



COCINA

Cultureshapers

Inspiring the cultureshaper in all of us through media and storytelling powered
by Hispanics



Hola!

We are COCINA

Premium media and award-winning storytelling for the
multicultural world

A certified minority-owned company & ANA certified diverse supplier



A photograph of three young women sitting together outdoors, laughing and smiling. They are positioned in front of a brick wall. The woman on the left has long blonde hair and is wearing a black top. The woman in the middle has dark hair and is wearing a dark top. The woman on the right has a large, curly afro hairstyle and is wearing a white top. A white rectangular box with the word "COCINA" in black capital letters is superimposed over the middle woman's face.

COCINA

Our mission is to uplift Hispanic culture.

We are constantly devising new and innovative formulas to connect with the audience and nurture our community

While putting your brand at that intersection...

We were co-founded by celebrity
MasterChef co-host, entrepreneur & mentor

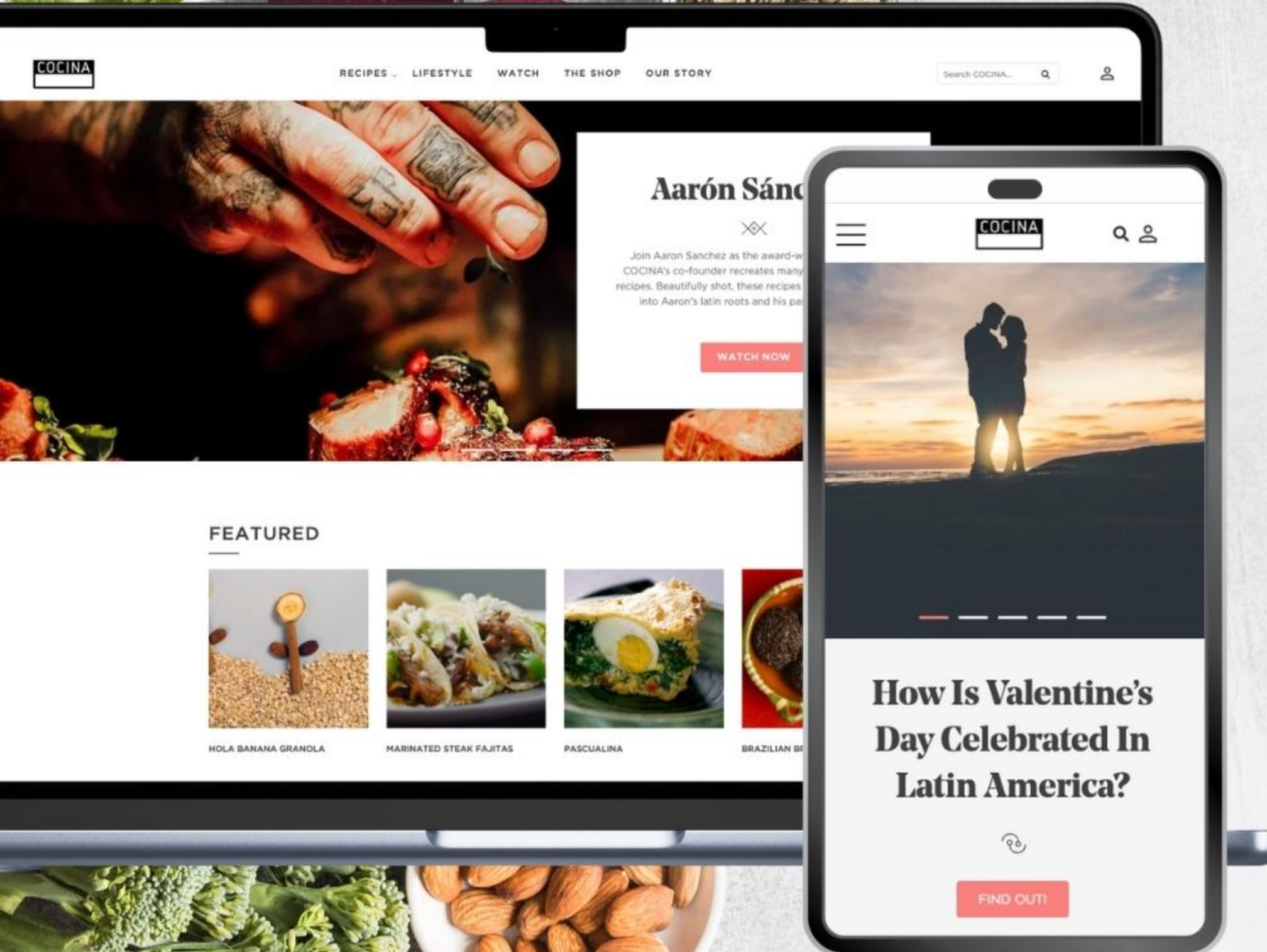
Aarón Sánchez



We started in the kitchen...

There is hardly anything more powerful for Hispanics than our food.

So, the first thing for us was creating a B2C brand that became the gold-standard for Latin cuisine, leveraging our video production expertise to build an audience on our website and socials.



COCINA
platform



..And have since exploded into a full cultural movement.

We have expanded into lifestyle, going beyond food and into the most important Latino passion points: Music, Romance, Family, Cars, Sports and Fashion and gaming

Adding more ways to connect meaningfully with Hispanics:

COCINA
media

COCINA
studios

The Recipe? 4 key ingredients



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platform

Owned social & web



COCINA

media

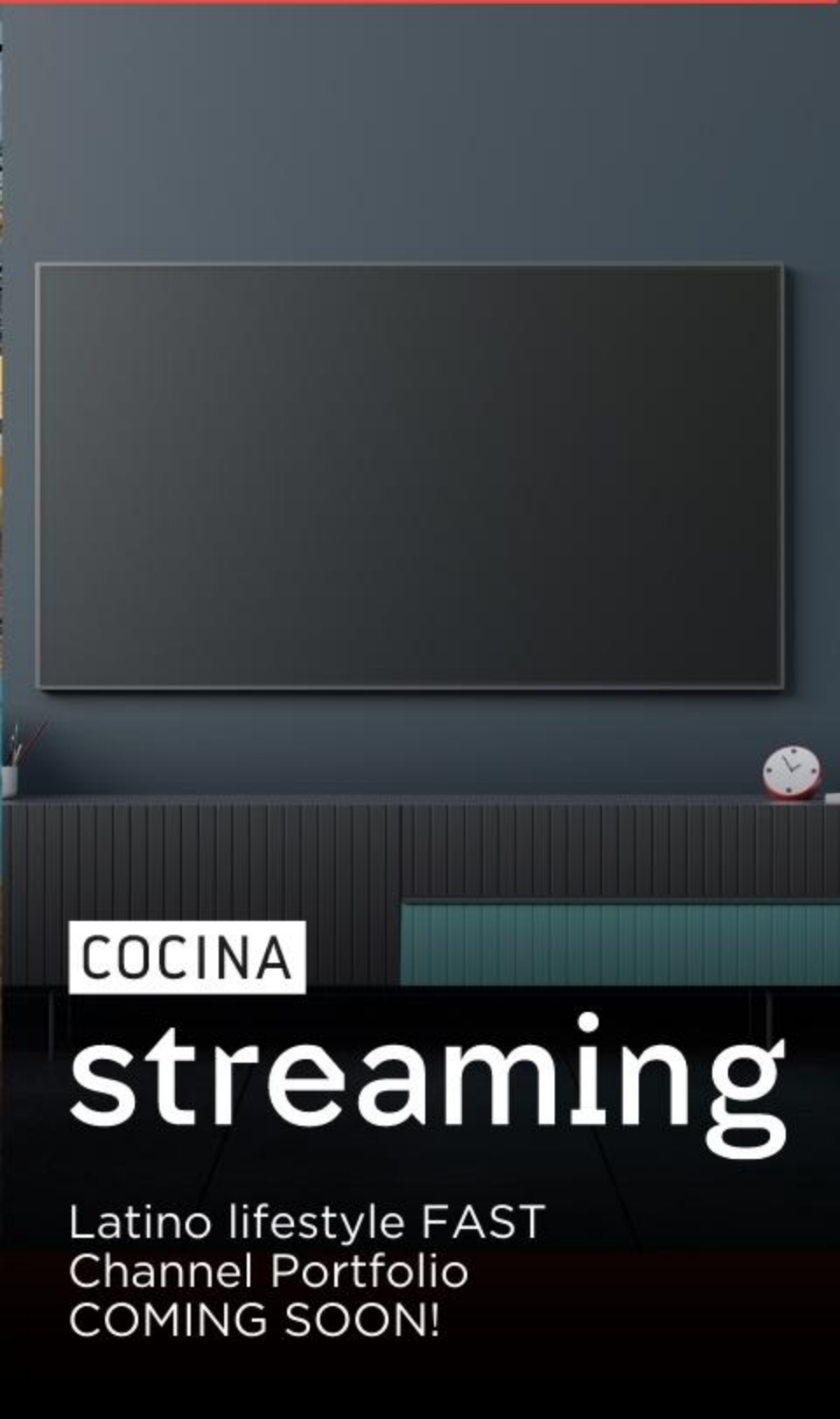
Massive distribution and every ad format (OLV, Display, CTV, Audio, Social)



COCINA

studios

Creative and content production + Branded content opportunities



COCINA

streaming

Latino lifestyle FAST Channel Portfolio COMING SOON!

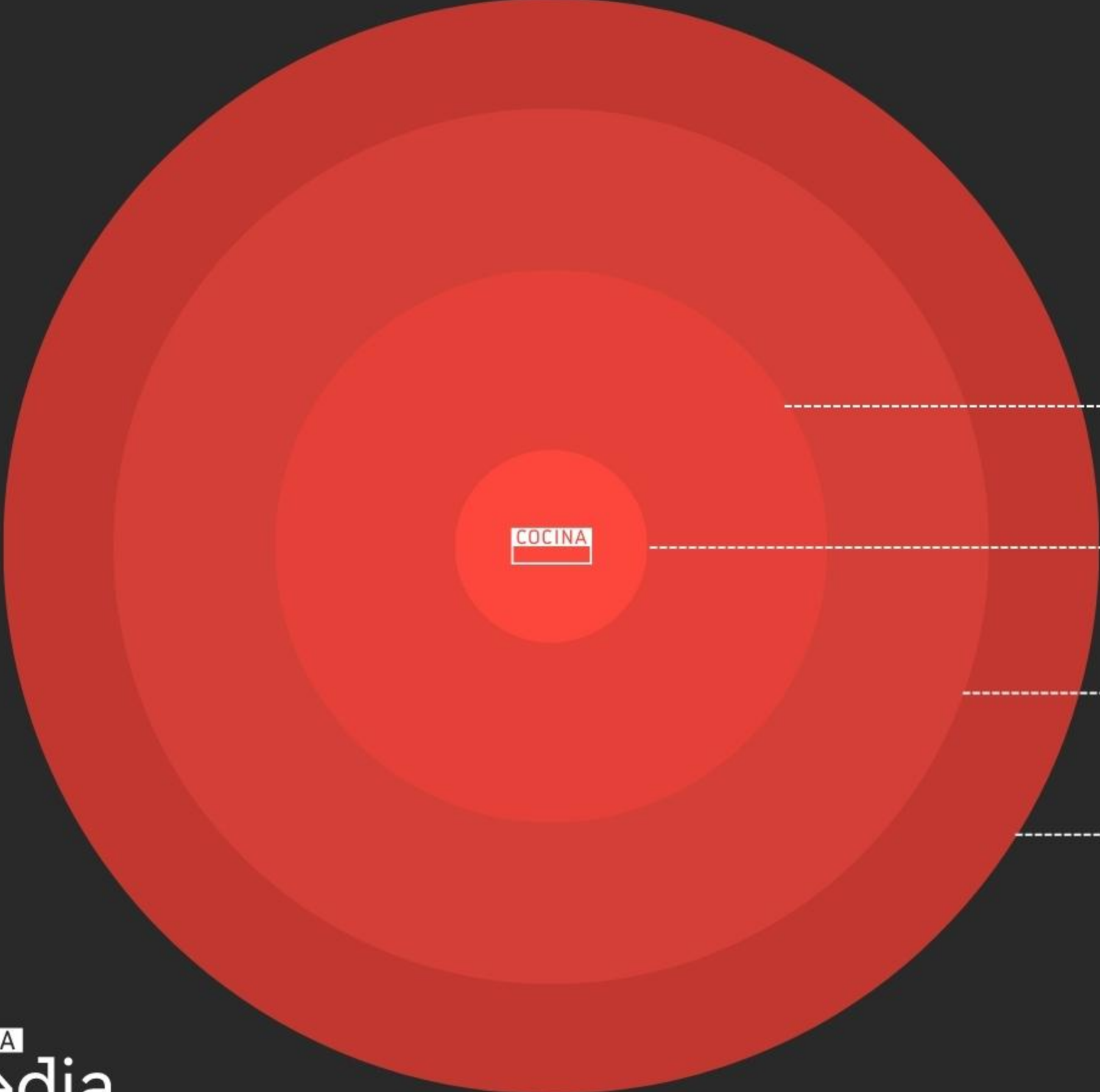


Our studio arm
produces creative short
& long form custom
content formats in our
4000sqf studio in LA

A photograph of a group of people, likely at a social gathering. In the foreground, a woman with blonde hair is seen from the side, wearing a dark plaid jacket. Behind her, another woman with glasses is smiling. The background is slightly blurred, showing other people and what appears to be an outdoor setting with trees.

Our platform and
our Media arms
reach **25 million**
Hispanics online
every month.

COCINA's Media Ecosystem



Opportunities

Social (Influencers + Star talent)
Access hundreds Latino creators and talent

Social amplification, Branded content, Posts

Owned & Operated Platforms
Social + Web

Branded content, Editorial Posts, Social Amplification, performance (CTA-oriented)

Preferred Publisher partnerships

Display, Video (OLV / CTV), audio, sponsorships
Programmatic / Managed services

Curated Audience Extension (includes partnerships on Linear)

Linear (TV), DOOH

Our Audience

Communities in the US

Mexico	40%	Colombia	14%
Venezuela	09%	Argentina	09%
Puerto Rico	09%	Guatemala	07%
Honduras	05%	Cuba	04%
COCINA		Dominicana	03%

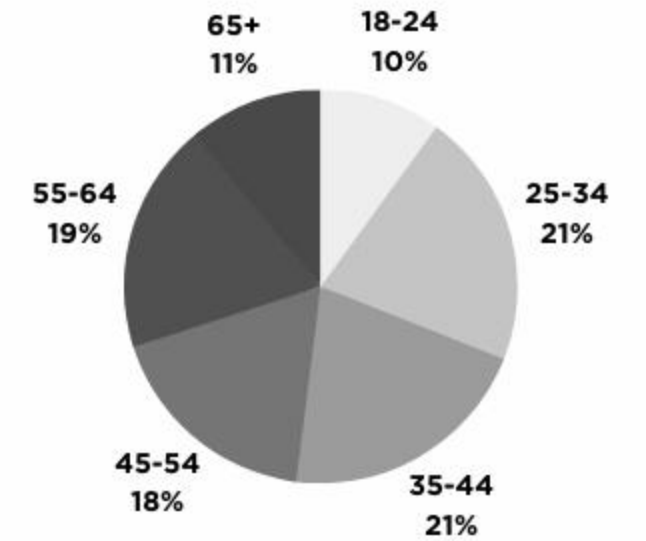
COCINA
media

Demo

Gender

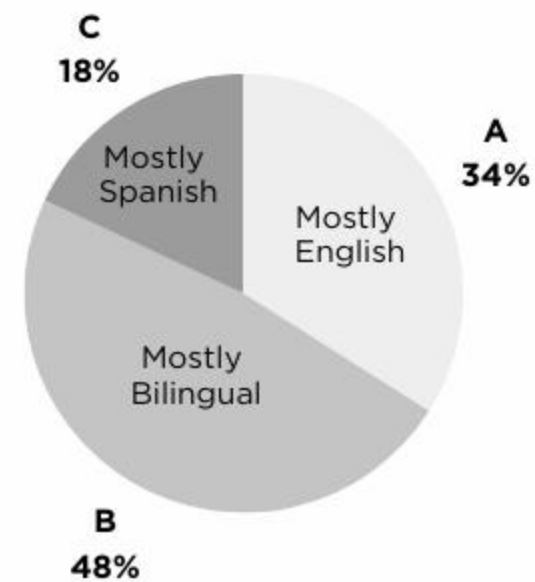


Age

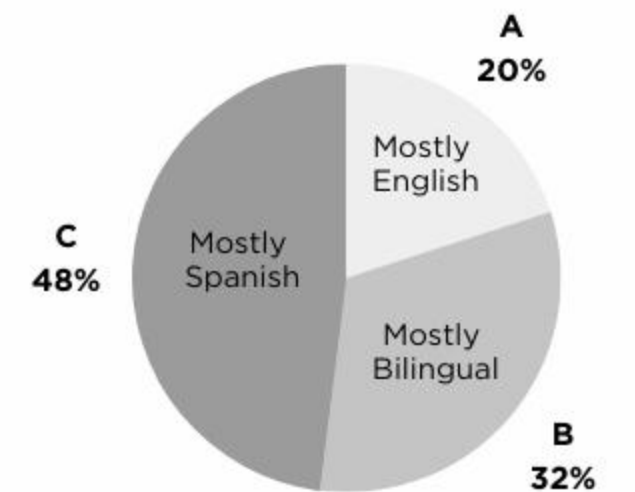


Acculturation

18-34



35-54





Multi-Course Menu

Flexibility to select the right mix of
COCINA's products for your brand

Media

Buy your way:
Managed Services and
Programmatic

Formats

- IAB Standard Display
- Online video (instream / outstream)
- CTV Video
- Display High impact
- Audio
- Sponsorships
- DOOH

Measurement

Upper funnel campaigns & Lower funnel campaigns

◀▶ Nielsen

IAS Integral Ad Science

HOROWITZ

MOAT

IDV | DoubleVerify

Targeting & Tech

DEMO

Age
Gender

ACCULTURATION

Spanish Dom
Bilingual
English Dom

GEO

Users in the US
down to Zip
code area

CONTEXTUAL

Interests and
frequency
consuming
Hispanic
content

TECH

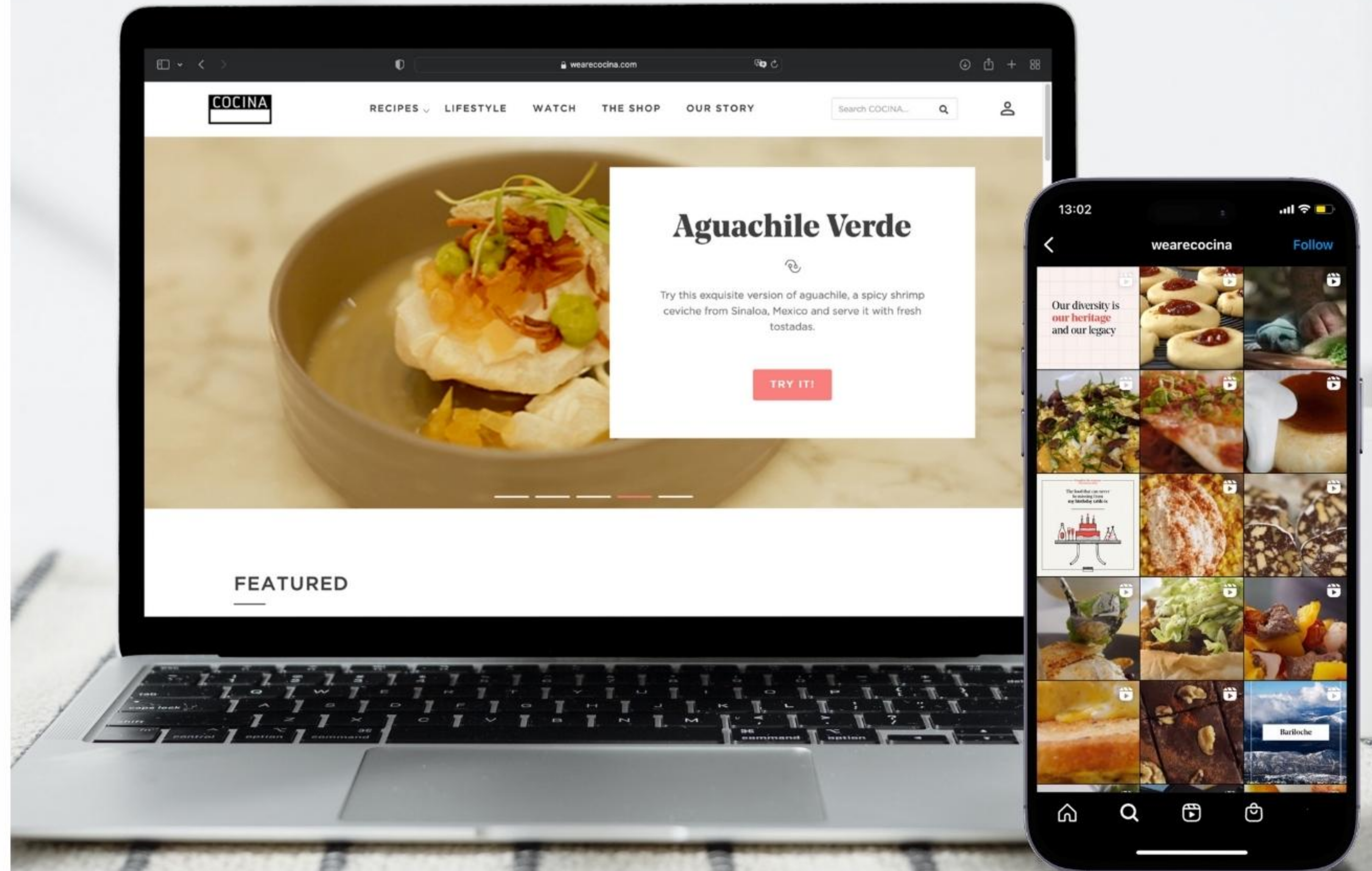
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COLUMN6

COCINA

Integration across our owned & operated social and web properties.

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platform



Access to Talent

Access to hundreds Latino creators and talent with a proven track record with COCINA.



Chiquis, COCINA, Universal Music, and Peermusic reimaged Christmas with Match.com-creating an original new release with Latin Grammy nominees, based on Jingle Bells

COCINA
media

Content Opportunities

Custom content across Latinos' passion points (long and short form + branded content)



World Cup stadium 2022, Qatar Latino COCINA Warner Bros Discovery / Publicis TV series



Leli Hernandez, COCINA created for Match.com- the 1st ever interactive scripted series on Tik Tok, Tres Bombones

Gracias!

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