

OCTOBER 2025



Media Kit



# ***Today's Agenda***

- **Voz Media**
- **Our Audience**
- **Our Shows**
- **Activation Opportunities**

# *Who we are*

## THE **BRAND**

For latinos that stand for freedom, family,  
life and prosperity in America.

## THE **MOVEMENT**

That unites Latino generations through  
strong values & traditions

## THE **NETWORK**

Driving prosperity to US Hispanics using  
media + data + commerce

## THE **DESTINATION**

Where Hispanics go to be informed,  
inspired and activated.

# Our Content Pillars



## News and Politics

Providing trustworthy, values-driven coverage of current events, policy, and government that impact the Hispanic community.



## Economic Empowerment and Progress

Guiding financial literacy, career growth, entrepreneurship, and opportunity — to drive prosperity in America.



## Lifestyle and Culture

Celebrating culture, traditions, faith, food, entertainment, and daily life through a values-aligned lens.



## Family Security & Wellbeing

Championing safety, health, and educational initiatives that support thriving families and communities.

# Hispanics are the Largest Growth Segment in America

Biggest minority &  
fastest growing in  
the country



**63.7MM or 19%**  
total population



**50%+** of U.S. net population  
growth in the next 10 years

Growth driven  
by youth



**Latinos represent 25%**  
of young Americans

Increasingly educated  
& upwardly mobile



Hispanics with college  
degrees has increased **76%**  
in the last 10 years vs. 7%  
general population

Heavy digital &  
social media users



**USH 150 index** to spend **5+**  
**hours a day** on social media  
compared to average American

# Hispanic Conservatives Are Growing and Underserved By Both The Hispanic and Conservative Media

**18.9% (8.92M) Hispanics** today have conservative or very conservative views, up from **17.3% two years ago (7.52M)**. Yet Voz is the only media outlet aligning at scale with their values & identity.

## They are young and getting wealthier:

- **50%+ middle class** (HH income \$50-174k), above USH average, with a quarter in growth states in the SW, x2 the likelihood to US average.
- **Young: 37% are aged 25-44**, 37% younger than average US conservative. 16-24 USH 47% more likely to be conservative.



# When You Look At Traditional Values Our Audience Grows Further

**14.8M Latina women have values driven by family and shape by their faith\*. That's 5.6% of US population.** And they are increasingly looking for ways to connect to their heritage through traditions, values, food & culture.

- Over half (54%) aged 25-54
- Most likely to be found in growth states of South West- 2x more likely; South East close behind in total size but with no over index
- Family is important: 67% have at least one child- 36% over index for 3+ kids

**\*Women who are conservative, very conservative or moderate and who say they are very or moderately religious**



# Voz- America's No 1 Media Destination for US Hispanics with traditional values

**Monthly Reach  
3.5 MILLION  
US Hispanic  
households**

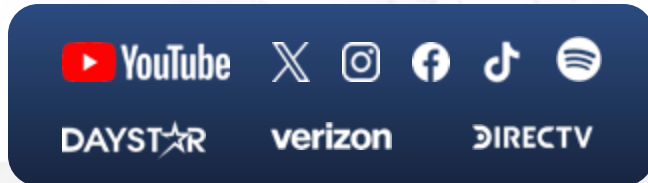
**63%  
YoY Growth**



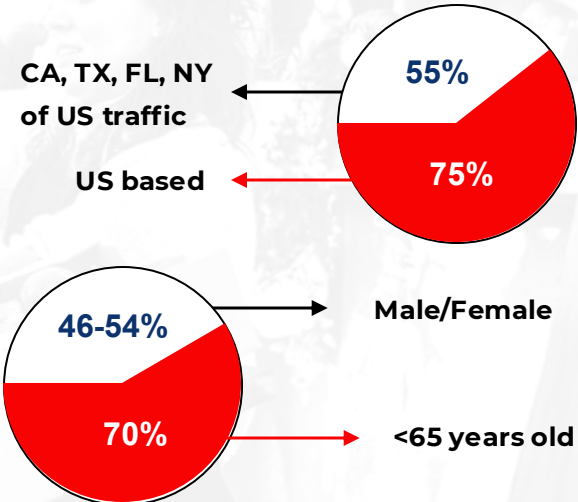
- » News & lifestyle content for Hispanic families with traditional values across TV, digital, online video, podcasts, and social media.
- » Original daily production from our own studios in Dallas and Miami.
- » On a path to reach 10M US Hispanic households with new distribution partnerships in 2026.

# Reaching Millions of Hispanics Every Month

- **Social media & YouTube:** 45M+ monthly impressions and 15M+ video monthly views
- **Website, eCRM, mobile & CTV Apps:** 1.5M+ monthly engagements across Owned and Operated ecosystem
- **Leading distribution network partners:**  
**Up to 12M US homes with VOZ News via DirecTV, Frontier-**  
Verizon platforms, DayStar partnerships, and content syndication



## VOZ's Audience Snapshot



# VOZ Digital Content to Commerce Ecosystem

## Superior, Data-Driven Audience Engagement

### CONTENT

News  
Website

Video  
Programming

Podcast  
Library

### COMMUNITY

YouTube

Social  
Media

CTV + Mobile  
App

### COMMERCE

Online  
Marketplace



Advanced digital content, media and eCommerce capabilities for advertisers

# Dynamic Content Driving Viewership Growth

## Daily news in Spanish



## New Lifestyle Content



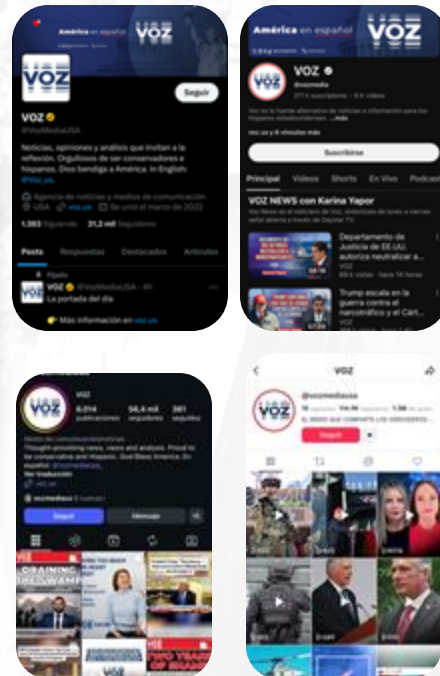
## Website visited by millions



## Exclusive opinion podcasts



## Driving social engagement



# Program Spotlight – VOZ News

## Covering the issues that matter

**Hour long daily news program in Spanish**, produced from VOZ studios in Dallas, Texas and hosted by **Emmy award-winning news anchor Karina Yapor**

Covering **national and international issues** our audience cares about

Featuring **high profile interviews, live coverage of big events, and expert panels** covering relevant topics and key news moments

**Multi-Channel Broadcast** - TV via Daystar Network, YouTube Channel and VOZ Mobile / CTV apps

Breakthrough Youtube Reach – 450% Growth In Viewership From July To September 2025 - 5.2M



# Program Spotlight – Vivas y Plenas

A space of connection, virtue,  
and community for Hispanic women

A new lifestyle, family  
focused, culturally  
rooted chat show for  
Hispanic women,  
produced in our Dallas  
studio, broadcast every  
weekend, and **hosted by**  
**Flor Robledo**



Real friends and experts  
discuss broad range of  
topics including family &  
relationships, health &  
wellness, financial  
stability, community and  
traditions



Available across VOZ  
YouTube Channel,  
Mobile and CTV apps



Expanding audience  
rapidly with over **1.3M**  
**views** since launch  
(~40K per episode)



# Working with VOZ

- Strong delivery against desired audience (reach and relevance)
- Unique and authentic editorial voice and programming
- Cross-platform amplification - Direct content to paid media
- Advanced Programmatic Marketplace
- Flexible and turnkey implementation
- Positive User Experience



Sponsored  
segments in news  
& lifestyle content

Programmatic  
marketplace across  
ecosystem

Brand integration

Integrated media  
campaigns

Direct ad  
placement

eCRM / eblasts

Social media  
shoutouts & collabs

ECommerce

# Base Sponsorship Package (Jan'26)

- Brand integration across VOZ content and programming
- Multi-channel delivery to maximize exposure to VOZ's audience
- Unlocks exclusive access to VOZ's programmatic media marketplace

- **VOZ.US Website, Mobile App** sponsorship and ad placements
  - Website Content Section and all content articles in section - brand Sponsorship cards, custom articles by editorial team
  - Display and OLV (Non-skip, pre and mid roll) ad placement 25% SOV across VOZ web and APP
  - Newsletter Integration Program (2 email blast/ month)
- **Youtube & Spotify** Integration into VOZ Programming.
  - OLV Commercial break ad-placements in all videos >10mins (150 Ads)
  - Content segment (s) presenting sponsor (15 total mentions)
  - Lower third and clickable links ( 2x in all News and Opinion programs)
- **Social Media** Amplification (FB, IG, X)
  - Content segment brand sponsorship amplification via VOZ and VOZ talent (2) social media handles (4 each)
- Priority access to **VOZ Programmatic** Hispanic Heartland Marketplace

Monthly Reach  
15% of USH Households





# Thank You!

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