



NEWS

MUSIC AND ARTS LIFE

LATINO USA

Sharing Latino Voices & Perspectives Across Platforms



LATINO USA

- [Latino USA](#) is the only national, English-language radio program produced from a Latino perspective. Hosted by award-winning journalist Maria Hinojosa, the program specializes in news, culture and storytelling.
- The weekly, hour-long public radio program and podcast has shared Latino voices and perspectives for more than two decades
- *Latino USA* won a [Peabody Award](#) for “[Gangs, Murder and Migration in Honduras](#).” Other honors include the Robert F. Kennedy Journalism Award, the Edward R. Murrow Award, the National Journalism Award, and the Gabriel Award.
- Listen to recent stories from *Latino USA*:
 - [“Women on the Verge”](#)
 - [“The View From Here”](#)
 - [“The USA v. Oscar López Rivera”](#)

LISTEN TO LATINO USA



Latino USA Executive Producer & Anchor Maria Hinojosa and Fernanda Echávarri interview a U.S. Border Patrol agent



SPOTLIGHT ON MARIA HINOJOSA

- As *Latino USA*'s anchor and executive producer, [Maria Hinojosa](#) informs millions of Americans about the fastest growing group in the United States
- Hinojosa's 28-year history as an award-winning journalist includes reporting for NPR, PBS, CBS, WNBC, CNN, *Frontline*, and CBS Radio
- In 2010, Hinojosa launched The Futuro Media Group to produce multi-platform, community-based journalism harnessing the power of independent media to tell stories overlooked or underreported by traditional media
- Hinojosa has won top honors in American journalism, including four Emmys, the 2012 John Chancellor Award for Excellence in Journalism, and the Robert F. Kennedy Award for Reporting on the Disadvantaged



Maria Hinojosa, executive producer & anchor of *Latino USA*



LATINO USA SPONSORSHIP

On Air Sponsorship

- :15 sponsor credits in weekly *Latino USA* broadcast
- NPR distributes *Latino USA* to 184 Member stations across the U.S., including 9 of the top 10 markets
- On air sponsorship may include adjacencies around *Latino USA* content broadcasted across NPR programs and newsmagazines

Podcast Sponsorship

- *Latino USA*'s podcast sponsorship includes a :15 pre-roll in weekly episodes released on Fridays
- Banners on *Latino USA*'s [podcast directory page](#) on NPR.org
- Additional, scalable digital plan

Additional Opportunity

- Logo recognition on *Latino USA*'s website, with 1.2 million visitors annually

“NPR’s only national Latino news and cultural weekly radio program should be at the top of your list.” –[Remezcla](#)





LATINO USA'S ON AIR AUDIENCE

452k

Cume (Persons 12+/week)

#1

Latino USA is NPR's top program for Hispanic listeners

+37%

Annual growth in Cume

67%

Are college educated

+45%

Annual growth in AQH

53%

Earn \$75K+ in HHI



LATINO USA'S PODCAST AUDIENCE

1.3m

Total podcast downloads
in 2016¹

73%

Are A35 or younger³

130k

Average monthly podcast
downloads²

61%

Are Latino/Hispanic³

81%

Are college graduates³

40%

Have a HHI of \$75k+³



AN ENGAGED AUDIENCE

Listeners interact with *Latino USA* across social media channels

+193%

Year-over-year growth in
Facebook likes

“I wake up early on Sundays to listen to Maria's show. It is filled with so many interesting and important stories, I wish everyone would listen. When they cover stories about Latino Millennials, there is so much hope & excitement in their voices.”

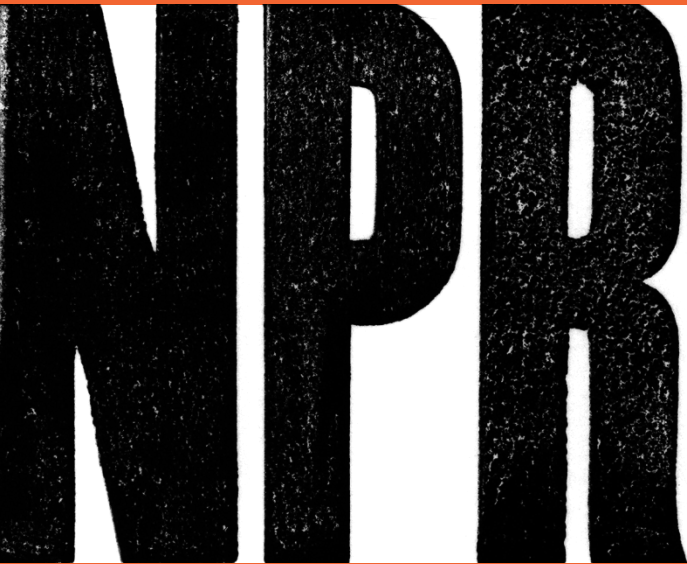
–Listener Facebook Review

+134%

Year-over-year growth in
Twitter followers

“Thank you so much for shedding light on the Jose de Jesus story! It was very intense to listen to but it was so informative [and] well-executed. I am so glad that Latino USA is such a strong, transparent channel on NPR. I look forward to the stories every week. Gracias!”

–Listener Facebook Review



CONTACT

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