Trust. In-Cultura. Connection

Innovating Towards The Future While Keeping A Pulse On Tradition

As the most trusted voice for U.S. Hispanics, we lead with cultural connectivity and relevant conversations that celebrate the diversity, resilience, values and identities of our audience across generations.

2M MONTHLY UNIQUE VISITORS
95% OF OUR AUDIENCE TRAFFIC COMES VIA MOBILE
50% OF OUR VISITING AUDIENCE COMES FROM SOCIAL
56% | 44% FEMALE | MALE

EDITORIAL HIGHLIGHTS
Purposeful Content that Celebrates & Elevates Community

PEOPLE VIP
Our social-first entertainment show covering the best of trending news

PODEROSAS
Where Latinas come to have the most important conversations

HISPANIC HERITAGE MONTH
Celebrating celebrity, industry icons and those making a difference in our community

DOTDASH MEREDITH LATINO AUDIENCE: 24M
Drives over $539B dollars in total spend across all categories

BEAUTY $5B
STYLE $12B
FOOD $3B
CONSUMER ELECTRONICS $36B
AUTO $434B
HOME $27B
TRAVEL / VACATIONS $22B

Source: 2021 comScore Multi-Platform © MRI-Simmons (12-21/F21)

For more information, please contact Veronica Wilson, National Digital Sales Director: veronica.wilson@dotdashmdp.com