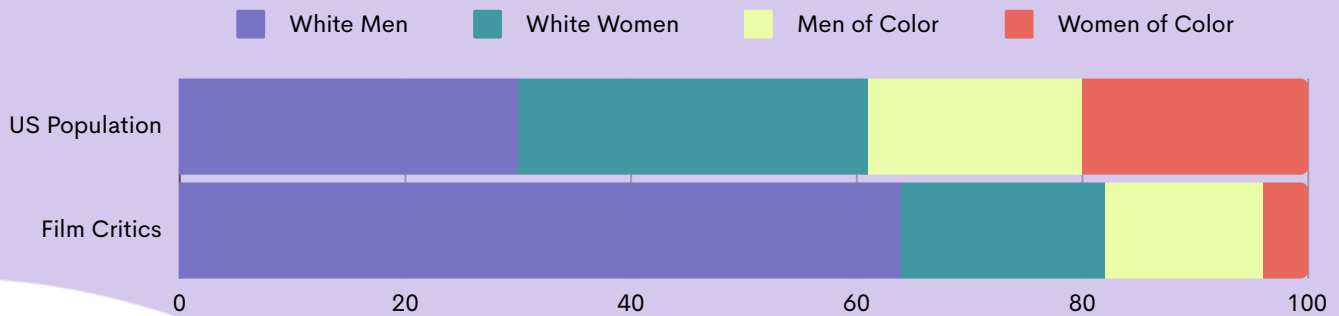


A Large, Underserved Market

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.



Building Power

LatinaMedia.Co is building Latina and queer Latinx power by platforming our voices. 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.

Supported by our subscribers, advertisement, and Critical Minded (an initiative to invest in cultural critics of color cofounded by The Nathan Cummings Foundation and the Ford Foundation), LatinaMedia.Co is filling the gap left by mainstream media. And we have the track record to prove it:

120,000
Site visitors annually

3X Average engagement rate on Instagram

75 Contributors and counting

Latina Created and Led: Meet our Co-Founders



Cristina Escobar
Editor in Chief

A TEDx speaker, Rotten Tomatoes-approved critic, and member of the Critics Choice Association, Cristina Escobar serves as LatinaMedia.Co's editor in chief. Working at the intersection of race, gender, and pop culture, she also has bylines in outlets such as Glamour, NPR, Refinery29, Remezcla, Roger Ebert, and Vulture.



Nicola Schulze
Co-Founder

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.