



**National Media Spots Inc.**

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## **Network Profile**

**LATV is a pioneering bilingual media company elevating the Latino voices redefining culture.**

**We're an incubator for rising talent, a platform for genuine expression, and a welcome guest in millions of homes from coast to coast. Our casa, your nation.**

### **Age Groups**

Primary Target	<b>A18-49</b>
Secondary Target	<b>A18-34</b>

### **Language**

English	<b>70%</b>
Spanish	<b>30%</b>

### **Gender**

Male	<b>45%</b>
Female	<b>55%</b>

### **Country of Origin**

Mexican	<b>57%</b>
Caribbean	<b>37%</b>
Other	<b>6%</b>

### **Household Income**

HHI	<b>\$75k</b>
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### **Featured Programs**

Vamos Traveling	Latino Alternative Storytellers	Mas Que Pride
Brunovision	Cultura Shock	Get It Girl
The Q Agenda	CheckItNow	WYKA