



CANAL METEO

24/7 Spanish-Language Weather Network · Led by 14x Emmy Winner Albert Martínez

CORE COMPETENCIES

- ▶ 24/7 Spanish-language severe weather coverage
- ▶ Real-time alerts during high-attention moments
- ▶ Multi-platform reach (TV, Web, Mobile, Social, OTT)
- ▶ Branded content & sponsored forecast integrations
- ▶ Custom campaigns aligned with seasonal peaks
- ▶ Bilingual audience activation at national scale

DIFFERENTIATORS

- ▶ Winner of 14 Emmy Awards · CEO & Chief Meteorologist
- ▶ 15+ years national TV (Univision, Weather Channel)
- ▶ Proprietary forecast engines (Borrasca & Tormenta)
- ▶ Only dedicated 24/7 Spanish weather network in the US
- ▶ Direct reach to US Hispanic households (319K+ community)
- ▶ Trusted voice during high-emotion weather moments

PERFORMANCE · MAY 2026

19M+

Video views 2026
YTD

6.7M+

Monthly video views
May 2026

319K+

Total community
Followers + subs

13.7M+

Peak monthly impressions
Record month

2026 GROWTH: 19M+ video views YTD · YouTube +5.7K subscribers in May · 287K interactions in the month
Multi-platform consolidation · YouTube and Android leading growth

NATIONAL REACH

Key markets: Houston, Dallas, San Antonio, Austin, Miami · 77% Texas concentration
Nationwide coverage during severe weather

HIGH-INTENT AUDIENCE

Predominantly US Latin communities
~70% women · age 35-64 · household decision-makers
Insurance, energy, auto, home services, finance

YOUTUBE

23.3K subscribers
2.5M monthly views
127.9K watch hours
28.7M impressions/mo

FACEBOOK

106.3K followers
2.44M monthly views
89.2% non-follower views
94.5K interactions/mo

INSTAGRAM

151.4K followers
938K views/month
420K accounts reached
75.3% non-follower reach

TIKTOK

25K followers
73.8K monthly views (+14.3%)
51% FYP / 46% search
Audience 57% women

WHY BRANDS PARTNER WITH US

319K+

Total community

97.9%

NEW audiences reached

14

Emmy Awards

#1

Trusted Spanish voice



MEDIA KIT

LET'S REACH THE US HISPANIC MARKET TOGETHER

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