

2026



**The Home for
Heartland Hispanics**

vozmedia.com

VOZ - Addressing a Major Gap in US Hispanic Media

- **Conservative pov lacking** in mainstream media companies serving the US Hispanic market

- Large Segment of the **US Hispanic** population eager for **options that represent their values**

- Looking for media companies that protect these values, while **providing reliable news and meaningful content**

Conservative

Liberal

Major Gap in US Media

NEWSMAX

FOX NEWS
media

DAILY
WIRE

The New York Times

CNN

MSNOW

CNN
EN ESPAÑOL

UNIVISION

TELEMUNDO

Mainstream

In-Culture

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.

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

**Monthly Reach 3.5
MILLION US
Hispanic
households**

**422K YouTube
Subscribers**
(~1M monthly audience)



- » 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 Daystar and Canela partnerships in 2026.

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



Heartland Hispanics 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.

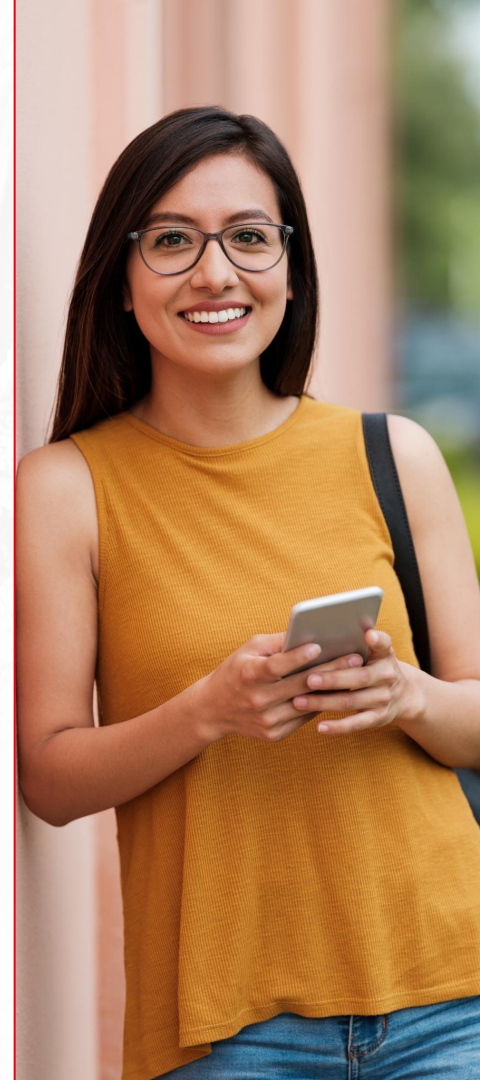


When You Look At Traditional Values Our Audience Grows Further

14.8M Latina women have values driven by family and 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**



Reaching Millions of Heartland Hispanics

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

FL, CA, TX &
NY of US
traffic

61%

US based

48K per day

Male/Female

69% / 31%

Age 35-44

11%

Age 45-54

17%

Age 55-64

25%

Age 65+

36%

Dynamic Content Driving Viewership Growth

Daily news in Spanish



New Lifestyle Content



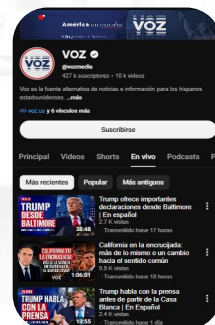
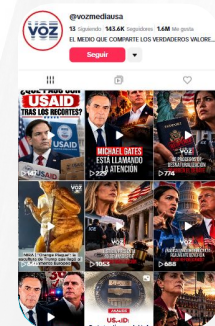
Website visited by millions



Exclusive opinion podcasts



Driving social engagement



CONTENT CREATE

- Sponsored Interviews
- Branded Segments
- Expert Integrations
- Product Integrations
- Custom Editorial
- Native / Sponsored Articles

SOCIAL AMPLIFY & INFLUENCE

- Branded Social Content
- Social Amplification
- Talent Integrations
- Short-Form Video
- Campaign Extensions
- Creator / Influencer Integrations

ON-AIR INTEGRATE

- Presenting Sponsorships
- Segment Sponsorships
- Commercial Spots
- Vignettes
- Host Mentions
- Lower Thirds

DIGITAL SCALE

- Display Advertising
- Video Advertising
- VOZ.us
- Mobile App
- Programmatic
- Audience Targeting

EXTENSIONS* ACTIVATE

- Podcasts
- Email / Newsletters
- Events
- Gamification
- Special Projects
- **Custom Partnerships**



**One Ecosystem.
Multiple Ways for Brands to
Participate.**

Channel Architecture

Two Flagship Sponsorship Platforms



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

VOZ Digital Content to Commerce Ecosystem

Superior, Data-Driven Audience Engagement

CONTENT

News Website

Video Programming

Podcast Library

COMMUNITY

YouTube

Social Media

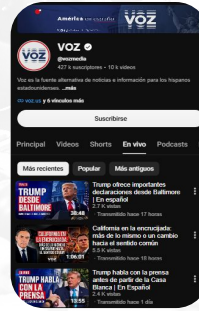
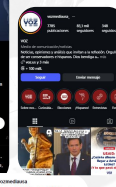
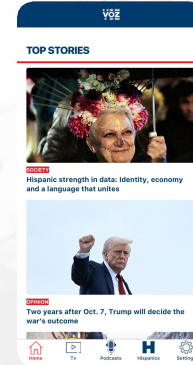
CTV + Mobile App

COMMERCE

Online Marketplace



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



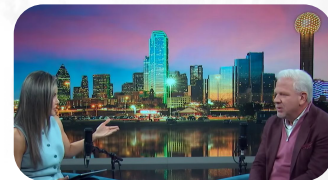
Advanced digital content, media and eCommerce capabilities for advertisers

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, 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 & Plenas

Real talk, shared wisdom, and life guidance for today's Hispanic women

A new vibrant, modern Spanish-language weekly talk show that celebrates friendships through the power of shared experiences. Hosted by the warm and inspiring Flor Robledo, her friends and experts.

Each episode features heartfelt conversations on health, family, work, relationships, and life's most challenging moments



Available across VOZ YouTube Channel, VOZ Website and Mobile App

Expanding audience rapidly with over **4.3M views** since launch (~83K+ monthly audience)





Thank You!
