

# La **Jornada** Filipina

ONLINE NEWS MAGAZINE

20  
22



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**MEDIA KIT**

LA JORNADA FILIPINA

# Our Services

*We reach thousands of Hispanic readers every month through our coverage of local affairs, politics, arts, culture, entertainment, etc.*



## ABOUT THE COMPANY

*La Jornada Filipina* is a Hispanic news magazine covering the Philippines. It models itself on *TIME Magazine*, NBC Latino, and Remezcla.

### Our Mission

The legacies of colonialism are still felt in many aspects of Filipino culture today. The Philippines, a product of colonialism, is still coming to terms with the violent past.

*La Jornada Filipina* aims to explore how the Spanish colonial past continues to impact the present and to make

heritage more representative of the actual history, moving away from Eurocentric perspectives. The magazine's goal is to elevate the voices of those who have been marginalized and whose stories have never been told through fair and balanced news and commentary.

### Our Vision

*La Jornada Filipina's* vision is to become the leading Philippine-based digital publication that would deconstruct the Spanish colonial past—how it continues to shape and impact lives of many Filipinos.

## WHAT WE CAN DO

- **Coverage** of anything about the Spanish colonial past and Philippines-Spain-Latin America relations
- **Sponsored articles** (English and Spanish)
- **In-article ad** (all articles, English and Spanish)
- **Ad after article** (all articles, English and Spanish)
- **Vertical ad** (sitewide, English and Spanish)

## WHO WE WORK WITH

- Instituto Cervantes de Manila
- Embassy of Mexico in the Philippines
- Embassy of Spain in the Philippines

## STATS

**15k+**

*Page views per month*

**2.3k+**

*Social media audience*

**Philippines, U.S.,  
Spain, Ecuador**

*Top audience by country*

**90% between ages  
20–35, 10% between  
ages 35–45, 80% male**

*Audience*