

PITAYA

ENTERTAINMENT

# About **Pitaya** **Entertainment**

- A new, cutting edge podcast company—launched January 2021
- Fully dedicated to producing podcasts for U.S. Latinos
- All podcasts are weekly talk shows hosted by well known Latino personalities with high social media followings
- Hailed by media as launching “A New Era in Latino Podcasts”

**All six series debuted on  
Apple Podcasts charts in first week**

**#1 Entertainment News Podcasts**

**#5 and 6 Education Podcasts**

**Top two podcasts in Spanish in Top 200 Chart.**

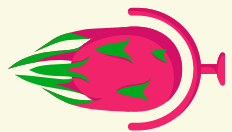


Hosts' social  
media followers:

**27.5m+**

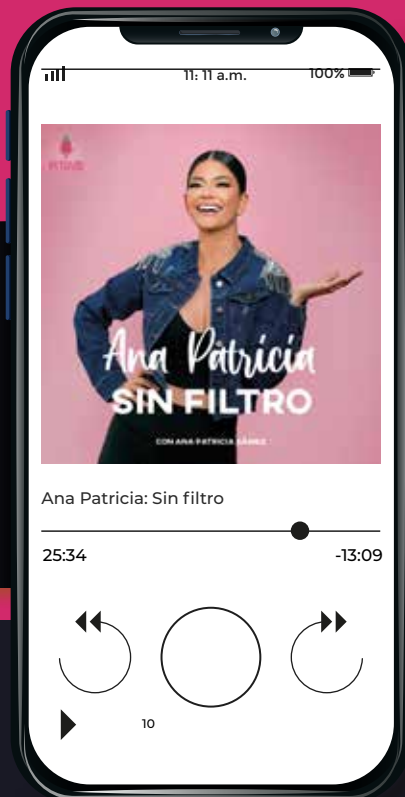
Podcast downloads  
in first ten weeks:

**1m+**



# Our Series

Available on Apple Podcasts, Spotify, YouTube, Pandora, iHeart Radio, Google Podcasts, Amazon Music, and Pandora





# Ana Patricia

SIN FILTRO

## ABOUT

Beauty queen and TV star Ana Patricia Gamez hosts a Spanish-language lifestyle podcast on professional success, romance, family and beauty advice.

Press Highlights:



**TARGET AUDIENCE:**  
Spanish-speaking  
women in the United States,  
ages 18-44

**CHART POSITIONS:** Debuted as the highest-ranked Spanish-language podcast in the U.S. on Apple's Top 200 podcasts chart and the #5 most popular podcast in any language on Apple's U.S. Education chart.

**Cover stories in  
Siempre Mujer  
and El Especialito**

**ANA PATRICIA'S**  
SOCIAL MEDIA FOLLOWING:



2.5M



3.5M



398K

# ABOUT

TV star and actress Alejandra Espinoza hosts a Spanish-language self-improvement podcast with her sister Damaris Jimenez, a life coach specializing in women's personal development.

**CHART POSITIONS:** Debuted as the second most popular Spanish language podcast in the U.S. on Apple's Top 200 podcasts chart and the #6 podcast in any language on Apple's U.S. Education chart.



**TARGET AUDIENCE:**  
Spanish-speaking women  
in the United States,  
ages 18-44.

# ENTRE HERMANAS

con Alejandra Espinoza y Damaris Jimenez

**ALEJANDRA'S**  
SOCIAL MEDIA FOLLOWING:



3.1M



4.3M



391K



275K



**JOANNA'S**  
SOCIAL MEDIA FOLLOWING:

 196K  391K  96.4K  262K

**JENNY'S**  
SOCIAL MEDIA FOLLOWING:

 214K  465K  17.9K  214K

# hyphen- ated

WITH  
JOANNA HAUSMANN  
AND JENNY LORENZO



## ABOUT

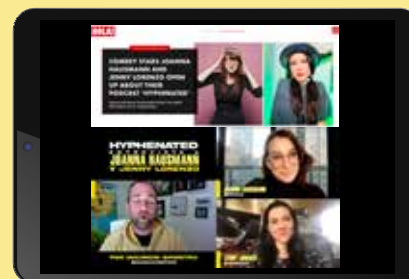
Comedy stars Joanna Hausmann and Jenny Lorenzo host an English-language podcast about living in the hyphen that connects American and Latin culture.

**CHART POSITIONS:** Debuted at #46 on the highly competitive Apple Podcasts U.S. Comedy chart and was the highest-ranked podcast about Latinos and the Latino experience on that list.



**TARGET AUDIENCE:**  
Male and female, second  
and third generation  
English-dominant U.S.  
Latinx listeners, ages 18-34.

## Press Highlights



# ABOUT



Renowned fashion and beauty expert Jomari Goyso hosts Sin Rodeo, a Spanish-language podcast of free-ranging conversations with celebrities, friends, and lifestyle experts.

CHART POSITIONS: #1 on Apple's U.S. Entertainment News chart twice in first eight weeks

## Press Highlights



**TARGET AUDIENCE:**  
Spanish-speaking women  
in the United States,  
ages 18-54.



# SIN RODEO con JOMARI GOYSO

**JOMARI'S**  
SOCIAL MEDIA FOLLOWING:



2m



1.5m



146K





# el PEDCAST



## ABOUT

Actor and YouTube star José Eduardo Derbez hosts an uproariously funny Spanish-language comedy interview show.

**CHART POSITIONS:** Debuted at #32 on the Apple Podcasts U.S. Comedy Interviews chart and at #27 on Apple's top 100 most popular podcasts charts in Mexico.

**JOSÉ EDUARDO'S**  
SOCIAL MEDIA FOLLOWING:



2.5M



1.9M



1.1M



**TARGET AUDIENCE:**  
Spanish-speaking adults in the  
U.S. and Mexico, ages 18-44.

# el PEDCAST

Press  
Highlights:





# ABOUT

The famous Mexican regional music singer Dasahev López Saavedra, better known as El Dasa, hosts ¡Ánimo! Que sí se puede con El Dasa-Hev. Every week, El Dasa gives listeners a candid look into his life and career and shares tips and insights about how to live a life that is full, positive, and happy. Always with great energy and enthusiasm, El Dasa motivates listeners to pursue their goals and be the best version of themselves.

## Press Highlights:



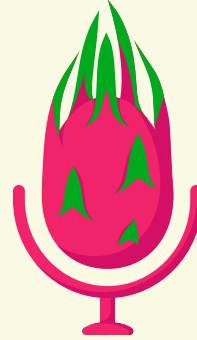
## CHART POSITIONS:

Debuted at #58 on Apple's U.S. Education Chart



EL DASA'S  
SOCIAL MEDIA FOLLOWING:

745K 1.2M 135K 109K



PITAYA

ENTERTAINMENT

**The Gateway to the Latino Podcast Listener**