

# LIVING *Mi Vida* LOCA

## LATINA LIFESTYLE BLOG

### *about*

**Based out of the Los Angeles area**, LivingMiVidaLoca.com (LMVL) is the site you visit when you want to know what modern Latinas are watching, eating, buying and visiting.

LMVL is an award-winning site that covers Latina lifestyle topics and offer insight into events and things to do as a mother in the Los Angeles-area and beyond.

### *audience profile*

Readers are middle-income parents and college graduates with 77% of our audience being between the ages of 18-34 years old.

### *recent awards & accolades*

TravelBreak – Best Family Travel Blogger  
Hispanicize – Best Latino Parenting Blogger TECLA Award  
Best for the Kids – Top Parenting Blog

### *blog stats*

**60+K** Avg Monthly Page Views  
**46+K** Avg. Unique Monthly Users  
**1,490,415** U.S. Alexa Rank  
**PR4** Google Page Rank  
**48** Domain Authority

### *influence*

**4,962** Facebook (verified) Fans  
**10,728** Twitter Followers  
**11,956** Instagram Followers  
**4,952** Pinterest Followers  
**2,765** YouTube Subscribers

### *top U.S. markets*

Los Angeles, New York, Chicago  
San Antonio, San Diego, Dallas  
San Francisco, Anaheim, Houston

### *What our partners are saying*

It's so cute!!!! Thanks so much – the images are awesome as is the content. – GigaSavvy  
Such a beautiful post! Thanks again for your partnership on this & quick turnaround! – Boden PR



*Updated April 2019*

Pattie Cordova | LivingMiVidaLoca.com | 949 307 5907 | pattie@pattiecordova.com

## *let's work together*

When you work with us, you're putting your brand in front of thousands of Latina moms every month, many of whom are millennials and first-generation born in the United States.

Our readers trust us to bring them only our favorite products and services. That's why handpick the brands we support. We like to share our honest experience with our readers who we hope will have a positive experience with the products and services that we share.

## *featured opportunities*

Sponsored Content – Gain visibility by promoting your brand to an audience of trendsetting Latina women through a strategic partnership via blog posts, social shares and video.

Hosted online events – Highlight your brand with custom content via Twitter parties, Facebook Live and Instagram takeovers.

Company / Brand Events & Travel – Invite Pattie Cordova for speaking engagements, event coverage, press trips or brand representation at conferences.

Social Media Management – Pattie Cordova brings the voice of a trendy, relatable Latina mom to your social media channels, helping brands to increase online engagement.



Pattie Cordova is a 30-something Latina mother of two chiclets and daughter of immigrant factory workers. Pattie worked as an executive assistant for over six years before becoming a lifestyle blogger in 2009.

She holds a B.A. in business administration with an emphasis in entrepreneurship from California State University, Fullerton. A life-long entrepreneur, Pattie put herself through college by creating and selling gift baskets.

Facebook: @LivingMiVidaLoca

Twitter: @PattieCordova

Instagram: @PattieCordova

Pinterest: @PattieCordova

## *as seen in*

People.com | Univision | Disney Junior Channel | Knott's Berry Farm | Babble | Buzzfeed |

Circle of Moms | Huffington Post | Latina Magazine | Parade Magazine | Scholastic |

Spoonful | Verizon Wireless | ... and many more

## *contributing articles*

Travelocity | Teen Vogue | Cricket Wireless | LatinaMom.Me | Big Lots Latino | Visit California

iBlog Magazine | Orgullosa | Knott's Berry Farm Blog

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## SOUTHERN CALIFORNIA

### *about*

LMVLSoCal.com is home to our events calendar that serves the SoCal community with a daily updated calendar. Our social channels are where we share things to see, eat and do for visitors and residents alike. We feature our favorite hot spots, recommend products to buy for the best experience and we highlight can't miss events. Our fans and followers are highly engaged on our social channels and we've quickly become one of the go-to channels for family-friendly things to do in Southern California.

### *featured opportunities*

Sponsored Content – Gain visibility by promoting your brand to a female audience in Southern California through local positioning in the SoCal market. Features in blog posts, social shares, gift guides and video are all available.

Hosted online events – Highlight your brand with custom content via Twitter parties, Facebook Live and Instagram takeovers.

Company / Brand Events & Travel – Invite LMVL SoCal for event coverage, press trips or brand representation at conferences.



### *social media accounts*

**1,744** Facebook Fans  
**1,501** Twitter Followers  
**5,196** Instagram Followers  
**3** Pinterest Followers  
Facebook: @LMVLxSoCal  
Twitter: @LMVLSoCal  
Instagram: @LMVLSoCal  
Pinterest: @LMVLSoCal

### *Instagram analytics*

#### *Top Locations*

Los Angeles, Santa Ana, Anaheim,  
Orange, San Diego

#### *Age Range*

25 – 44 years old

#### *Gender*

67% Women  
33% Men

### *the team*

LMVL SoCal is managed by a team of Latina moms. All writers are SoCal natives with children ranging from three months old to 13 years old.

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