



America's Leading Media Destination
For U.S Hispanics With **Family Values**

Media Kit

EXPLORE MORE →

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 & 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.



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 shaped 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



400K
YouTube
Subscribers



➤ **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

Leading mobile-first YouTube and social media engagement:

45M+ monthly impressions and 20M+ video monthly views. 7X rate on engagement vs other leading US Hispanic media

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 Daystar and Canela TV

VOZ's Audience Snapshot

64%

CA, TX, FL, NY
of US traffic

100K per day

US based

70% 30%

Male/Female

11%

Age 35-44

17%

Age 45-54

25%

Age 55-64

35%

Age 65+



Dynamic Content Driving Viewership Growth

Daily news in Spanish



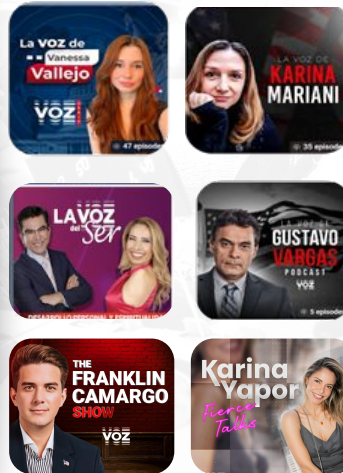
New Lifestyle Content



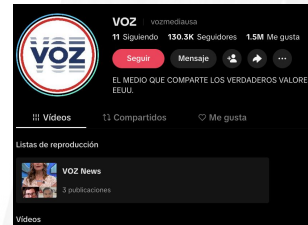
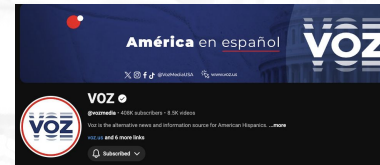
Website visited by millions



Exclusive opinion podcasts



Driving social engagement



VOZ Digital Content to Commerce Ecosystem

Superior, Data-Driven Audience Engagement

CONTENT

News Website

Video Programming

Podcast Library

COMMUNITY

YouTube

Social Media

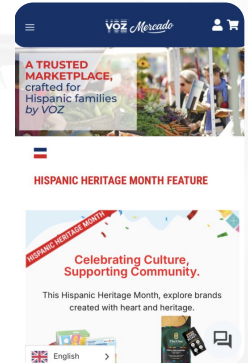
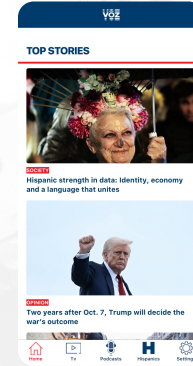
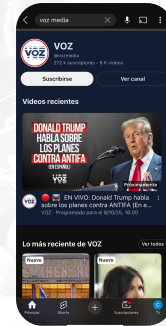
CTV + Mobile App

COMMERCE

Online Marketplace



Pulso por Chicago: el alcalde Brandon Johnson crea "zonas libres del ICE" y demanda a la Administración



Advanced digital content, media and eCommerce capabilities for advertisers

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, Canela Tv, YouTube Channel and VOZ Mobile / CTV apps

Breakthrough Youtube Reach and Engagement –
Past 3 month program viewership - 13.9 Million (5X YA).
8X engagement rate vs other Hispanic media



Program Spotlight – Vivas y Plenas

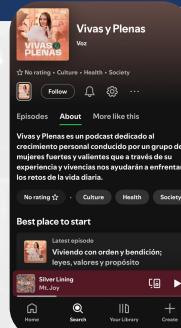
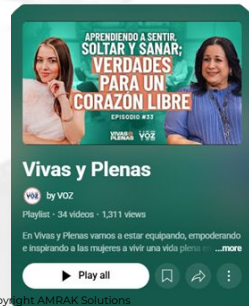
A space of connection, virtue,
and community for Hispanic women

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 **4.3M Y1 views**
132K avg episode viewership past 3 months



Program Spotlight – **El ingrediente Secreto**



A fresh, uplifting cooking and lifestyle show hosted by Maggie Jimenez

The charismatic TV personality, fashion expert, and food lover who's spent **35 years** inspiring Hispanic audiences through television and media.



Each episode blends culinary creativity, healthy eating, heartfelt conversation, and cultural discovery — taking viewers into the kitchens and stories of special guests across the U.S. and Latin America.



Maggie brings her warmth, humor, and authenticity to every plate — reminding us that food is not just about flavor, but about connection, heritage, good health, and joy.



El ingrediente
SECRETO

Working with VOZ

-  Sponsorship packages starting at \$20K a month and up to full premium program sponsorships
-  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 |  CRM / eblasts |
|  Social media shoutouts & collabs |  ECommerce |



Thank You!
