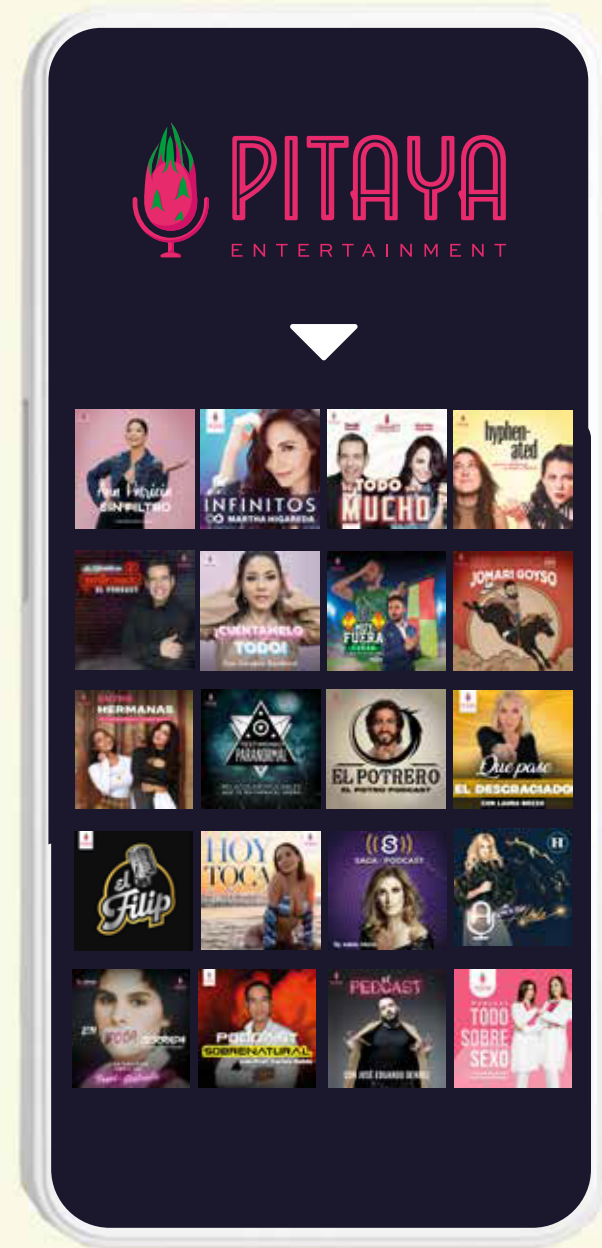


PITAYA

ENTERTAINMENT

About Pitaya Entertainment

- Pitaya Entertainment is one of the most important Spanish-language podcast networks in the U.S.
- Most of Pitaya's podcasts are weekly talk shows hosted by some of the most popular personalities in Latin entertainment, such as Yordi Rosado, Martha Higareda, Adela Micha, and Werevertumorro, among many others.
- Pitaya's hosts have over 190 million followers on social media, and they regularly use their social media accounts to promote their podcasts.
- Pitaya's podcasts are available on all the major podcast apps, such as Spotify, Apple Podcasts, and Amazon Music, as well as on YouTube and pitaya.fm.



► Advantages of advertising on a podcast



Podcasts are on-demand. Available anytime, anywhere. They have highly engaged, loyal audiences with a trusted relationship with the show's host--making ads read by the host especially effective.

Studies consistently show that podcasts enable advertisers to reach new audiences, increase sales, build brand awareness, and boost website traffic. Podcast ads outperform other ad types including radio, TV and social media in important metrics such as brand awareness, ad recall, affinity, recommendation and purchase intent.

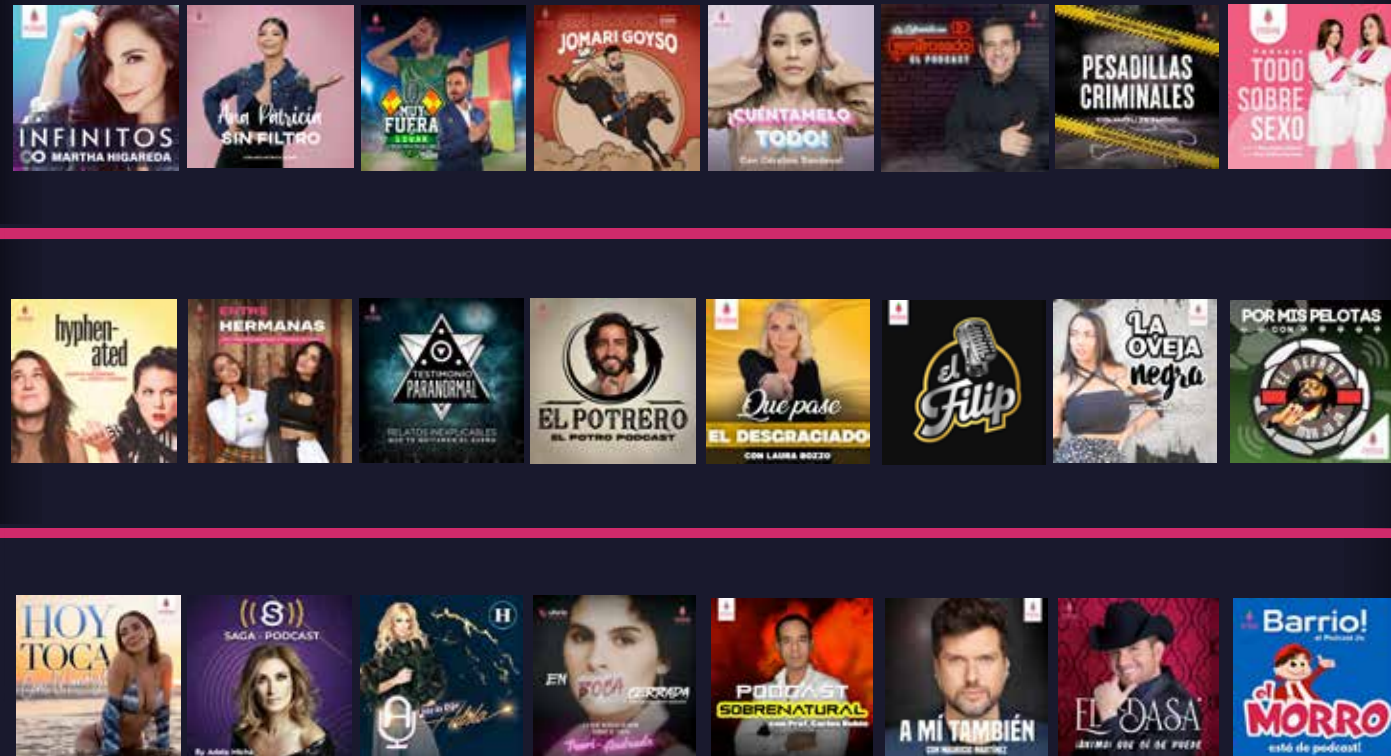
Advertisers are seen as enabling the shows their fans love, with consumers saying they are more likely to support the advertisers who sponsor the shows than they would in any other media.

Less ad saturation than in TV, radio and social media means a greater share of voice for brands within each episode, less "noise", and listeners who are more receptive to the message.

In addition to host read ads, other opportunities include custom segments, branded episodes, presenting sponsorships and product placements.

The Pitaya Network

- Podcasts hosted by some of the most popular stars in Latin entertainment.
- Pitaya's breadth of shows in various genres (comedy, self-help, sports, paranormal activities, etc) allows advertisers to reach diverse audiences of various sizes and target specific demographics (by gender, age, etc.) that best align with their brands.





ABOUT

A weekly spanish-language podcast hosted by one of the most popular Latina film actresses in the world and one of the Latin world's most famous TV and radio broadcasters. Each week Martha Higareda and Yordi Rosado bring their humorous insights to everything from paranormal activities to relationships.

Highlights: One of the most popular Spanish-language podcasts in the Latin world.

Press Highlights



TARGET AUDIENCE:
Spanish-speaking women in the U.S. and Mexico 23 - 44

MARTHA HIGAREDA

YORDI ROSADO

Yordi's

SOCIAL MEDIA FOLLOWING:

1M 5M 4.1M 2M

Martha's

SOCIAL MEDIA FOLLOWING:

4.2M 2.2M 962K 83K

La Entrevista con yordirosado



TARGET AUDIENCE:
Spanish-speaking men and
women in the U.S. and Mexico, ages 23-44.

ABOUT

Long-time star of Mexican TV and radio, and best-selling author Yordi Rosado presents a series of fun, emotional, and incredibly compelling interviews with some of the biggest celebrities, journalists, and influential personalities in entertainment, like Alejandro Fernandez, Dwayne "The Rock" Johnson, Juanes, Werevertumorro, Adela Micha, Vicente Fox, and many more.

Press Highlights:

After its debut in early 2021, La Entrevista became a viral phenomenon on YouTube, where it gets millions of views every week. The audio-only version of the series has also been very successful and regularly appears among the top podcasts in Mexico on Spotify and the Apple Podcasts charts.



Yordi's
SOCIAL MEDIA FOLLOWING:



1M



5M



4.1M



2M

ABOUT

We all have potential and now is the time to change our lives for the better. With her weekly Spanish-language podcast, Martha Higareda, one of the most popular actresses in the Latin world, wants to inspire you and help you be better each day, and invites you to join her community and dare to get to know yourself, follow your dreams, and discover the infinite being that you are.

INFINITOS

MARTHA HIGAREDA



TARGET AUDIENCE:
Women in the U.S.
and Mexico, 23-44



Press
Highlights:



Martha's
SOCIAL MEDIA FOLLOWING:



4.2M



2.2M



962K



83K




EN**BOCA****CERRADA**

POR RAQUENEL "MARY BOQUITAS"

LO QUE NUNCA SE DIJO
SOBRE EL CASO**Trevi - Andrade**

ABOUT

For the first time, one of the three key people involved in one of the biggest scandals in the Latin world—the case of Gloria Trevi and Sergio Andrade—tells her story in this 20-episode podcast. Totally unfiltered and uncensored, Raquenel Portillo, better known as Mary Boquitas, deals with all the most important aspects of her story, starting with why she married the powerful producer Sergio Andrade when she was only 15 years old and how she came to form part of the musical group Boquitas Pintadas alongside Gloria Trevi, to the allegations of rape and abduction, and the arrest and trial that dominated the media around the world.

In just one week after its launch, En Boca Cerrada rose to the top of several charts in the U.S. and Mexico:

#1 in Top Podcasts on Spotify Mexico

#1 in Top Podcasts on Apple Podcast Mexico



ABOUT

CHISME NO LIKE brings you the latest and trending gossip from the entertainment industry, combined with engaging national and international topics, making it a truly entertaining and informative show. Join Elisa Beristain and Javier Ceriani as they bring you the hottest “chisme” and unforgettable moments on the hit show, CHISME NO LIKE. Get ready to indulge in laughter, stay informed, and be part of a vibrant and inclusive online community.



AUDIENCE

21% Men, 79% Women
USA: 41%, México: 38%

AGE:

25-34: 9%	55-64: 24%
35-44: 20%	65+: 14%
45-54: 29%	



Social media for CHISME NO LIKE

 278k  938k  831k  436k



ABOUT

One of Mexico's top influencers and content creators, Gabriel Montiel Gutiérrez, better known as Werevertumorro hosts *Muy fuera de lugar*, a Spanish-language podcast that gives an uncensored look into the world of sports through interviews with players, coaches, and controversial characters. Every week Gabriel tells stories from the world of sports that no one else dares to talk about.

► **CHART POSITIONS:**
#1 Sports Podcast in Mexico
(on both Apple and Spotify)



TARGET AUDIENCE:
Spanish-speaking
men in the U.S. and
Mexico, ages 18-34.



Press
Highlights:



WEREVERTUMORRO'S
SOCIAL MEDIA FOLLOWING:

f 22M i 5.4M t 8.5M y 19M+



((S))

SAGA LIVE

ABOUT

The most recognized journalist in Mexico, Adela Micha, presents Saga Live, a weekly interview show in which she speaks to major personalities from all areas—from politicians, to athletes, to entertainers—in a unique style that creates an atmosphere of complicity and intimacy.

Social media for Saga + Adela Micha:

 2M  11.7M  6M  48M  6M



Audience:
54.3% Men
45.7% Women



ABOUT

Monday through Friday, Adela Micha presents a morning show with news on sports, entertainment and culture. The show starts with the most important news story of the day, followed by an editorial by Adela and interviews with key people involved in the story. Additionally, the show has segments on beauty, sex, and legal issues.

Social media for Saga + Adela Micha:

 2M  11.7M  6M  48M  6M



Audience:
54.3% Men
45.7% Women





ABOUT

Mistakes are an integral part of our personal evolution. El Rincón de los Errores is a space where, along with our guests, we share our favorite mistakes, those that have made us grow and allowed us to become a better version of ourselves. Knowing our personality and understanding the impact we generate on others makes a difference in our lives and in the community. For this reason, we decided to open our hearts and share our mistakes, where through touching on different topics... we realize we all have a lot in common!

**AUDIENCE:**

11% Men, 89% Women
USA: 11.6%, Mexico: 73.9%

Age:

25-34: 27%
35-44: 32%
45-54: 19%

EL RINCÓN DE LOS ERRORES

Social media for El Rincon de los Errores

 50k  22k  27k  68k



TRAILER



AUDIENCE:
57% women, 43% men
ages 23-44 .






EL POTRERO

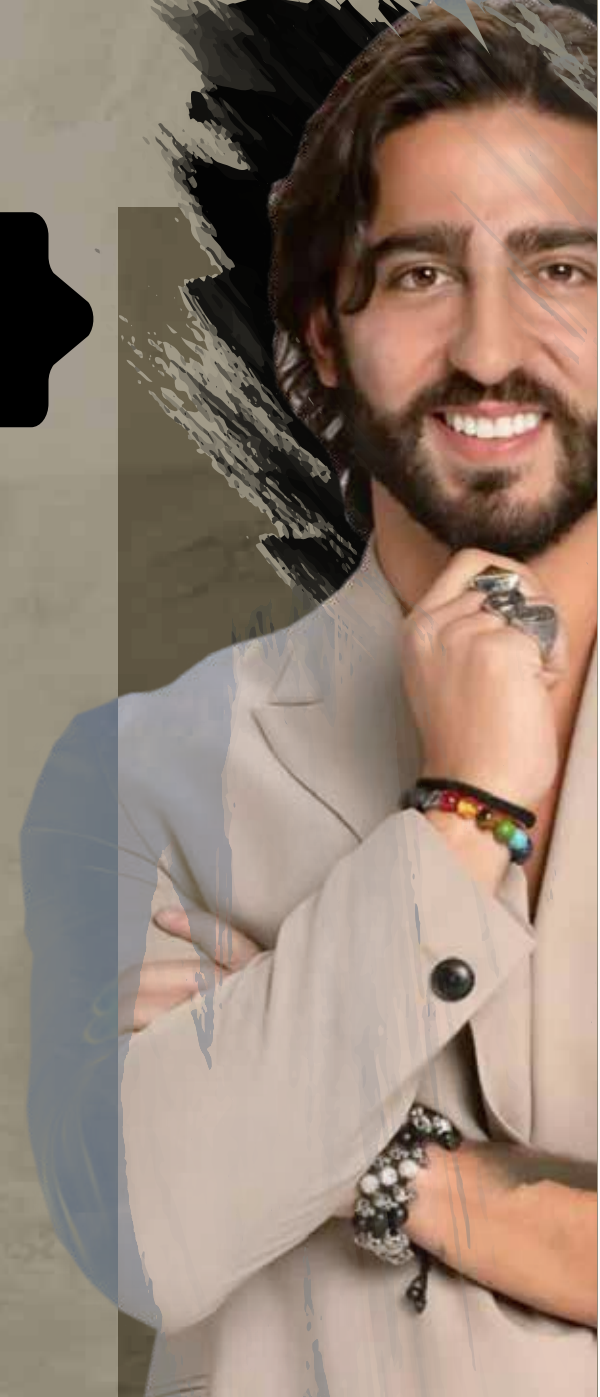
EL POTRO PODCAST

ABOUT

No one better than Luis "Petro" Caballero, TV star, singer and king of fun, to get together with friends to talk about current affairs, sex, parties, relationships and news with his characteristic sense of humor. In this podcast, El Potro and his brutally honest and hilarious buddies invite celebrities to have uproariously funny conversations on a weekly basis.

EL POTRO
Social Media Following:

 3.2M  438.2  390.1K  70K  414.4K





ABOUT

Six days a week, the charming, conversational style of former radio DJ El Filip makes his millions of listeners in Mexico feel like they have a seat in his living room as he devotes an entire episode to one topic about the wonders of the entertainment world--from the glories of the golden age of Mexican cinema, to the story of Selena, the lasting impact of Chabelo, or the biographies of some of today's top Hollywood actors.



AUDIENCE:

70% women, 25% men,
28-34: 4.46%; 35-44: 16.97%;
45-59: 49.71%; 60-150: 26.06%

EL FLIP
Social Media Following:



19.5K



16K



10.2K



226K



ABOUT

This is the podcast version of “El Canal de Ponchote”, the successful YouTube channel for reviews, research and debate on the most controversial cases in the world of entertainment. Ponchote not only masters various topics related to the entertainment media, but also combines his analysis with the opinion of experts on different topics, such as law or psychology. Ponchote presents an interesting way of professionalizing entertainment news while also bringing humor into the equation.

**AUDIENCE:**

11% Men, 89% Women
USA: 23.8%, Mexico: 64%

Age:

25-34: 7.5%
35-44: 22.9%
45-54: 35%
55-64: 24.2%



PONCHOTE PODCAST

Social media for Ponchote:

 12k  10k  27k  37k  21k



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

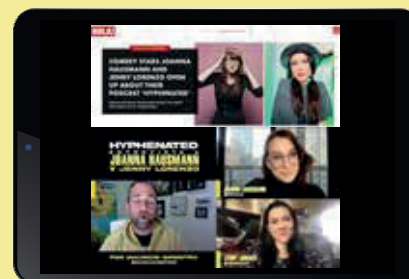
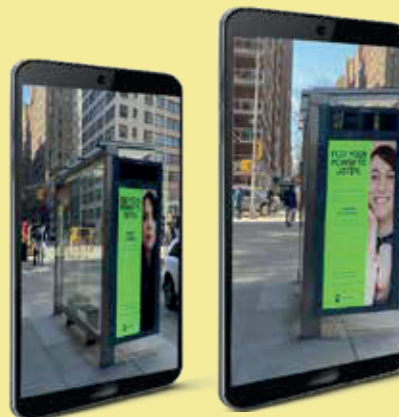
Comedy stars Joanna Hausmann and Jenny Lorenzo host an English-language weekly podcast about living in the hyphen that connects American and Latin culture.

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

“

The always entertaining Carolina Sandoval hosts ¡Cuéntame! Todo! Con Carolina Sandoval, a weekly Spanish-language podcast from Pitaya Entertainment in which she reveals absolutely EVERYTHING that goes on behind the scenes of her extremely popular social media posts, her travels, and her personal and professional life.

”

Press
Highlights:



TARGET AUDIENCE:
Spanish-speaking
women in the U.S.
23 - 44.

Carolina's
SOCIAL MEDIA FOLLOWING:



2.9M



9.5M



305K

Highlights: One of the biggest podcast launches in Spanish-language podcast history



TRAILER

ABOUT

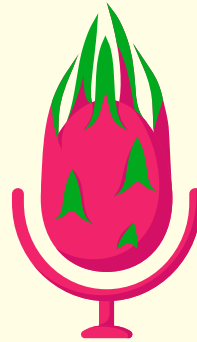
Podcast Sobrenatural is a podcast in which professor Carlos Rubio, with his characteristic passion and objective point of view, interviews experts and researchers from various scientific, philosophical and para-scientific disciplines who seek to unveil the great mysteries of the universe and enigmas of humanity. Miracles, secrets, conspiracies, angels and demons, and various phenomena that remain unexplained are carefully analyzed in this podcast.

Carlos Rubio has a master's degree in Mexico-US Studies and 13 years of experience as a professor of undergraduate and postgraduate courses at Mexico's UNAM, UVM and UIN universities. In addition, he has 10 years of experience as a reporter for the popular TV program about UFOs "Tercer Milenio" with Jaime Maussan. For more than a decade he has been on a journey to unveil the great truths of the universe.



PODCAST SOBRENATURAL

con Prof. Carlos Rubio



PITAYA

ENTERTAINMENT

The Gateway to the Latino Podcast Listener