



Media Kit

December 2020



A group of young people are sitting on a wooden pier outdoors. In the foreground, a man with curly hair and a beard, wearing a blue and white checkered shirt, is looking at his smartphone. Behind him, a woman with brown hair is also looking at her phone. To the left, another person is partially visible, also using a phone. The background shows a body of water and green trees under a clear blue sky. The text is overlaid on the image in white font on green rectangular backgrounds.

Metro World News is a US Hispanic Media Platform
that connects urban US Hispanics with local,
national and worldwide content.
We entertain and inform our audience through a
Metropolitan lens.



Our team creates the most entertaining and on-time glocal content for spanish speaking audiences.

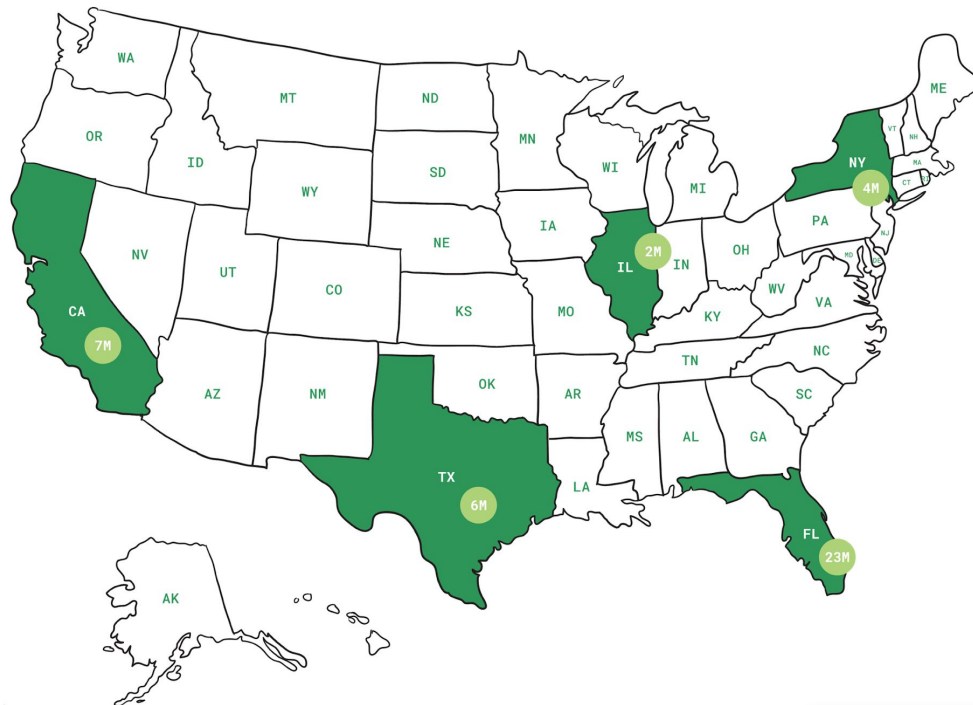
Monthly reaching a U.S. Hispanic audience of:

UU | 4.2 M

PV | 11.4 M

Our audience breakdown per state:

- California: 16%
- Texas: 14%
- Florida: 13%
- New York: 12%
- Illinois: 6%



Audience Overview

DIGITAL KPI

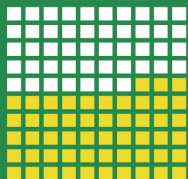
4.9

MILLION UNIQUE USERS

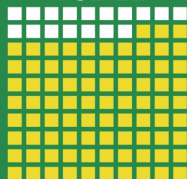
52%

84%

FEMALE



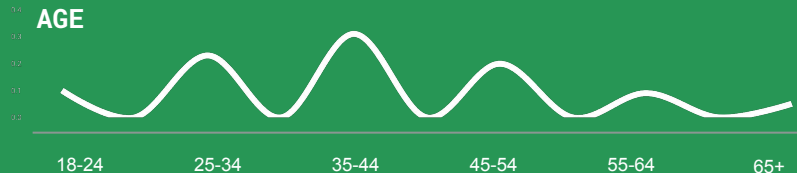
MOBILE



13.4

MILLION PAGEVIEWS

AGE



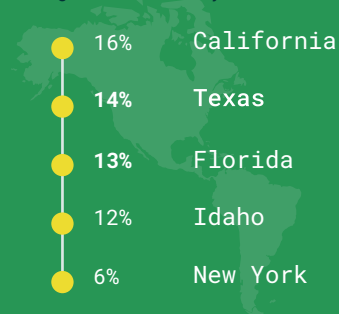
Interest Entertainment | Sports | Celebrities | Business | Travel

Access point Organic | Social | Direct | Referral

Perspective

"I wake up with hunger of information. Early in the morning I watch that the info update every minute. Sharing entertainment videos, and all kind of local and international news."

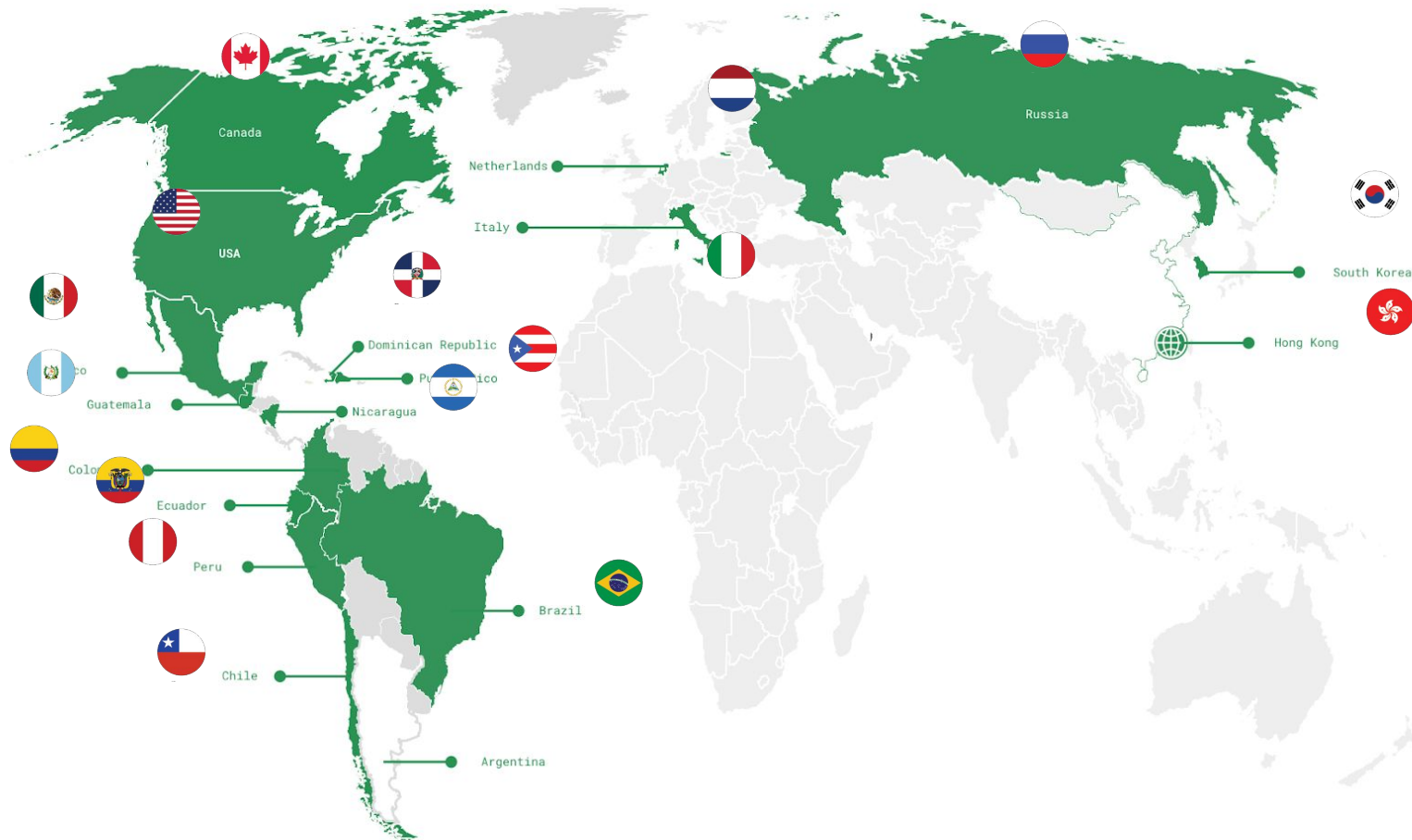
Digital audience by state





In Metro World News Co. we are 100% data driven
and audience focused.

That mindset has been key for our success in
creating the most **entertaining** and **on-time**
“Glocal” content for **spanish speaking audiences**
in the U.S.





Why choose Metro World News
to reach your U.S. Hispanic
Audiences?



Metro World News



CULTURE



HERITAGE

WE HAVE A DEEP
UNDERSTANDING
ABOUT THE U.S.
HISPANIC
COMMUNITY



TRADITIONS



MOTIVATIONS



Connection.

Hispanics value a sense of connection with their heritage and culture.

They are looking to connect with brands, products and services that value their ethnicity and heritage.

Advertisers have an opportunity to connect with Hispanics through content that relates to their traditions, habits, culture, motivations and values. This doesn't necessary mean spanish content, this deeper audience **understanding** is why you choose us:

We know what they value and love.

We are aware of what influence them.

We know their drivers and motivations.

We understand them.

We are **Metro World News**.



Cultures are like icebergs

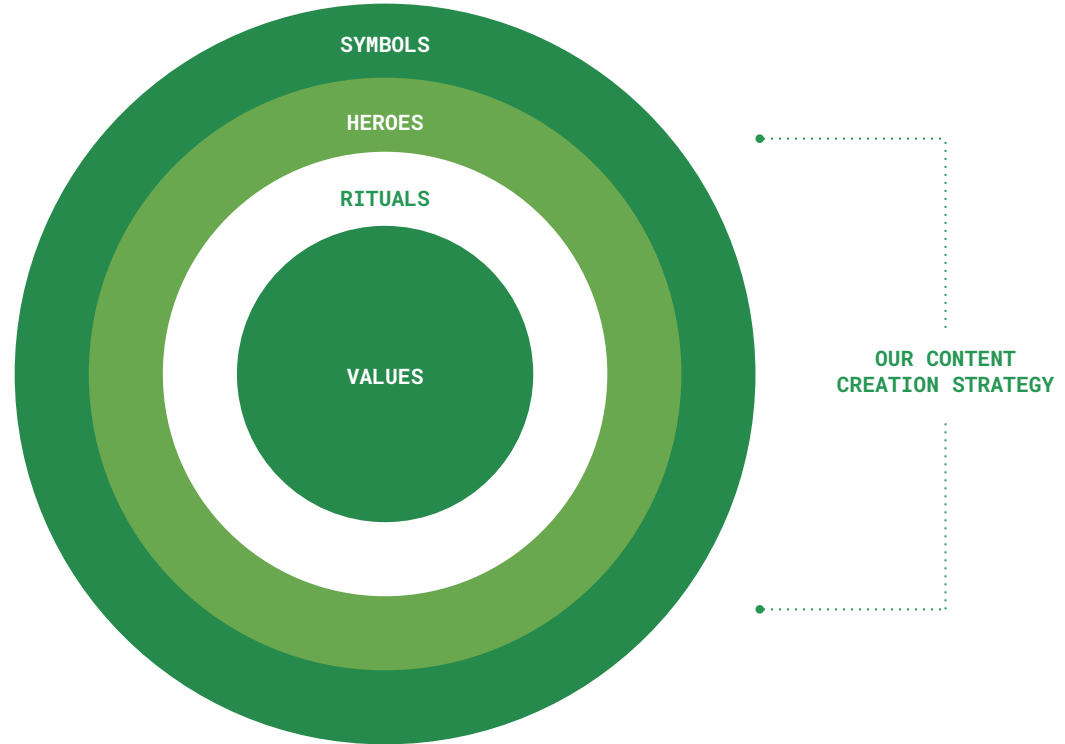
"Objective culture is generally evident to our senses and relatively easy to grasp. "

Tangible expressions of culture:

- Symbols
- Heroes
- Rituals

Intangible expressions of culture:

- Values



Facebook, Google & Yahoo Agree:

Culture & Language Matter When Reaching Hispanics Online.

CULTURE

73%

Third-generation Hispanics watch videos that speak to their heritage.
Yahoo

TOP 3
ELEMENTS BY
FACEBOOK

To make videos culturally relevant.

62%

Spanish speaking actors & influencers

57%

Humor

58%

Family Gatherings

When advertising includes aspects of Hispanic Culture

Yahoo & YouTube



Over half welcome ads targeted specifically to them as Hispanic Latino.

9 in 10

Of U.S. Hispanics pay attention.

LANGUAGE

2 IN 3

Bilingual Hispanics

Read + watch videos in spanish

8 IN 10

Spanish Speakers (dominant)
Read and watch videos in spanish

86%

Of U.S. Hispanics believe that speaking Spanish is a way to stay connected to their culture.

Perception of brands

That advertise in spanish

58%

48%

Value the Hispanic Community.

31%

34%

They are more trustworthy.

● Spanish dominant
○ Bilingual

A photograph of a family of four—a father, mother, and two children—gathered around a laptop. The father, on the left, is looking at the screen. The mother, on the right, is smiling and looking down at the screen. A young girl is on the far left, also looking at the screen. A young boy is in the center, looking at the screen with a smile. The text "We focus on using cultural insights from the U.S. Hispanic community to connect our content with our client's brands and services." is overlaid in white on a green background across the middle of the image.

We focus on using **cultural insights** from the U.S. Hispanic community to connect our content with our client's brands and services.



25 years

Creating digital
global content

20 years

Connecting with
Hispanics in Latam

10 years

Owning country
operations in Latam



We have a strong data driven
content strategy that makes us
market leaders



We have deep understanding of
local culture to make content
that connects with U.S.
Hispanic



Our editorial team is
strategically located to engage
with U.S. Hispanic

- Custom campaign KPI optimization to assure excellent results



We deliver.

We have spent the last 6 years perfecting and upgrading our expertise in:

- Programmatic
- Online advertising solutions
- Data & targeting
- Campaign optimizations

To assure you the best and most amazing campaign results.

We have partnered with **strategic technology players** to deliver high quality online advertising campaigns.

TECHNOLOGY

We use the best platforms available to assure high quality services.

Moat Brand Intelligence & Analytics for brands.

Connected to Google, Rubicon, OpenX and Teads.

Data Targeting with Navegg (DMP)

SSP: Google AdServer

EXECUTION

We have a dedicated team that works, analyzes and optimizes all media campaigns.

+Than 50 Million monthly impressions.

Ad trafficking.

Ad design.

24/7 Ad Ops support

Campaign optimization and management.

Programmatic deal implementation.

REPORTING

We develop custom reports based on your needs.

Complete GAM programmed reporting.

3rd party ad validator.

KPI performance.

Strategic recommendations.

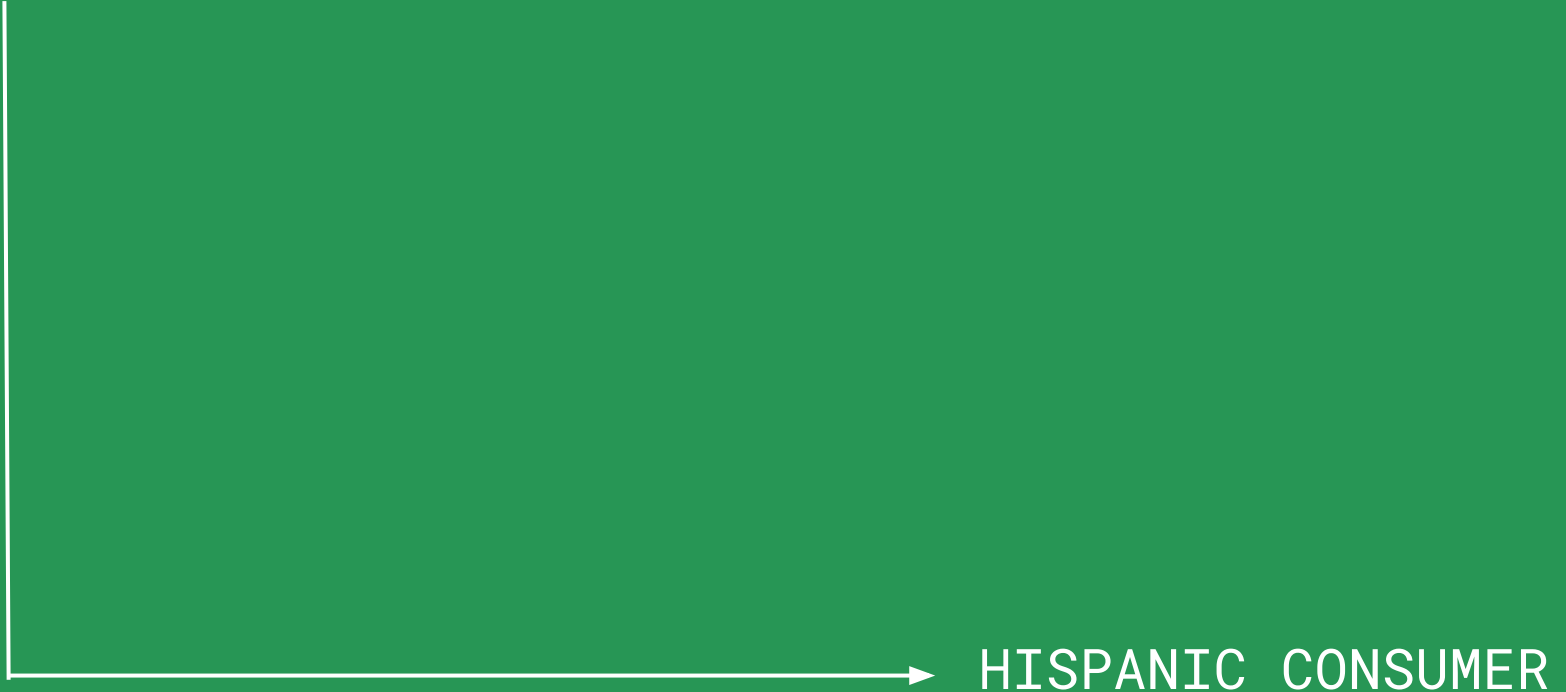
Programmatic performance analysis.

PARTNERS



MOAT







When brands ask us why should
they invest in a spanish
speaking audience campaign in
the U.S., we ask... **why not?**

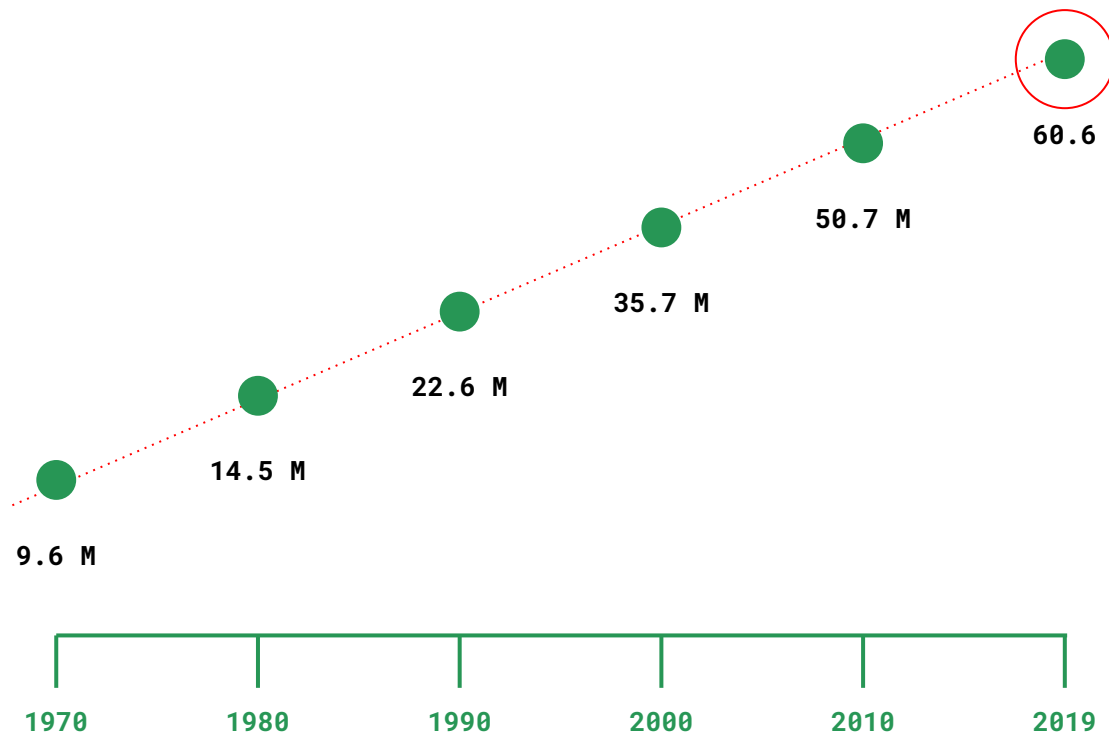


Metro World News



Today, there are more than **60 million** Hispanics in the U.S.

- More than 80% are internet users.
- More than 70% are smartphone users.
- 1 in 4 Hispanics have smart speakers in their home.





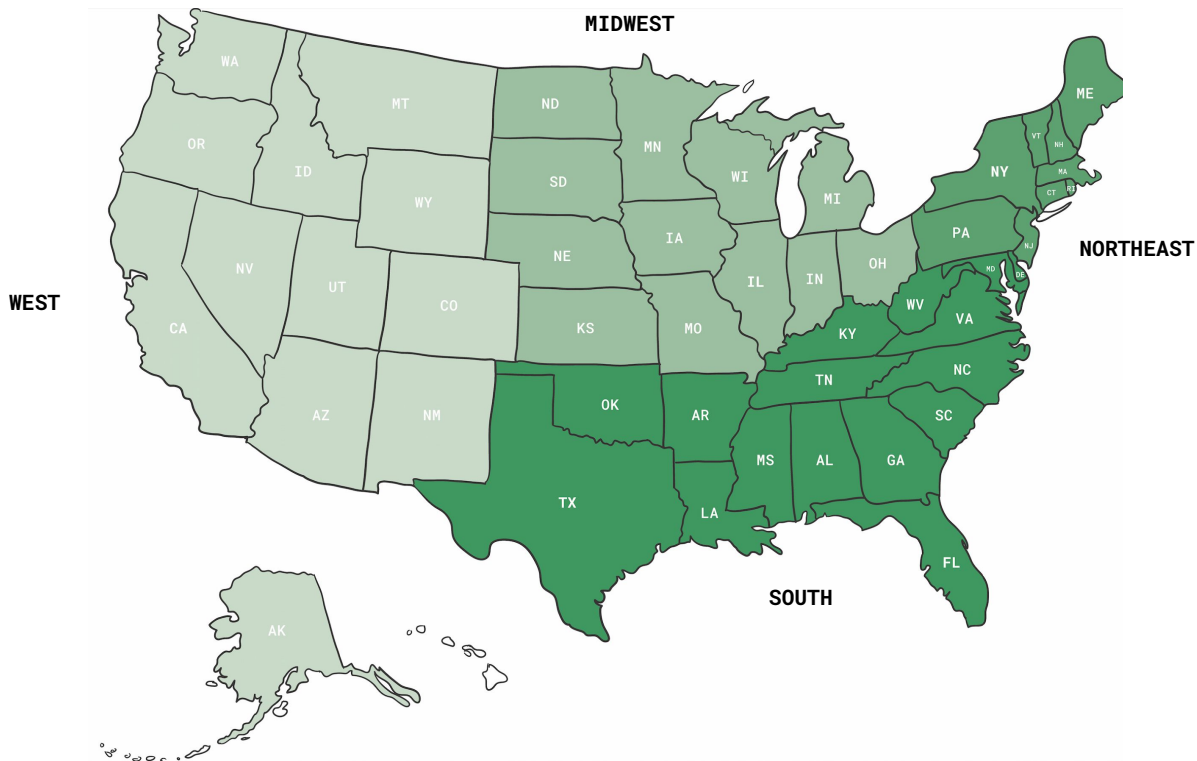
With a U.S. Hispanic population hitting almost 61 million in 2020, **the South side has seen the country's biggest growth** since the year 2000:

South +33%

Northeast +25%

West +19%

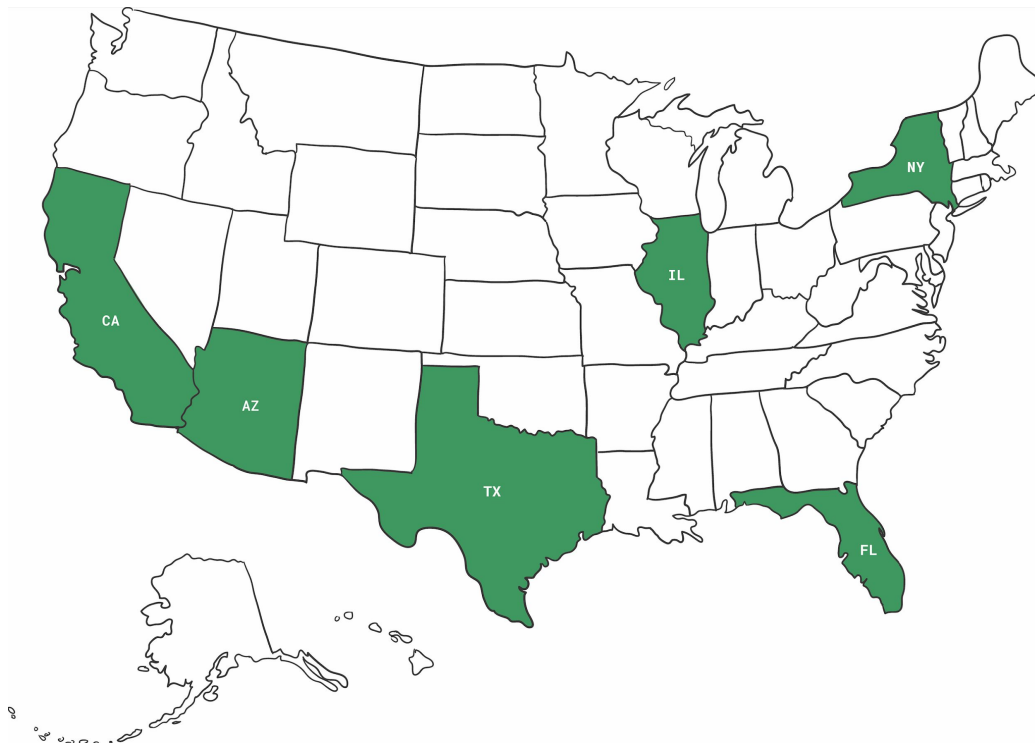
Midwest +24%





Arizona, California, Florida, Illinois and Texas are the U.S. states with the largest Hispanic Population, as 2019:

- **California:** 9.5 M
- **Texas:** 4.3 M
- **New York:** 2.5 M
- **Florida:** 1.8
- **Arizona:** 1.4 M
- **Illinois:** 1.2 M





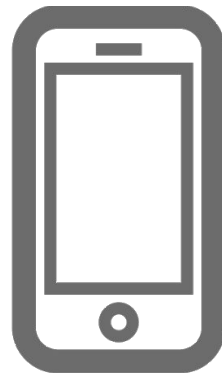
COUNTIES WITH THE LARGEST HISPANIC COMMUNITIES



	HISPANIC POPULATION	% OF POPULATION THAT IS HISPANIC
Los Angeles*, California	4.8	49%
Harris*, Texas	2	44%
Miami-Dade*, Florida	1.8	69%
Maricopa*, Arizona	1.4	31%
Cook*, Illinois	1.3	26%
Riverside*, California	1.2	50%
Bexar*, Texas	1.2	61%
San Bernardino, California	1.1	54%
San Diego*, California	1.1	34%
Orange*, California	1	34%
Dallas*, Texas	1	41%

82%

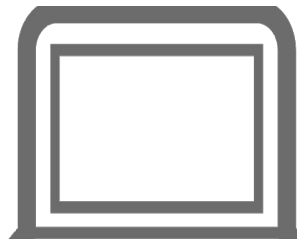
U.S. HISPANIC INTERNET USERS
v.s. 86% OF TOTAL CONSUMERS



SMARTPHONE USERS

72%

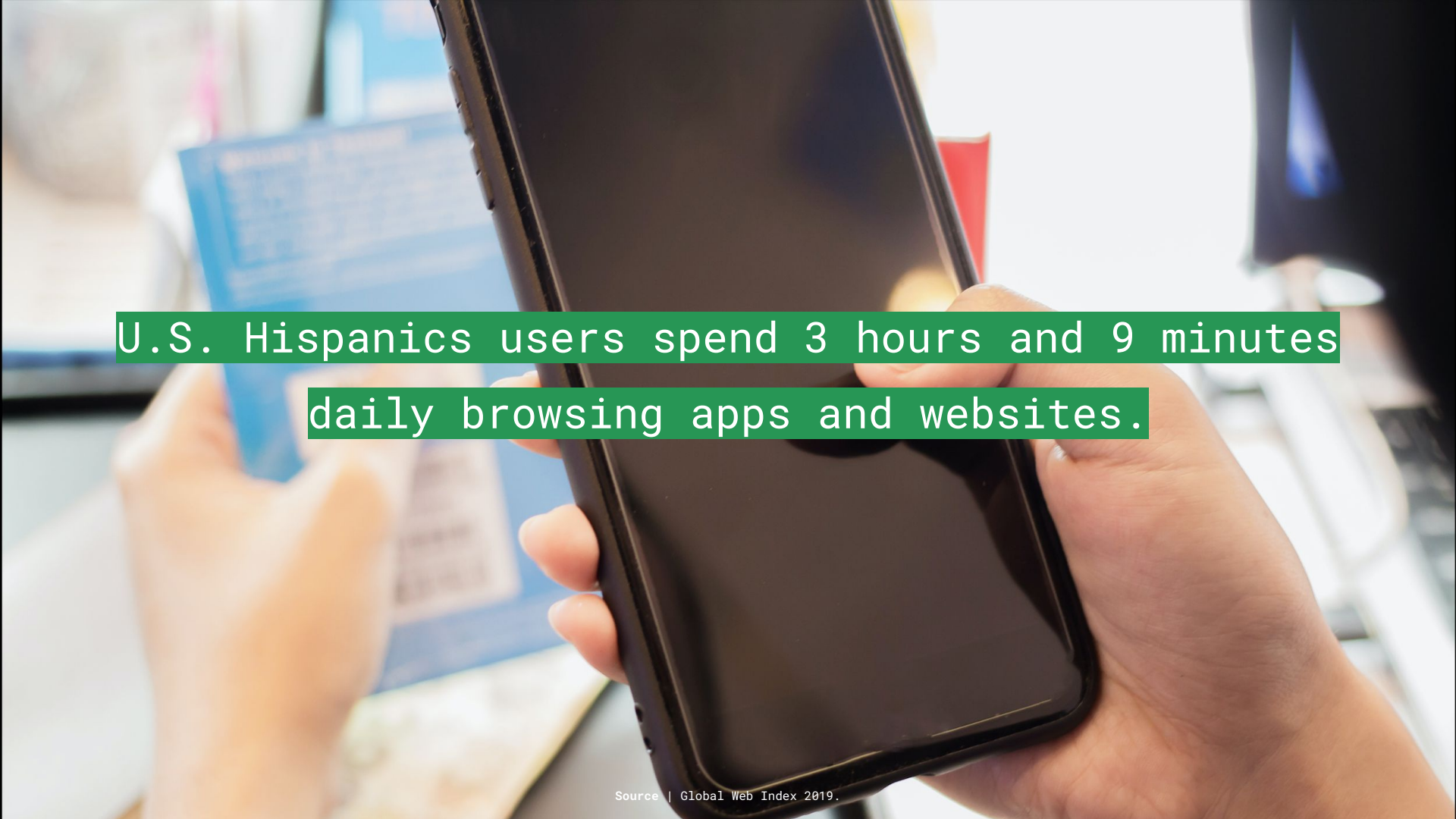
U.S. HISPANIC SMARTPHONE USERS
v.s. 70% of total consumers.



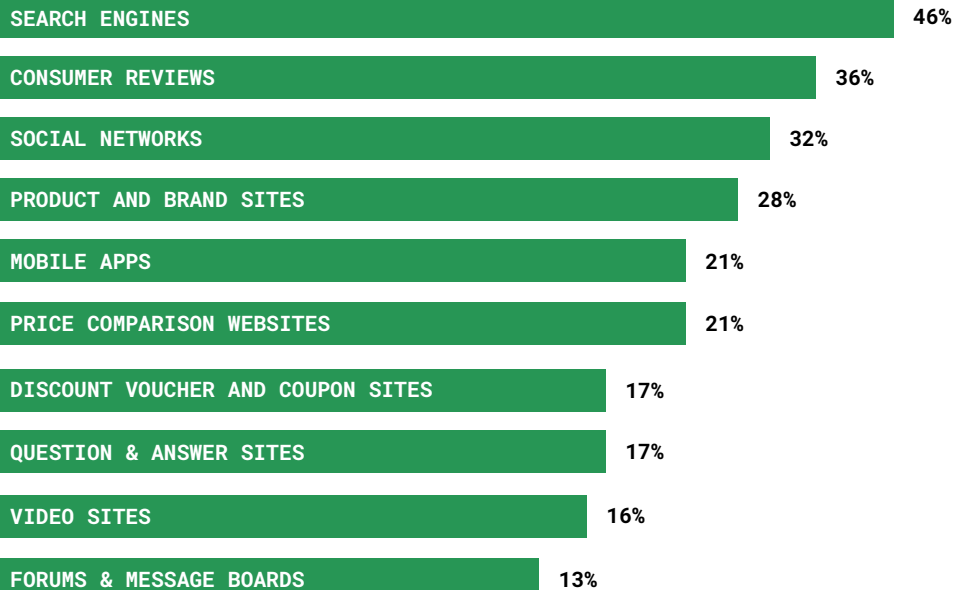
TABLET USERS

52%

U.S. HISPANIC TABLET USERS
v.s. 52.9 % of total consumers.

A close-up photograph of a person's hands holding a black smartphone. The phone's screen is dark and reflects the surrounding environment. In the background, a blue folder or document is visible on a desk, and a computer monitor is partially seen on the right. A green text box is superimposed over the center of the image.

U.S. Hispanics users spend 3 hours and 9 minutes
daily browsing apps and websites.





US \$1,924 T

According to the Selig Center for Economic Growth, **the U.S. Hispanic Population buying power** was around US \$1.539 trillion in 2018 and **is expected to hit US \$1,924 trillion by 2023.**



A lot of the advertising U.S. Hispanics consume, comes from digital channels:

- 36% Social Media
- 9% Online Video
- 5% Website
- 3% e-Mail

U.S. Hispanics buy more through mobile devices than non-hispanics:

Mobile

49% Hispanics

33% Non Hispanics

Desktop/Laptop

44% Hispanics

54% Non Hispanics

Any Device

77% Hispanics

79% Non Hispanics

For the U.S. Hispanic population, **shopping is a social experience**, that is why they prefer to research online and buy in-store.



TOP ONLINE PURCHASE DRIVERS

63%

FREE DELIVERY

50%

COUPONS & DISCOUNTS



U.S. Hispanics who predominantly speak **Spanish**
are more receptive to **Spanish** language in
advertising.

- The State of the Hispanic-American Consumer 2018 -

WHEN I HEAR A COMPANY
ADVERTISE IN **SPANISH**,
IT MAKES ME FEEL LIKE
THEY RESPECT MY
HERITAGE AND WANT MY
BUSINESS.

53%

Of Spanish-dominant respondents endorsed this statement

27%

Of English-dominant respondents endorsed this statement

Plus: 50% of Spanish-dominant U.S. Hispanics declare that "they are more loyal toward companies that show appreciation for our culture by advertising in Spanish."



Is your brand interested in
reaching monthly a 3,7
million U.S. hispanic
audience?



Metro World News



Is your brand interested in using our
10,2 million monthly pageviews as
leverage to connect with our U.S.
Hispanic audience?



Metro World News



Global Reach

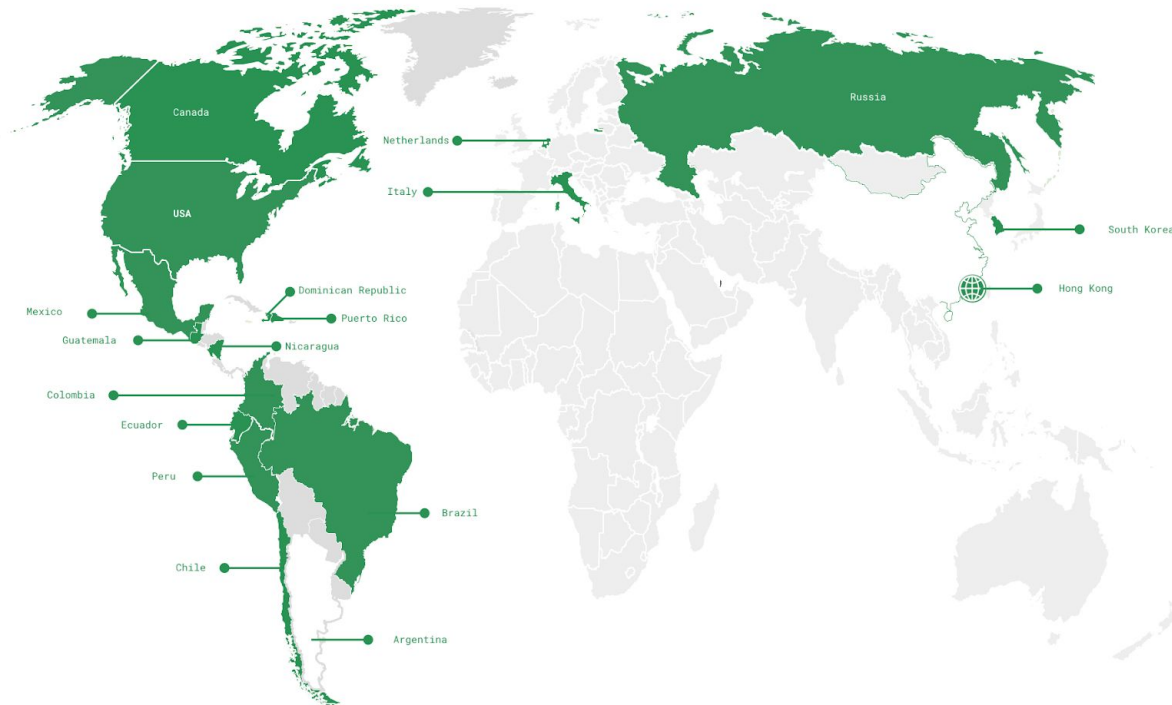
metro 



The Metro® news brand has **disruptiveness** and **innovation** in its core. It was first distributed in 1995 in Sweden, and since then seen a global expansion.

Today, Metro®:

- Has 18 news portals built on high-end tech.
- More than 100K monthly unique users.
- Is delivered daily in the world's most important cities.



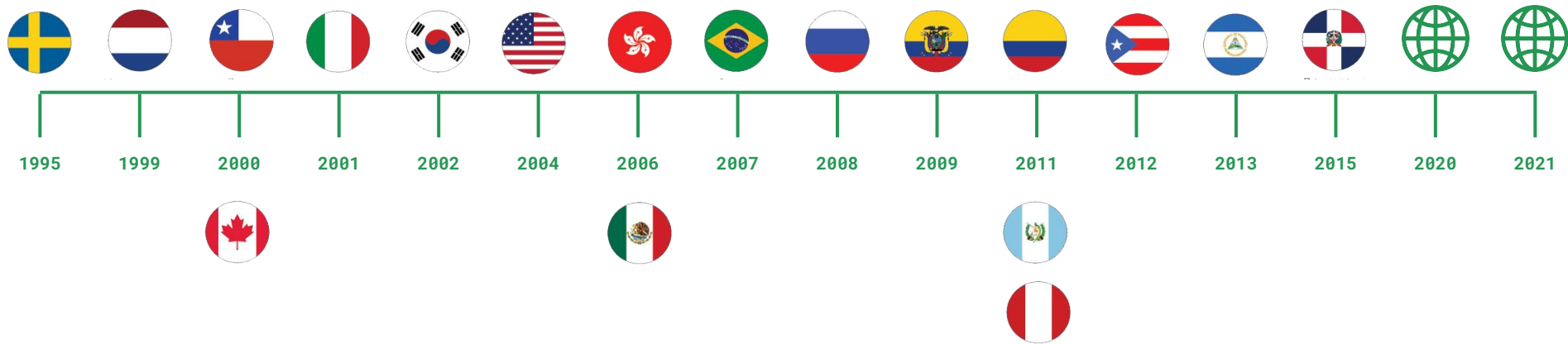
GLOBAL BRANDS





Metro®, our news brand, has print and online presence in 18 countries, 65 cities and is written in 8 different languages.

- 100 million monthly users (news portals)
- 300 million monthly pageviews (news portals)
- 10 million monthly global (readers (print))
- 15 million in social media (followers & fans)





Brazil



Canada
Montreal



Chile



Colombia



South Korea



Ecuador



Estados Unidos



Guatemala



Netherlands



Italy



Mexico



Nicaragua



Perú



Puerto Rico



Czech Republic



Dominican Republic



Rusia



90M

MONTHLY

USER



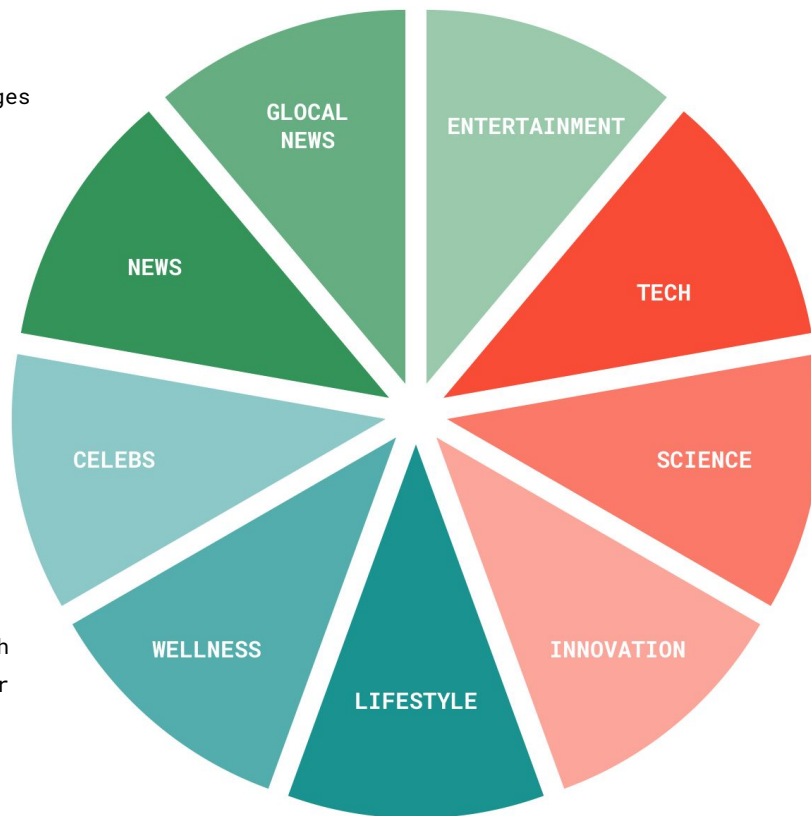
[News & Entertainment]

Glocal news and entertainment brand.
Published in 18 countries and 8 languages
online and offline.
Audience first approach.
+100 million monthly users.
+300 million monthly pageviews.

NUEVA MUJER

[Lifestyle & Wellness]

Content written and published in spanish
for women who are looking to enjoy their
life at their fullest.
More than 15 million monthly users.
More than 20 million monthly pageviews.



FayerWayer

[Tech & Innovation]

Content in spanish for people
who crave news about tech,
innovation and the planet.
Almost 3 million monthly users.
More than 3 million monthly
pageviews.