



MULTICULTURAL WEB MEDIA

Diverse Digital Impact Makers

Media Offerings 2025



English & Spanish

Premium Content and

Digital Marketing

Solutions



Florida State
Minority Supplier
Development Council

WE ARE

MulticulturalWebMedia.com a rapidly growing digital media, and marketing automation platform focused on multicultural advertising. At MWM, we represent the emerging audiences shaping the new America. We marry best-in-class multicultural learnings with a data-driven platform to create connections. We pride ourselves on being **100% multicultural and 100% minority-owned and operated.**

1



VIDEO

PreRoll,
Outstream,
Instream, Native



DISPLAY

Desktop &
Mobile
Standard IAB
Display

2



gentlemanusa.com



3



**Display and Video Inventory Leader
In Multicultural**

**Exclusive Owned and Operated Inventory
(EL + SL) Sites**

**Only Certified Business Minority
& Owned Entity In Competitive Set**



TOP PREMIUM SPANISH & ENGLISH LANGUAGE SITES & EDITORIAL GROUPS (IP USA)

- BEINSPORTS.com (USA)
- GotSoccer.com (USA)
- Grupo RBA (Spain)
- Grupo Globsa (Colombia)
- Grupo RPP (Peru)
- Grupo NorOeste (Mex)
- Grupo BeSoccer (Spain)

68% of Multicultural Web Media's Audiences is Unduplicated and can not be reach by Univision Deporttes & entertainment, Telemundo Deportes y Entertainment, Digital per Comscore March 2024

OUR Exclusive Digital 100% Managed Inventory



Display and Video Inventory Leader In Multicultural with more than 10.4 MM Unique Users per Month

Exclusive Digital Managed Operated Inventory (EL + SL) Sites

TECH PARTNERS



MOAT **DV** | DoubleVerify
IAS Integral Ad Science

nielsen
NinthDecimal **FOURSQUARE**

clipcentric
INNOVD

VIEWABILITY STUDY CREATIVE



tag **DV** | DoubleVerify
IAS Integral Ad Science

TRUOPTIK **DV** | DoubleVerify
nielsen **IAS** Integral Ad Science

LOTAME
LiveRamp
TRUOPTIK

BRAND SAFETY MEASUREMENT DATA

Core Audience is Multicultural, US Hispanics – We target Bilingual Spanish and English Speakers across USA

AUDIENCE PROFILE & METRICS

Sports

- ❖ 14.4MM Views
- ❖ 8.1MM Unique Users
- ❖ 3.5MM Video Views
- ❖ 20MM Impressions
- ❖ 50K Hours Watch Time

Lifestyle

- ❖ 7.6MM Views
- ❖ 3.4MM Unique Users
- ❖ 30K Video Views
- ❖ 18MM Impressions

News

- ❖ 2.5MM Views
- ❖ 1.1MM Unique Users
- ❖ 15K Video Views
- ❖ 20MM Impressions

CTV

- ❖ 20.8MM Housesold
USHispanic Reach
- ❖ Proprietary Audience
- ❖ Linear TV Viewers
- ❖ 160MM Video
Impressions

CAPABILITIES

100% Managed O&O



MulticulturalWebMedia.com - MCM Google Account GAM360

Direct Campaigns

1. Home Page Take Overs
2. Take Overs in Sections and/or Articles.
3. High Impact Ad Units
4. Display Standard
5. Video Instream & Outstream
6. Sponsorship Content
7. In.App Display and Video
8. Audience Target and Category Target
9. CTV Inventory (Managed) +60MM of Active Smart TV's

TOTAL
MONTHLY
REQUEST
+354MM

TOTAL
MONTHLY
UNIQUES U.
+12.6MM

Programmatic capabilities

1. Preferred Deal.
2. Guaranteed Deal
3. Private Auctions

What channels are accessible programmatically?
Display, Video, CTV, In-app, Native.

What SSPs are you integrated with? Google Ad Manager, Pubmatic and Xandr

What DSPs are you integrated with? DV360, YahooDSP, The Trade Desk, Amazon DSP, Basis, Xandr Invest, etc

OPTIONS

What is available managed service (Direct Campaigns) that is not available self-service (Programmatic Budgets)? **On a managed service we can achieve and optimize the line on a daily basis obtaining better KPIs, we can target US hispanic audience across multiple channels (Sports, Entertainment, Fashion, Technology) thanks to our in deep knowledge of the US Multicultural and General Market.**

Benchmarks:

Display CTR +0.10
Video VCR +70%
Viewability +70%



WHY US

PREMIUM CONTENT. PREMIUM BRANDS.

A cornerstone of **MulticulturalWebmedia** is its unrivaled live soccer coverage, which includes live matches as well as news and in-depth analysis of all the top leagues from around the world.

MulticulturalWebmedia partners covers the top National Leagues, National Cups, Continental Club Qualifiers, and International Competitions. We have first party data available.

We Also have the Number 1 Player Registration Site in USA called GotSoccer.com

We are 100% an O&O Company under a MCM Google Account. Meaning Exclusive Inventory for Multicultural that you can only reach through us.

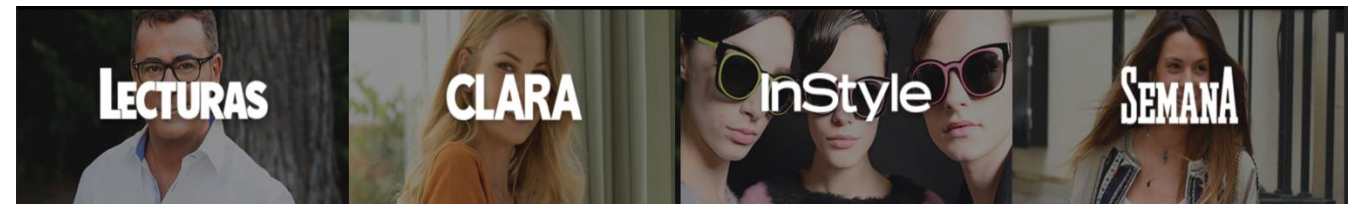
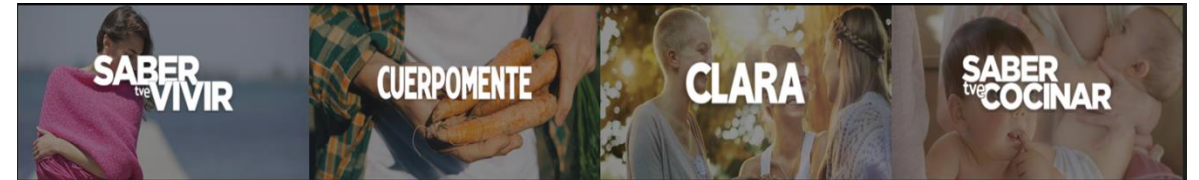
SOCCER



WHY US

PREMIUM CONTENT. PREMIUM BRANDS.

In addition to soccer, **MulticulturalWebMedia** serves as a haven for fans of great Entertainment, Lifestyle, Fashion, Celebrities, Women and International News Sites. ALL under one place **MulticulturalWebMedia**.



<https://www.rbapublventas.com/en>

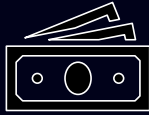
<https://vimeo.com/859603278>

VIEWER PROFILE SPORTS.

Multicultural Web Medic

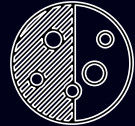


BILINGUAL VIEWERS



MEDIAN INCOME

\$85.6K



UNDUPLICATED VS beIN

54.2%



MALE %

71%



7% KIDS 2-17

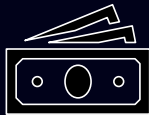


43%

OF VIEWER BASE IS OF HISPANIC ORIGIN



BILINGUAL VIEWERS



MEDIAN INCOME

\$54.9K



UNDUPLICATED VS beIN

60.4%



MALE %

71%



11% KIDS 2-17



88%

OF HISPANIC VIEWER BASE IS OF CARIBBEAN, SOUTH & CENTRAL AMERICAN ORIGIN

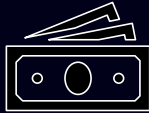
VIEWER PROFILE SPORTS.

Multicultural Web Medic

Got Soccer

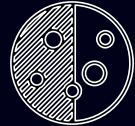


BILINGUAL VIEWERS



MEDIAN INCOME

\$85.6K



UNDUPLICATED

100%



MALE

%

18%



FEMALE

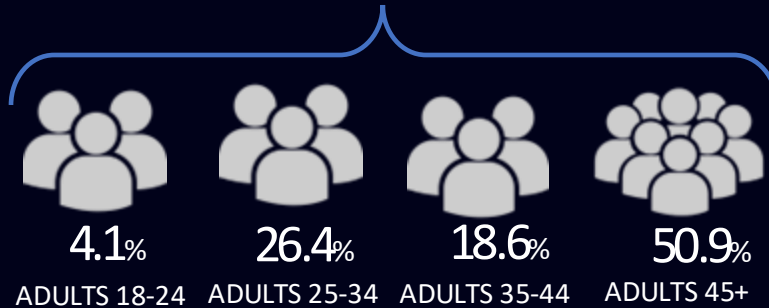
%

82%



7%

KIDS 2-17



100%

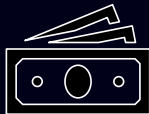
OF VIEWER BASE IS OF HISPANIC ORIGIN 12% NON HISPANIC 88%

SOURCE: ComScore Dec 2023 Metrics USA English & Español | TotalMonth Dec 2023

besoccer.com



BILINGUAL VIEWERS



MEDIAN INCOME

\$65.5K



UNDUPLICATED

100%



MALE

%

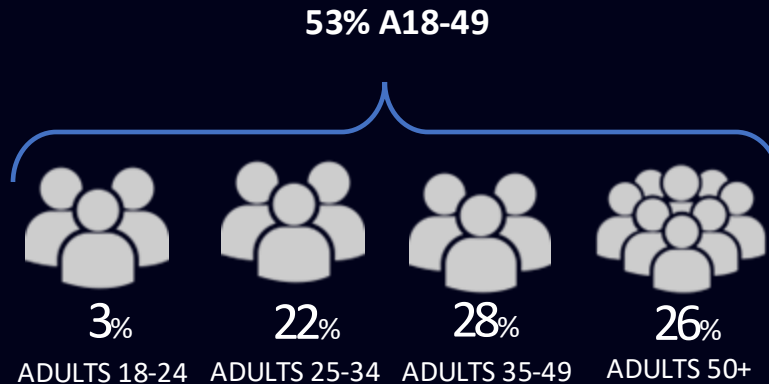
60%



FEMALE

%

40%



100%

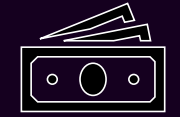
OF VIEWER BASE IS OF HISPANIC ORIGIN 20% NON HISPANIC 80%

1 1 VIEWER PROFILE LIFESTYLE ENTERTAINMENT.

RBA Lifestyle

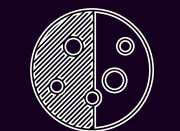


BILINGUAL VIEWERS



MEDIAN INCOME

\$75.9K



UNDUPLICATED VS

100%



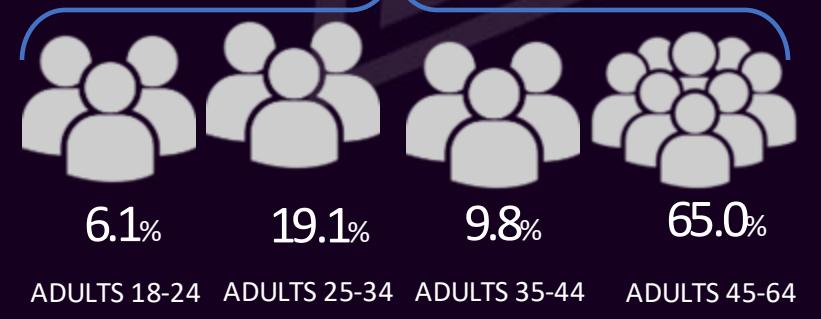
MALE %

58.2%



Female %

41.8%



75%

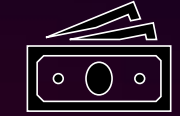
OF HISPANIC VIEWER BASE IS OF CARIBBEAN, SOUTH & CENTRAL AMERICAN ORIGIN

SOURCE: ComScore Dec 2023 Metrics USA English & Español | TotalMonth Dec 2023

RBA Entertainment

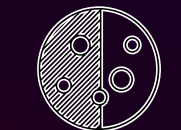


BILINGUAL VIEWERS



MEDIAN INCOME

\$55.9K



UNDUPLICATED VS

100%



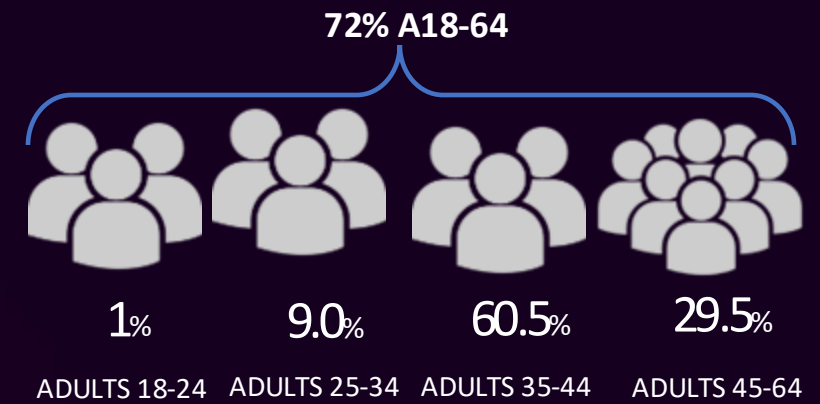
MALE %

62.2%



Female %

37.8%



75%

OF HISPANIC VIEWER BASE IS OF CARIBBEAN, SOUTH & CENTRAL AMERICAN ORIGIN

SOURCE: ComScore Dec 2023 Metrics USA English & Español | TotalMonth Dec 2023

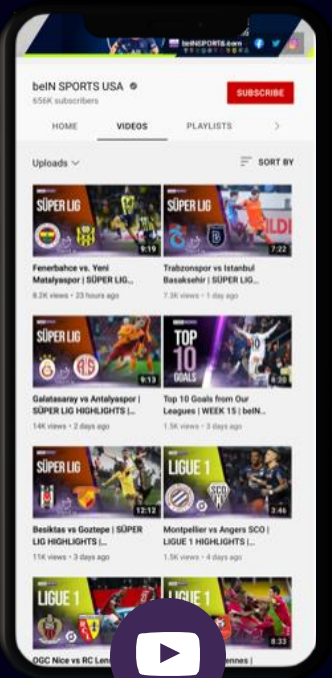
LIVE WORLD-CLASS SPORTS ON-THE-GO. - SOCIAL MEDIA

We are present on every main Social Media platform – we’ve become a COMMUNITY beyond LaLiga.

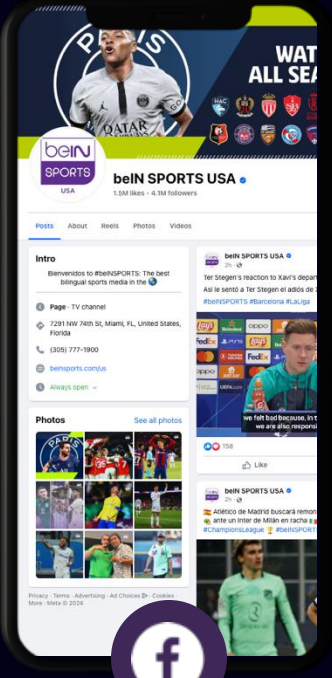
6.9MM Fans/Followers

Engaging and sharing their favorite sports moments and highlights with friends and family.

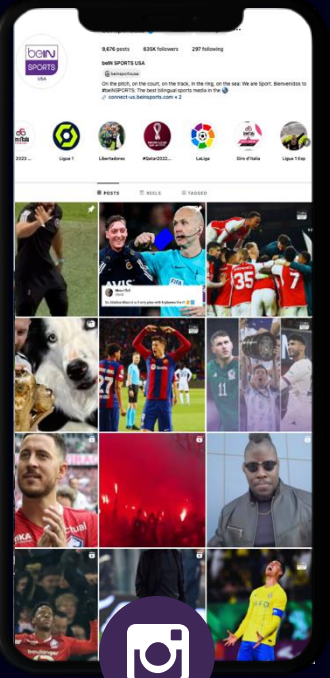
292M Views
800.4K Subscribers



4.1M Followers



635K Followers



682K Followers



667K Followers



Source: All data until Feb 2024.

SPECIAL OPPORTUNITIES

100% Managed O&O



**MULTICULTURAL
WEB MEDIA**

Diverse Digital Impact Makers

Digital Sponsorships

Monthly Video Views

- ❖ **Instagram 10,500,000 Video Views**
- ❖ **X (ESP) 90,000 Video Views**
- ❖ **X (ENG) 390,000 Video Views**
- ❖ **YOUTUBE 1,600,000 Video Views**
- ❖ **TikTok 2,600,000 Video Views**



BeinSports Facebook (10,200,000 Monthly Video Views)



2
Video Highlights Sponsorships



3
Press Conference / Post Match Conference



4
Best "SAVES" and/or Best "GOALS" presented by.....

KEY 2024 TENTPOLES FOR HISPANICS SPORT FANS

•Below are some of the key events to surround over the next year. We will be supporting these meaningful dates through curated sponsorships and opportunities within **Multicultural Web Media**

Ene	Feb	Mar	Abr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec
2024 / 2026					SUMMER OF SOCCER			2024 / 2026			
											
Award Season	Award Season / Valentine	Spring Break / Women's Month	Eastern/ World Health Day	Mother's day/ Memorial Day / 5 de Mayo	Father's day	BLM	Back 2 School	Hispanic Heritage Month	Breast Cancer / Halloween	Thanksgiving/ Dia de los Muertos	Xmas/ Holidays



Copa America 2024:
United States becomes **HOST** for Copa America
Six teams from CONCACAF to participate in 2024 Copa America




FIFA World Cup 2026™
The 23rd FIFA World Cup will be jointly hosted by the USA, Canada and Mexico

CONTENT CALENDAR

KEY 2024 TENTPOLES FOR HISPANICS

Below are some of the key events to surround over the next year. We will be supporting these meaningful dates through curated sponsorships and opportunities within **MulticulturalWebmedia.com**





PRODUCTS AVAILABLE

DISPLAY CAMPAIGNS - Traditional

TRADICIONAL



Top



Caja



Doble Caja



Middle

TRADICIONAL



Top



Caja



Middle



Benchmarks:

Display CTR +0.10

Video VCR +70%

Viewability +70%

DISPLAY CAMPAIGNS - RICH MEDIA

RICH MEDIA



Contador



Expandible Flex



Skin



Skin Arco

RICH MEDIA



Interscoller



Zócalo



Contador



360°



Benchmarks:

Display CTR +0.10

Video VCR +70%

Viewability +70%

DISPLAY CAMPAIGNS - VIDEO

VIDEO



Video Preroll



Inread



Benchmarks:

Display CTR +0.10

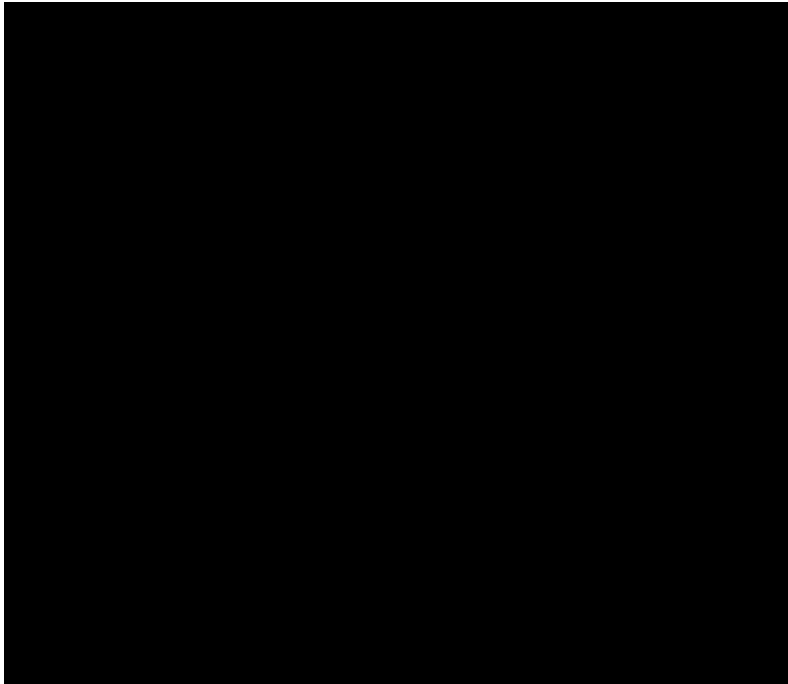
Video VCR +70%

Viewability +70%

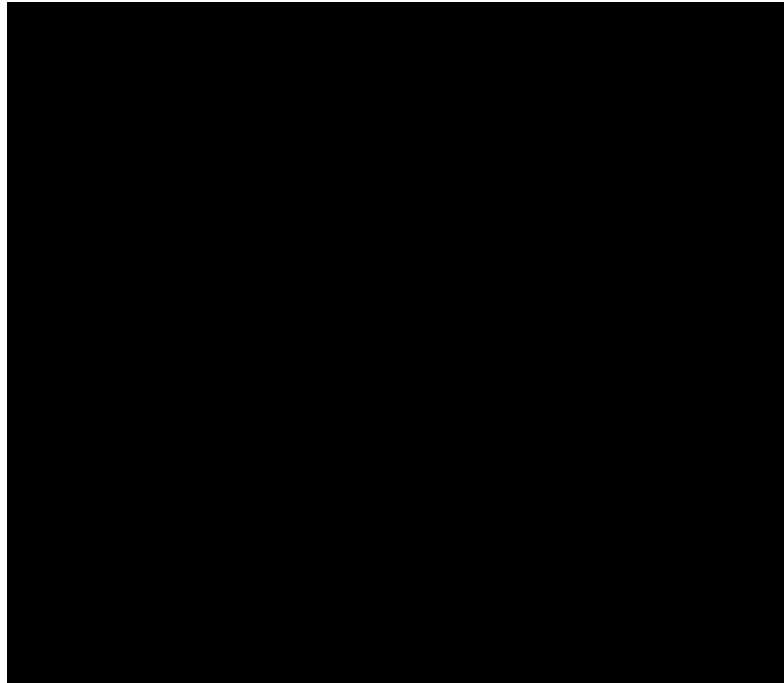


RICH MEDIA

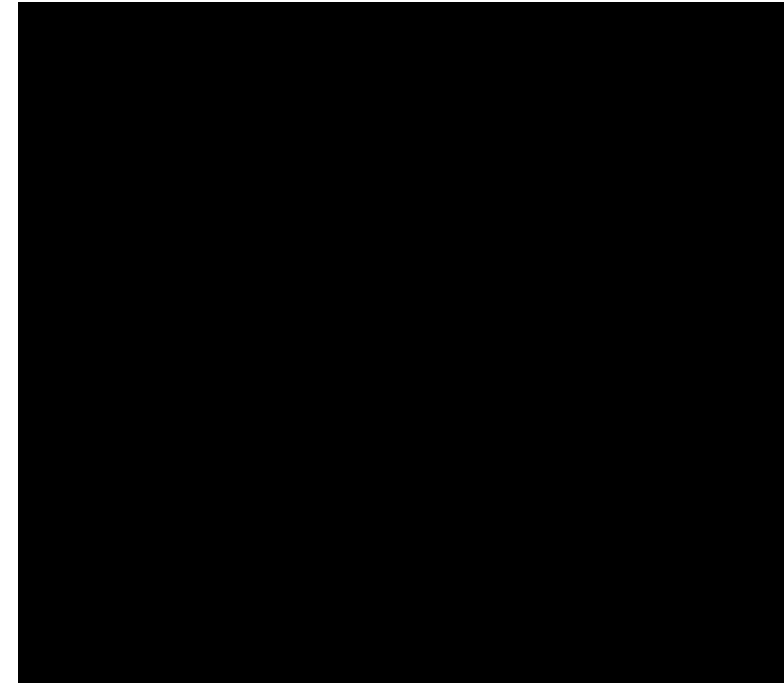
3D Swirl



Parallax



Flipbook



*These format examples are available only on mobile web

- CASE STUDIES**



NATIONAL GEOGRAPHIC



Anunciante: HYUNDAI

Formatos: SKIN, 300x600, 320x100

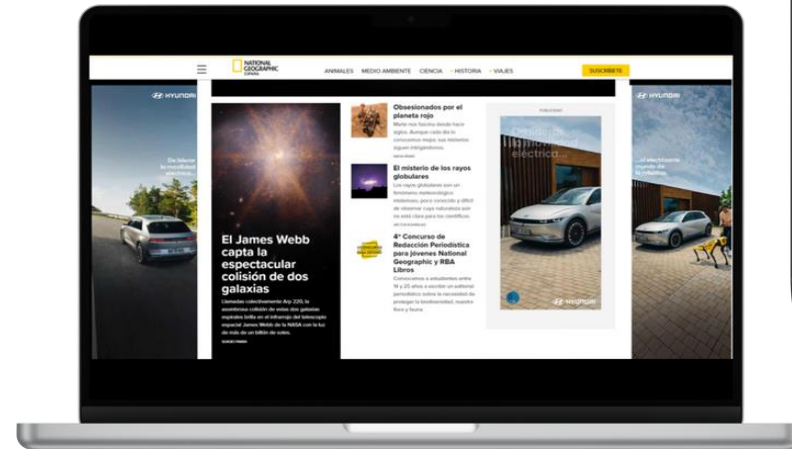
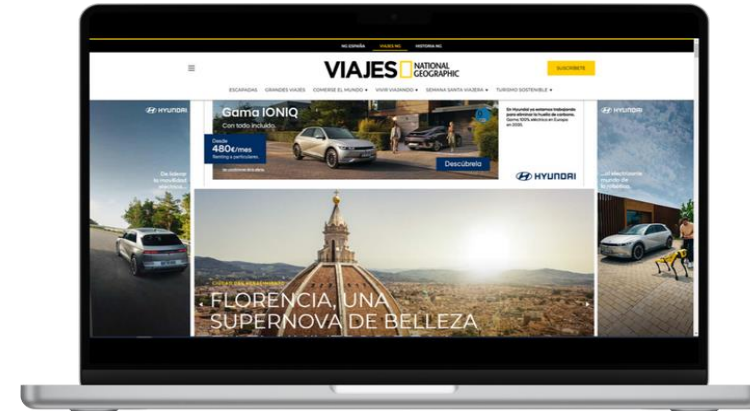
EJEMPLO CAMPAÑA DISPLAY DE ÉXITO

166.350 impresiones

733 clics

CTR 0,43%

RBA



CASE STUDIES



NATIONAL GEOGRAPHIC

Anunciante: VOLVO

Formatos: SKIN, 300x600, 320x100

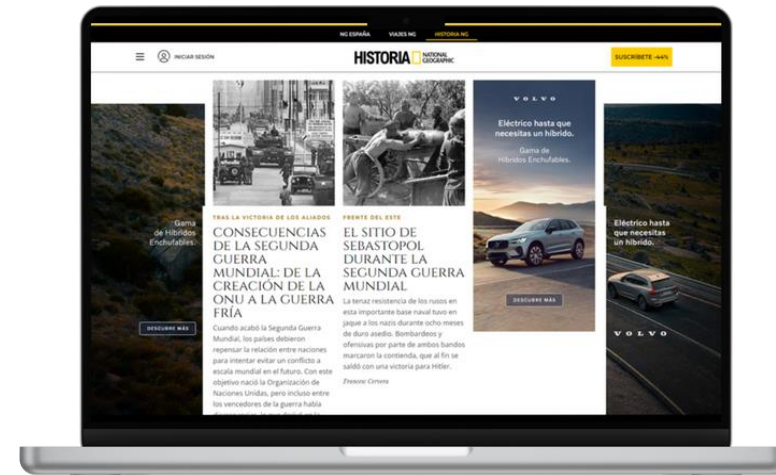
EJEMPLO CAMPAÑA DISPLAY DE ÉXITO

184.772 impresiones

1.066 clics

CTR 0,58%

RBA





GRACIAS TOTALES

