If you're reading this, there's a high chance you believe in diversity, inclusion, and the power of equity. There are 62.1 million Latinx people in the United States, and yet the inequities in access to healthcare, education, finance, and employment are too vast for me to explain on this page.

But precisely for those inequities is why I founded The Cultura Media; our mission is to promote sustainability through valuable content to provide equal access, promote factual and research-based information, and deliver innovative solutions to our readers.

How The Cultura Media will fully succeed is for people like you to invest in diverse and inclusive media like us. By making information accessible, we are actively reducing the inequity gaps. Here's how we create value: we publish a digital and print quarterly magazine in 4 core areas; education, health and wellness, civic power, and financial literacy. We partner with key experts in their field to discuss these issues in a culturally sensitive and culturally aware way to engage our audience and activate them towards making sustainable solutions.

We invite you to partner with us. We aren't shy of new ideas. We hope you find this media kit helpful and discover remarkable ways to form a win-win collaboration for ALL.
The Cultura Media Inc. is a social enterprise based in San Diego, California that aims to amplify Latinx voices and Spanish-speaking communities by sharing innovative, accessible and culturally relevant information.

The mission of The Cultura Media is to ensure marginalized communities of color are sustainable through language inclusion, cultural awareness, and cultural sensitivity in health, education, civic power, and financial literacy.

Founded in 2020, The Cultura Inc. is a social enterprise based in San Diego, California that aims to amplify Latinx voices and Spanish-speaking communities by sharing innovative, accessible and culturally relevant information.

**WHAT MAKES US UNIQUE?**

We produce authentic, original, and innovative content for many bilingual populations in the United States and Mexico. Located just 15 miles north of the US-Mexico border, we highlight untold and often overlooked stories that add invaluable richness to our society while influencing our audience towards sustainability (through financial, educational, health and wellness, and civic power).

We are the only socially-driven media enterprise in San Diego focused on publishing content around the needs and requests of our target audience. That’s also Latina-owned. We speak to Latinx moms, families, and community members and ask them directly what they need to know but can’t access an expert to discuss their concerns. In the process, we engage in conversations on the pain points where Latinxs are commonly excluded. As a result, we go beyond just delivering information. We educate stakeholders on how to communicate with the Latinx community.

**OUR PRESENCE**

We have digital and print magazine subscriptions nationwide and in Tijuana, Mexico. Plus, you can find our print magazines in the largest Latino populated states in the nation including:

1. San Diego, CA
2. Los Angeles, CA
3. Phoenix, AZ
4. Santa Rosa, CA
5. Austin, TX
6. Boston, MA
7. Orlando, FL
8. Orange, CA
**TESTIMONIAL**

"When access to false information is so easily accessible, we need reliable sources of information. People from minority groups are more likely to receive misinformation. As a result, the risk of severe side effects, including worsened health outcomes, becomes higher than for people who belong to the majority group. It is extremely important to expand reliable sources of information. The Cultura Media offers us reliability. Let's support them!"

*Cardiologist, Sonia Ponce M.D*
*Community Cardiology Clinic*
OUR VALUES

1. CULTURAL RELEVANCE & AWARENESS

Centered in the community, we focus on amplifying unheard and ignored Latinx voices and monolingual Spanish-speaking immigrants. We create bilingual content and ensure it’s not just literally translated but culturally translated too. Whether we’re working with clients or our users, we honor the community’s needs through translating, consulting, and creating accurate bilingual content. We deliver resources, projects, and programs in the utmost respectful and culturally accurate way possible.

2. INNOVATION

We encourage and invite companies to implement diverse and inclusive practices into their business to prevent institutionalized racism as much as possible. It’s never enough to provide information to our readers if this information is ignoring cultural relevance. This way, we can guarantee the best quality and provide accurate information to our readers and clients.

3. ACCESSIBILITY

Our goal is to make crucial information as accessible as possible so our audience can obtain and maintain sustainable lives. The mere existence of The Cultura Media is to provide practical knowledge to our users and help organizations create pathways for their clients to access their services.

OUR PRINT MAGAZINE

The Cultura Revista is an all-Spanish magazine that features professionals from across the country that provide first-hand experience and valuable information needed to create a culture of self-advocacy for readers. The first copy of The Cultura Revista launched in 2021, and was distributed in California, Arizona and Texas.

ADVERTISE

The Cultura Revista offers several advertising options. Ads are designed in-house at the request of our business clients.

@thecultura_ | hola@thecultura.org
PRODUCTION SCHEDULE 2022

JANUARY- MARCH

I. SALUD Y BIENESTAR ISSUE
HEALTH AND WELLNESS

Close Date: December 1
Release Date: January 1

APRIL-JUNE

II. CHAMBA Y DINERO ISSUE
EMPLOYMENT AND MONEY

Close Date: February 15
Release Date: March 15

MAY-JULY

III. SPECIAL ISSUE
(THEME CHANGES ANNUALLY)

Close Date: May 15
Release Date: June 15

JULY-SEPTEMBER

IV. EDUCACION ISSUE
EDUCATION

Close Date: July 15
Release Date: August 15

OCTOBER- DECEMBER

V. TUS DERECHOS ISSUE
YOUR RIGHTS

Close Date: October 15
Release Date: November 15
PRODUCTION SCHEDULE 2022 CONTINUED
CAMPAIGN RELEASES OF AWARENESS DAYS

January 17
MLK's Day

February 1-28
Black History Month

March 8
International Women's Day

March 31
Cesar Chavez' Day

June 1-30
LGBTQ+ Awareness Month

June 12
Día del Niño

June 19
Juneteenth

August 9
Indigenous People's day

September 15- October 15
Hispanic Heritage Month

October 10
Mental Health Day

December 8
Latina Equal Pay Day

December 10
Human Rights Day

December 18
International Migrant's Day

hola@thecultura.org
1 INFLUENCER COLLABORATIONS
We collaborated with influencer and education advocate Benjamin Perez, also known as Perez the Advisor, to release our Health and Wellness Issue. Benjamin published a letter to his parents expressing the hardships of a first-generation college graduate son of immigrants and held an IG live with The Cultura to discuss the importance of language access. With his support, we reached an audience of over 15k followers on Instagram.

2 DEMAND FOR LATINX VOICES
Less than one year after The Cultura’s inauguration, we got invited to speak at the Voces Disney Company panel as Keynote speakers. We also featured on BeLatina News to discuss the importance of cultural awareness, cultural sensitivity, and representation in the Media for Latinx Communities.

3 STRATEGIC PARTNERS
We’ve partnered with Sony Latin Music to feature Emmy Award nominee artist Lupita Infante and Billboard Top 100 Virlan Garcia to highlight their achievements in a culturally sensitive and culturally aware way.

hola@thecultura.org
25+ years of experience writing and translating Spanish-English

15+ years in Latinx consumer marketing

10+ years in Diversity, Equity, & Inclusion consulting experience

Feature minority leaders who are experts in their fields to publish reliable content

Only truly binational resource magazine for multicultural lifestyles

Original content is centered around 15+ years in human rights copyrighting and policy education
DIGITAL STATISTICS

72.7% Women
25-54 Age Group
LA Top residency of digital users

TARGET AUDIENCE

$75K Potential Purchasing Power
1 IN 6 Americans in the US are Latino
27.6% Latino College Grads
PARTNER WITH US
Advertise with us
Consult DE&I with us
Translate your resources
Create your PR campaign with us
Distribute the magazine in your area
Write for The Cultura Media
Promote your brand or product
Offer a service through us as referral

SPONSOR THE CULTURA MEDIA
Sponsor a magazine Issue
Donate to The Cultura Media
Sponsor a campaign (see page 7)
Co-host an event
Pledge to our cause
Sponsor featured content & events

FOR DISTRIBUTION & ADVERTISING INQUIRIES
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