

para la cultura, para Latinas, para la gente



# LATINAMEDIA GO

an independent, entertainment company



# The rising voice in Latine entertainment



Latina Media 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 17,500 UVM in 2025

## Partnerships

We're a Rotten Tomatoes-approved publication, a member of URL Media, and a founding member of the Latino Media Consortium

## Social

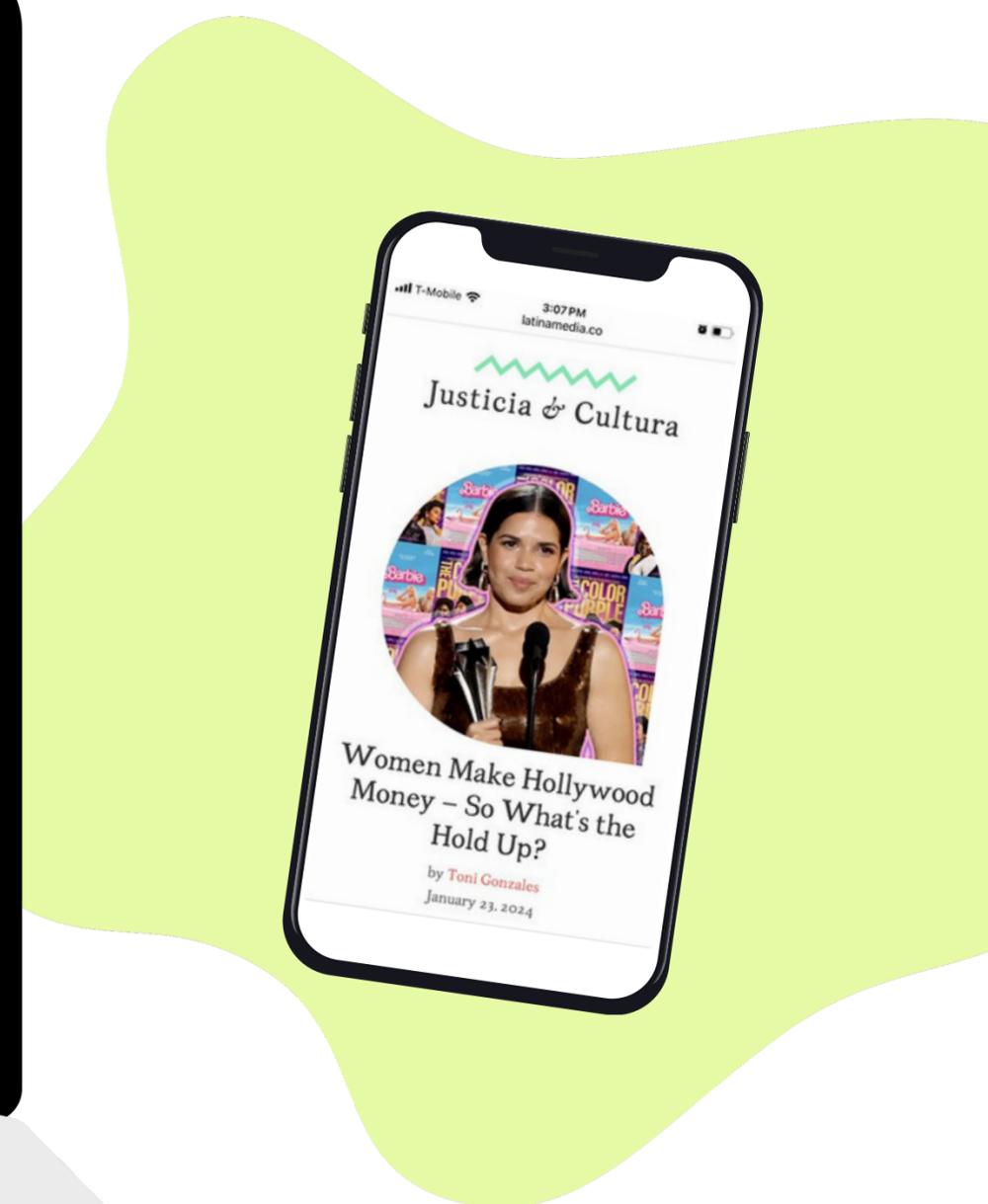
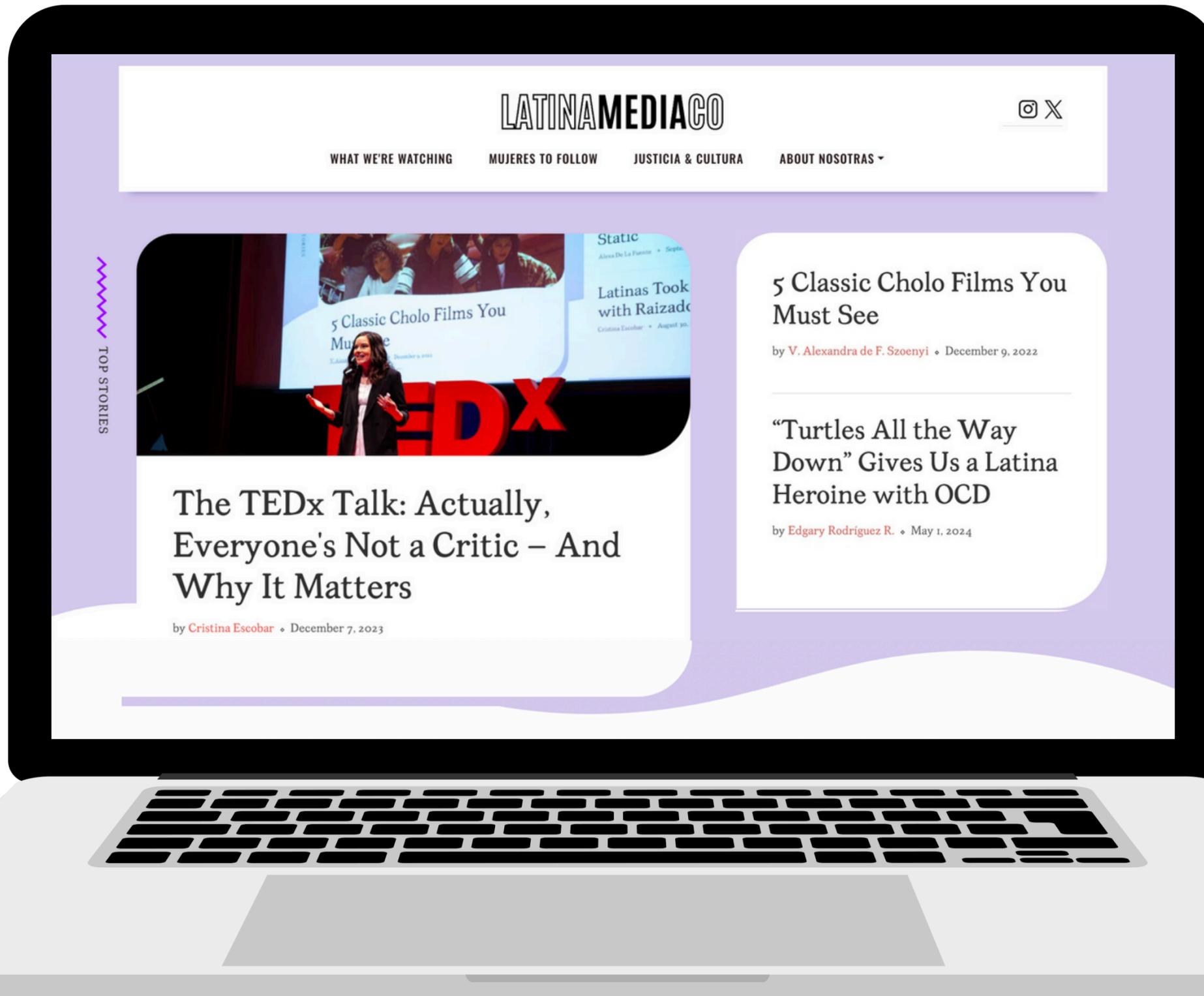
We have a 13% engagement rate on Instagram. The average for an audience our size (>5K) is 4.8%

## Referrals

The top sites in entertainment (The Atlantic, 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.



# Contact Us



## Cristina Escobar

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A TEDx speaker, board member of the Latino Entertainment Journalist Association, and member of the Critics Choice Association, Cristina Escobar serves as Latina Media Co's editor in chief. Working at the intersection of race, gender, and pop culture, she's a regular contributor to Roger Ebert and NPR's Pop Culture Happy Hour.



## Denise Zubizarreta

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A mixed media interdisciplinary artist, journalist, and cultural strategist of Puerto Rican and Cuban descent, Denise Zubizarreta serves as our Director of Engagement and Development. She is currently pursuing a Ph.D. in Applied Social Justice at Dominican University.

**LatinaMedia.Co**

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