

## About



**A podcast for Latina Moms who want to create a Spanish language and Hispanic heritage legacy their abuelas would be proud of.**

Host, Janny Perez is a Latina mom raising a multilingual and multicultural daughter to be proud of her roots.

The show alternates between interviews and solo shows. Tuesdays feature guest interviews of powerful Latina moms from around the world as they share their bilingual parenting tips, how they're impacting the Latinx community and a fast round of questions where guests share their favorites about their Hispanic heritage. Fridays feature unedited "Feliz Friday Updates" with host Janny Perez as she shares personal updates and empowering sessions.

Since launching in late 2019 the show has had a steady audience and grown listenership to 63 countries.

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## The Host

Janny Perez is a bilingual Latina mom and founder of Mi Legasi, an online platform that helps Latina moms and multicultural families raise bilingual children who are connected to their roots through courses, blogs, and products.

Her mission is to promote family, the Latino community, and bilingualism or multilingualism and partnering with parents, teachers, and brands with similar purpose.

She has a 7 year old multilingual daughter, rockstar husband, and has a 20+ year background in product design and market research.



@MILEGASI

@THELATINAMOMLEGACY



janny@thelatinamomlegacy.com

## Host Stats



5.8K

MILEGASI.COM  
MONTHLY  
WEBSITE HITS



85 K

MI LEGASI  
MONTHLY  
PINTEREST  
AUDIENCE



4K

@MILEGASI  
@thelatinamomlegacy  
IG FOLLOWERS



35K

THE LATINA MOM  
LEGACY  
PODCAST PLAYS



## The Audience

90% FEMALE

77% FROM USA

79% AGED 25-44 YRS

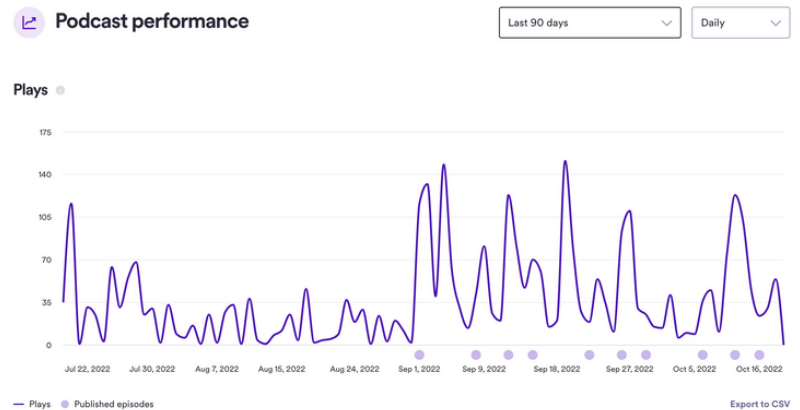
Millennial Latinx moms that value heritage, traditions, and Spanish education for their kids.

## Audience Reach

While still in its infancy, The Latina Mom Legacy has a loyal audience that continues to listen and increase in size.

Currently, the podcast averages between 1500-3000 listens every 30 days with an average of 6 episodes per month.

At 100 episodes the podcast has 30,000 plays.



## Previous Guests Include



439 - Sandra Velazquez - Nopalera Founder & How Be Built a Million Dollar Culturally Driven Business

**SHARK TANK**  
**LATINA MOM CEO**

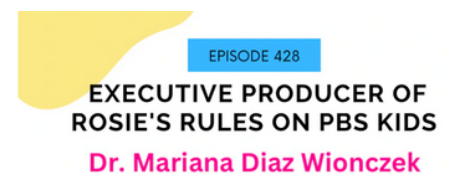
**[LISTEN NOW](#)**



the **LATINA MOM LEGACY** **EP 436**

**FOX LEGO MASTERS**  
**LATINA MOM CONTESTANT**

**[LISTEN NOW](#)**



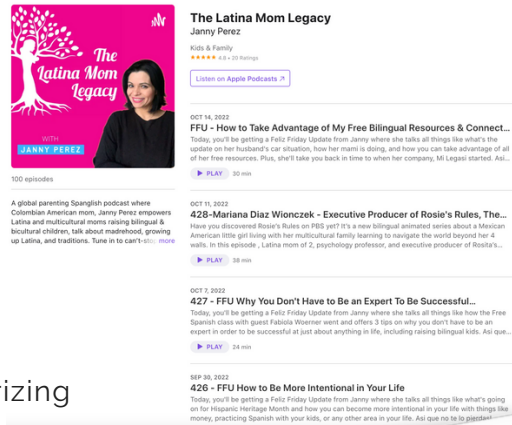
**PBS KIDS**  
**EXECUTIVE TV PRODUCER**

**[LISTEN NOW](#)**

## Episode Promotion

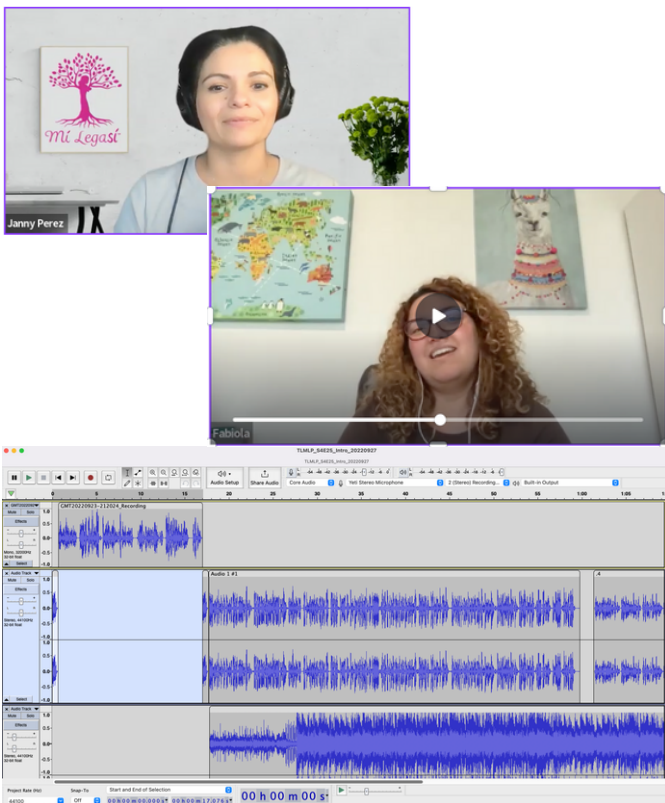
Each episode is distributed and promoted in the following ways:

- Distributed to all major podcast platforms including Apple Podcasts, Spotify & IHeart Radio.
- Detailed show notes & blog post summarizing entire interview or episode.
- Custom branded imagery for social media promotion.
- 1 animated & branded highlight clip (60 sec) from the interview with captions.
- Post on 2 Instagram accounts, Newsletter, Tik Tok & Pinterest account.



## How it Works

- Each guest is first screened to make sure they are a good fit for the show and audience.
- After guest is approved, they are sent a recording schedule and image and bio link request.
- Once a date & time are selected, guest will receive a meeting link.
- Each guest interview takes about 60 minutes to record via Zoom.
- All interviews are video recorded but only a small video clip is shared in stories if permitted by guest.
- Each guest interview is edited using Audacity software.



## What Listeners Are Saying

★★★★★  
 pescador23, 12/10/2019

**Yesenia**  
 Me encanto formas de como celebrar nuestra hispanidad, ahora en día es triste ver familias q tienen hijos latinos y no les hablan español porq no ponen atencion. Aunque no pon [more](#)

★★★★★  
 Mommy Pants, 01/22/2020

**Estoy Feliz, me puse las pillas**  
 I love this podcast and I feel supported in this mamá journey. Definitely hooked!

★★★★★  
 Jovina911, 11/05/2020

**So Inspirational 🙌**  
 Dear Janny,  
 Thank you so much for this episode... Almost a year behind but "pa lante"  
 Your positive energy is Amazing!  
[more](#)

**sharing our culture**  
 Much like Janny when my babies were born the one thing we had very clear is that they would be raised bilingual and we would make the effort to always share my Mexican cu [more](#)

**Reality Bilingual Parenting**  
 Finally a mama who gets it! Who talks about how important nuestra cultura is, hence, how important español is. How it's hard. Really hard. And the reality is that English is su [more](#)

## Previous Sponsors

Some of the sponsors and brands we've partnered with:



# LISTEN TO SPONSOR PROMO

## *Sponsorship Opportunities*

### **RATE CARD PER EPISODE**

30 Sec Podcast Promo - \$100 per episode

45 Sec Podcast Promo - \$150 per episode

60 Sec Podcast Promo - \$200 per episode

Be a Guest on My Podcast - Free  
(with agreed terms)

### **DISCOUNTED PACKAGE OPPORTUNITIES**

#### **Basic Sponsorship Package: \$500 (Normally \$600)**

Pre-roll (60 second) sponsorship spots for 3 episodes

You pay for sponsorships on 3 episodes, but you get a \$100 discount!

#### **Silver Sponsorship Package: \$1,000 (Normally \$1200)**

Mid-roll (60 second) sponsorship spots for 6 episodes

You pay for sponsorships on 5 episodes, but you get the 6th episode thrown in!

#### **Gold Sponsorship Package: \$1,500**

Mid-roll (60 second) sponsorship spots for 6 episodes

You pay for sponsorships on 5 episodes, but you get the 6th episode thrown in!

You also get your logo placed in the weekly emails to our newsletter subscribers (1500+)& 1 IG Sponsored post (4000 followers).



*Let's Work Together!*

[janny@thelatinamomlegacy.com](mailto:janny@thelatinamomlegacy.com)

[thelatinamomlegacy.com](http://thelatinamomlegacy.com)