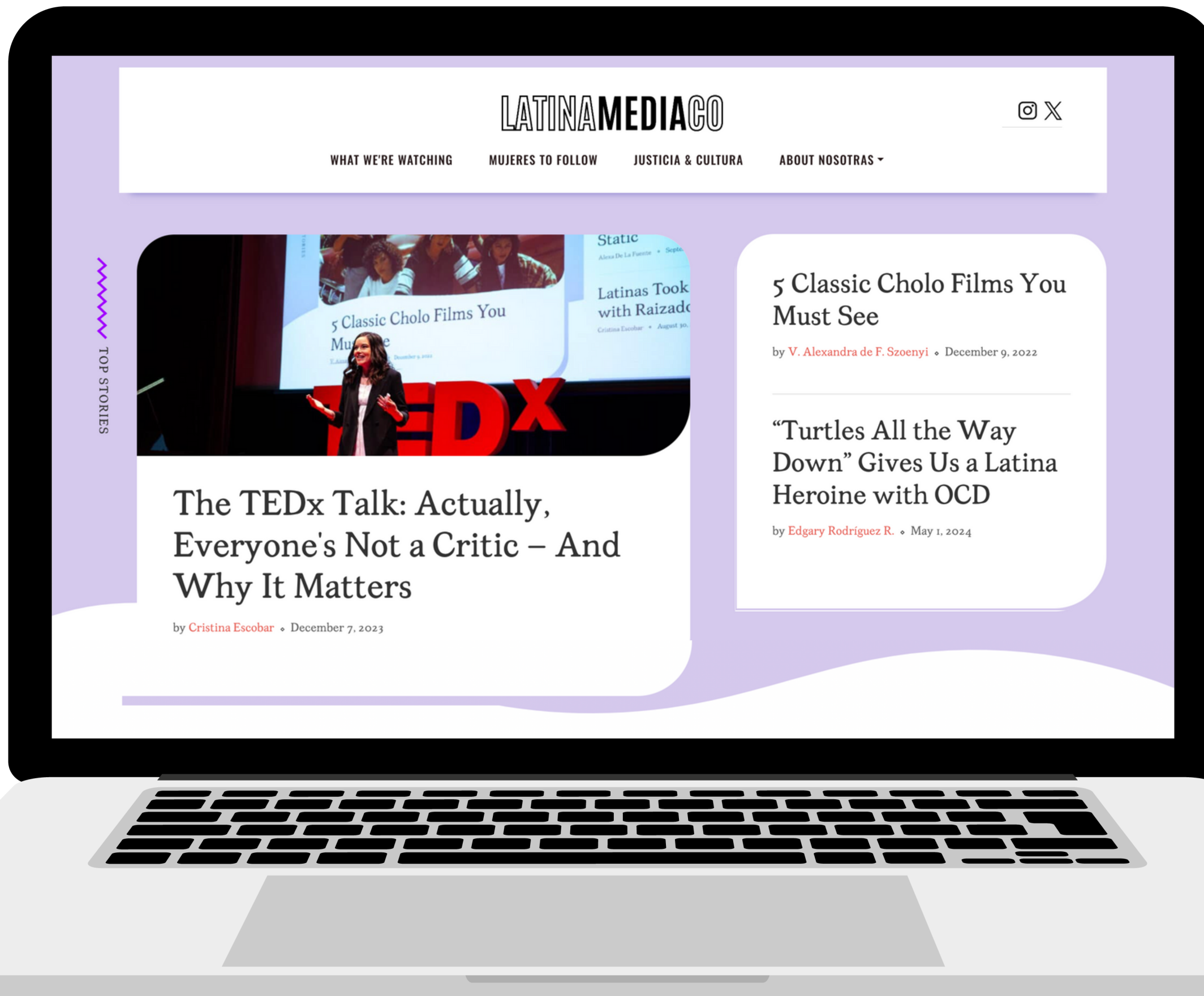
We have a 13% engagement rate on Instagram. The average for an audience our size (>5K) is 4.8%

Referrals

The top sites in entertainment (Rotten Tomatoes, Roger Ebert) link to us, boosting our audience and SEO



OUR PUBLICATION






Latina media fans are a large, underserved market



Despite over-indexing as streaming subscribers and box office ticket buyers, the Millennial and Gen-Z Latina consumer isn't finding media coverage made by and for her. And she's right – currently, Latina, Black, Asian, and Indigenous women *combined* write just 4% of movie reviews despite making up 20% of the population





The Latino Market

Latinos in the US would be the

5th

Largest economy in the world
if we stood alone

Latinos in the US spent

\$2.9 billion

In box office ticket sales in 2019,
representing 29% of all revenue



Why Latina Women

In 86%

Of Latino households, a woman is the primary shopper

62%

Of Latinas want more nuanced content made for them

Why Gen-Z and Millennials

59%

Of the labor force is either Gen-Z or Millennial

76%

Of these workers call DEI "non-negotiable"

Our Unique Value Add

We are alone in focusing on entertainment and Latina consumers.





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A TEDx speaker, Rotten Tomatoes-approved critic, and member of the Critics Choice Association and the Latino Entertainment Journalists Association, Cristina Escobar is a sought-after critic with bylines in outlets such as the AV Club, Glamour, POPSUGAR, Refinery29, Remezcla, Roger Ebert, Vulture, etc.

Director of Communications for one of the nation's leading feminist funders, Women's Foundation California, Nicola Schulze is the powerhouse behind LatinaMedia.Co's digital strategy and implementation.

Susanne Ramirez de Arellano
 Advisor
 Author and Journalist



Susanne Ramirez de Arellano is a veteran journalist and former news director of Univision Puerto Rico, one of the largest Hispanic broadcasters. She writes for Bloomberg Opinion, Latina Media Co, NBC Think, The Guardian, among other outlets.



Tolu Lawrence
 Advisor
 Chief Impact Officer at Just Capital

Tolu Lawrence leads the Corporate Impact team at Just Capital, connecting America's largest corporations with data insights and cross-sector partners to advance a stakeholder economy that works for all Americans.

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