

YOUR BRAND • OUR COMUNIDAD

naglmitú

MEDIA KIT • 2024-25

NO ONE HAS OUR REACH

AUTHENTICITY, CREDIBILITY & ENGAGEMENT

CONNECTING

TODAY'S U.S. LATINOS



nglmitú

NGLmitú was created to serve the **200% generation** — 100% Latino, 100% American.

This group of 37 million U.S.-born Latinos grew up without media that authentically reflected their experiences.

As the #1 most engaged digital and social community for U.S. Latinos, we reach over 15 million consumers who engage with our content 6x more than the industry average.

Guided by trends and cultural insights, our strategy is rooted in a consistent and authentic dialogue with our community. This deep connection has earned us the trust of both our audience and Fortune 500 brands looking to meaningfully connect with U.S. Latinos.

Motivated
Kia x mitú

nglmitú



WAYS TO WORK WITH US



OUR SOLUTIONS

BRANDED CONTENT

- SPONSORED ORIGINALS
- CUSTOM CONTENT
- CREATOR-LED
- BRAND ACTIVATIONS
- STRATEGIC PARTNERSHIPS

MEDIA

- LARGEST VIDEO NETWORK
- EXCLUSIVE YOUTUBE NETWORK
- EXPANSIVE HISPANIC CTV
- SOCIAL ADS
- PROGRAMMATIC

INSIGHTS

- AUDIENCE INSIGHTS
- CREATIVE AD TESTING
- MARKET INSIGHTS
- CAMPAIGN EFFECTIVENESS

OUR BRANDS REFLECT TODAY'S US LATINOS

OUR COMMUNITY

mitú

wearemitú creates community through cultural humor, nostalgia and news you can use.

8.6M followers



FIERCE

FIERCE amplifies the voices, stories and experiences of Latinas and women of color.

600k followers



crema

crema brings vibes and the creme de la creme in music and lifestyle.

211k followers



HISPANIC KITCHEN

Hispanic Kitchen delivers comfort food content for Latinos who share the joy of food.

1.5M followers



Somos mitú

Somos mitú is Spanish-language humor, sharp wit, and all things LATAM.

4.2M followers



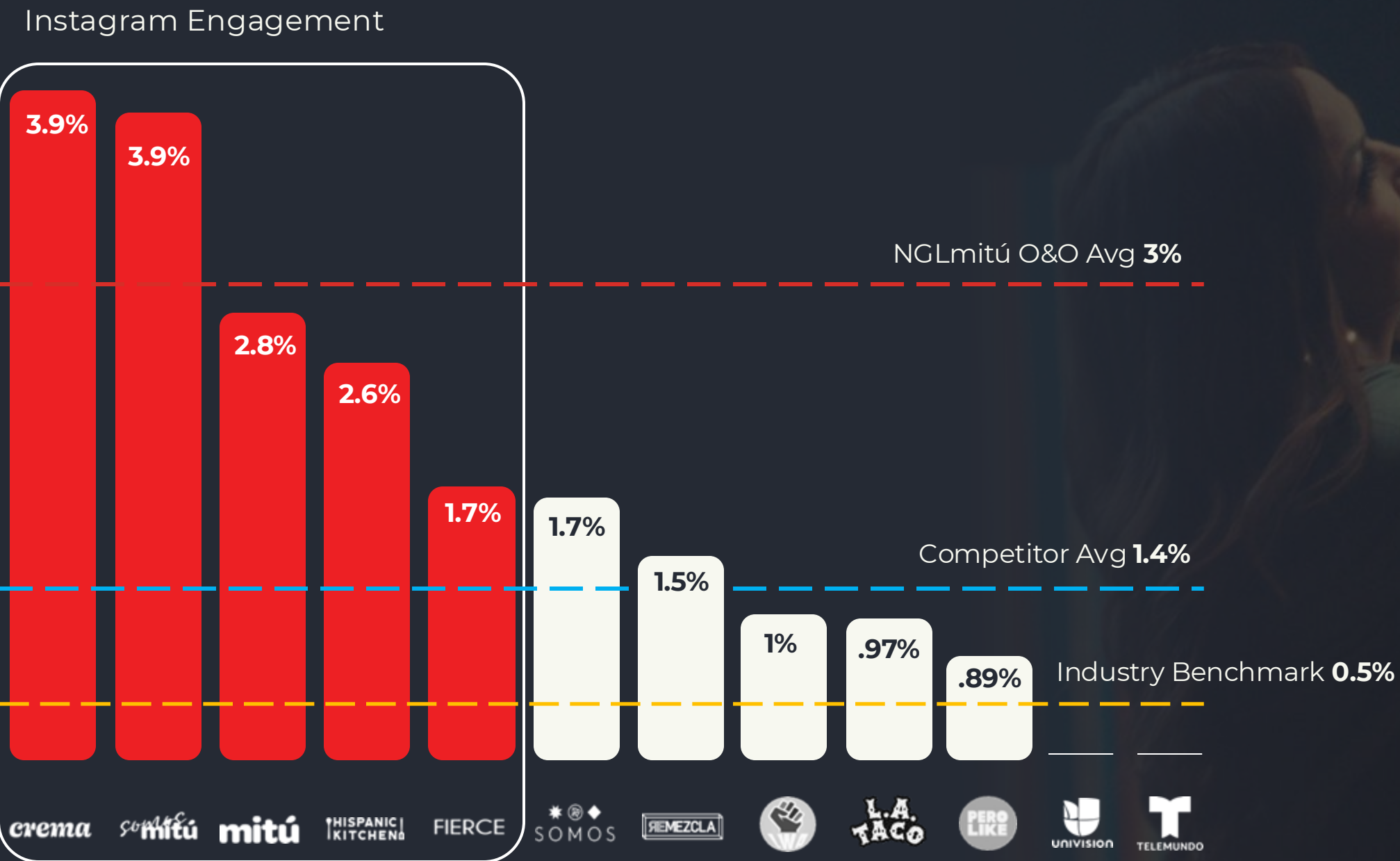
THE POWER OF OUR BRANDS

No one engages this audience more authentically because we ARE the audience. We are the platform for their stories and voices to be seen and heard.

Total Audience
15M
Followers

Reach
124M
Monthly Impressions

Engagement
6x
vs. Industry Benchmarks



* Source: Dash Hudson Social Metrics, Competitor Report: Instagram Average Engagement October 2024.

OUR SOCIAL AUDIENCE SNAPSHOT

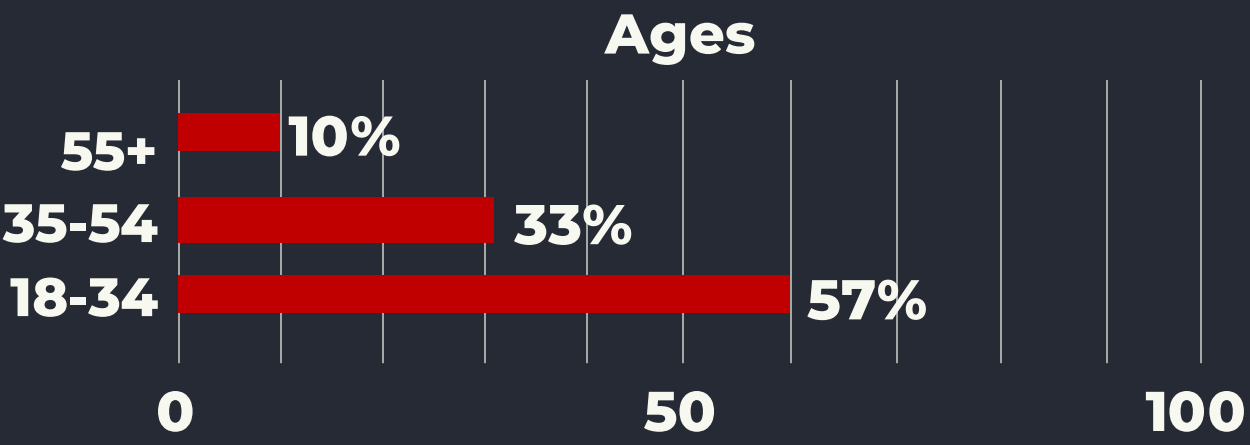
OUR COMMUNITY

Bilingual
80%
vs 50% Hisp Gen Pop

\$75K+ HH Income
41%
vs. 35% Hisp Gen Pop

Bachelor's Degree +
71%
vs 20% Hisp Gen Pop

Have Children
44%



Top Geos

Los Angeles New York Chicago
Houston San Antonio

71%
Female Users

29%
Male Users



2.9M
Followers



681K
Followers



1.3M
Subscribers



7.5M
Followers



2.6M
Followers

UNPARALLELED ADVERTISING SOLUTIONS FOR REACHING THE TOTAL U.S. LATINO MARKET

MEDIA SOLUTIONS

YOUTUBE



EXCLUSIVE Video Inventory Across Partner Reserve Channels

YouTube Reserve video inventory across Partner Reserve channels in Music, Entertainment, Lifestyle and Comedy.

70% 18-34 Demo

60/40 Male/Female

200+ Premium Channels

CTV/OTT



Massive Latino Scale on CTV In Spanish and English

300M

Monthly Inventory



PUBLISHER NETWORK

OLV & DISPLAY

Broad reach against HA18-54 in English and Spanish

nglmitu #1 21,848M

#2	Adsmovil	20,199
#3	Prisa Media US	9,219
#4	H Code Media	8,848
#5	Univision Digital Network	8,508
#6	NBCUniversal Hispanic Group	7,824
#7	Prisa Media Audiences	4,365
#8	Grupo Televisa	2,664
#9	Complex	1,297
#10	Vice Media Group	1,060

AWARD-WINNING STORYTELLING CREDIBILITY

Our teams align your brand to **CULTURAL** messaging and storytelling that matters to today's consumers.

The Paladin of Boyle Heights
Paramount Pictures x mitú

AUTHENTICITY BORN FROM OUR COMMUNITY

OUR CONTENT

From ideation to delivery, our expertise in the U.S. Hispanic market and our daily connection with this community inspires the content we create for brand partners.

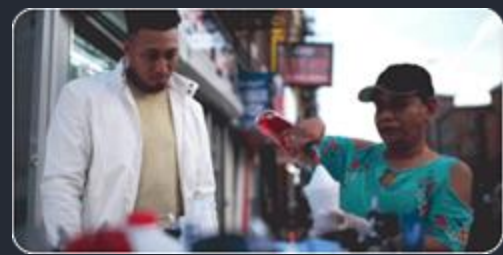


CONTENT APPROACH



IN CULTURE

English or Bilingual Creative + Culturally Relevant Environments



IN LANGUAGE

Spanish and Bilingual Creative + Media



IN CONTEXT

English Creative, Targeting USH in non-USH Environments



mitú ORIGINALS

Our original content is rooted in authentic voices and meaningful cultural connections.

OUR CONTENT

JEFAS

Jefas is FIERCE's powerful docu-series spotlighting Latina entrepreneurs who define BOSS in every sense of the word.



YO SOY Así

Our flagship docu-series, *Yo Soy Así* "I am this way," chronicles Latine movers and shakers in their own words, through stylized visuals for a holistic portrait of true artists in motion.



La. Cocina

La Cocina is a reminder of how our parents' cooking can still inspire us. This isn't just a cooking show - it's a love letter to culture and family traditions.



MOTIVATED

Motivated is our docu-sports series detailing what it takes to perform at the highest level and why our heroes still play for the love of the game.



mitúOffice

What happens behind the scenes of the United States' largest Latino digital publisher? Let us show you in our scripted series, *mitú Office*.



mitú DAILY

Our 3x weekly "news you can use" series covers culture and trends through a uniquely Latino POV.



* Source: Dash Hudson mitú Daily Campaign Board - October 2024

3.8M Engagements
37M Video Views
82M Impressions

BRAND ACTIVATIONS

OUR CONTENT



Our mitú x Walmart Filmmaker Mentorship Program provides rising Latino filmmakers with mentorship, production resources, and a premiere of their short films.



For this partnership with NASCAR, we created an always-on dynamic approach of social editorial and video content of key moments in the 2024 season.



Through our partnership with Modelo and our signature series Yo Soy Así, we were able to spotlight Latino creators in our community.

mitú • Walmart

Filmmaker Mentorship Program Season 2

PREMIERE SCREENING

 "Nana Carmen" Kalia Gutierrez	 "Aguamadre" Sofia Ayerdi
 "El Colibri" Manuel Villarreal	 "Pick One" Matthew Serrano



mitúLytics
powered by *hyperlytics* 

UNLOCK U.S. LATINO INSIGHTS FOR YOUR BRAND

NGLmitú understands the importance of audience insights and measuring the effectiveness of creative and content. It's what fuels our content creation and industry-leading engagement rates.

Enter **mitúLytics**

- Leveraging our vast social community of 15 Million+ engaged Latinos
- Offering unparalleled access to real-time feedback & cultural insights
- Empowering your brand to connect with this diverse and dynamic audience on a deeper level

Yo Soy Así
AT&T x mitú

UNLOCKING U.S. LATINO INSIGHTS

OUR INSIGHTS

1. PRE-LAUNCH AD TESTING

Optimize your multicultural creative with **Videotape**, an AI-integrated solution combining quantitative benchmarking and qualitative feedback from mitú's audience panel. Comprehensive reporting in 5 days

2. CAMPAIGN MEASUREMENT

Measure the success of in-market campaigns through brand lift and content effectiveness studies

3. MARKET INSIGHTS

Custom market research specific to your brand, category or audience target



mitúLytics
powered by *hyperlytics*

nglmitú





Yo Soy Así Series
Modelo x mitú

WHY CHOOSE nglmitú

WE'RE THE MARKETPLACE LEADERS IN: REACH | AUTHENTICITY | CREDIBILITY | ENGAGEMENT

- The Leading social platform for U.S. Latinos
- O/O Brands: wearemitú, Somos mitú, FIERCE, crema, Hispanic Kitchen
- Top U.S. Hispanic VIDEO entity on ComScore
- Exclusive premium YouTube network
- A-List talent & influencer connections
- Award-winning content solutions
- 3rd Party Verified for Brand Safety, IVT and Viewability



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Gracias
2024-25