

MEDIA KIT

LMP

IAMLMP.COM | @IAMLMP



SCAN ME

LMP
SOUTH

INSIDE LOMAXIMO

WELCOME TO IAMLMP

IAMLMP (*Lomaximo Productions*) is a leading force in entertainment media, backed by over **15+ years of industry experience**. We curate the hottest music trends, deliver chart-topping singles, and showcase exclusive LMP Drops, Creative DJ Mixes, and LMP Live Sessions on YouTube. Each release is strategically timed to align with key cultural moments, all powered by a vibrant digital platform that connects with millions across the globe.



OUR MISSION

We exist to amplify your brand through a trusted, household-name platform. At LMP, your marketing goals aren't just understood—they're embraced as our own. We collaborate with intention, ensuring every move aligns with your vision and audience.

★ WHAT MAKES US LO MÁXIMO

Our reputation is built on results. LMP's online and marketing consultation services have played a pivotal role in launching and elevating the careers of global Latin music icons like Nicky Jam, Fariana, Farruko, Tokischa, Ryan Castro, Prince Royce, Romeo Santos, Manuel Turizo, & J Alvarez. These aren't just names—they're proof of our impact.

 THE LARGEST LATIN DJ NETWORK IN THE WORLD

Every month, we distribute exclusive content to over 15,000 active DJs—from FM radio personalities to club tastemakers—via our proprietary record pool digital app and curated mailing lists. This ever growing network has organically positioned LMP as the #1 Latin DJ pool worldwide, trusted by industry leaders and emerging talent alike.



WHERE CULTURE MEETS STRATEGY

🔥 IAMLMP: WHERE CULTURE MEETS STRATEGY

IAMLMP is a trailblazer in digital advertising and entertainment—an agency that stays ahead of the curve, always tuned into the pulse of today's music, media, and cultural trends. Over the years, our impact has made LMP a true household name, organically growing into the largest Latin DJ pool in the world and becoming the go-to digital gateway for brands seeking authentic connection with the Latino community.

🎯 CAMPAIGNS THAT MOVE MARKETS

Every campaign we craft is tailored to meet the unique goals of our clients—whether you're an artist, label, manager, or brand launching a new product. Our strategies are designed to break into new markets with measurable monthly growth and audience penetration.

We don't just launch—we analyze. During and after each campaign, we deliver detailed performance reports that include:

- 📊 Plays, Downloads, Shares, and Engagement Metrics
- 🌐 Market Insights for Media Tours and Booking Opportunities
- 👤 Demographic Data to Guide Future Investments

This data-driven approach allows our clients to test markets cost-effectively, making soft launches smarter and more strategic before committing to high-budget media buys.

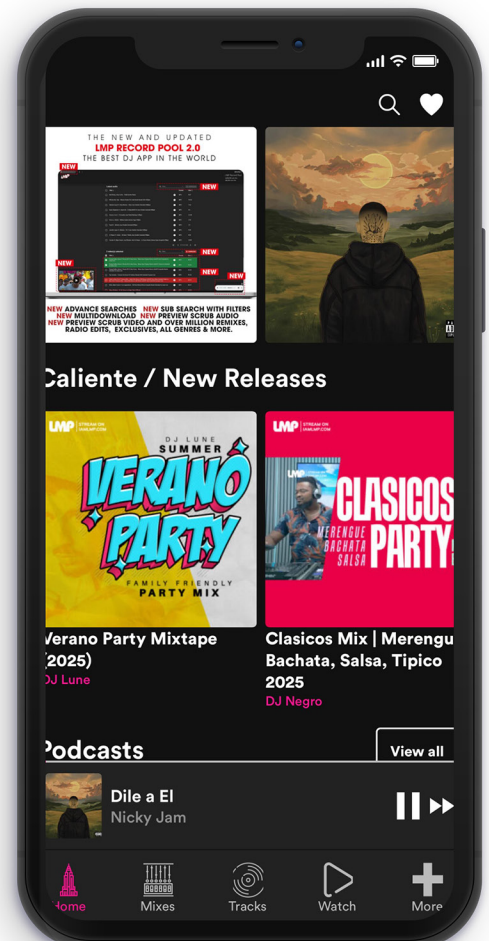
👛 SERVICES THAT DELIVER

Our proven services have empowered corporate clients and event promoters to connect, convert, and captivate:

- 🚀 Guerrilla Marketing & Street Team Distribution
- 🖨️ Flyer & Banner Printing
- 📱 Social Media Campaigns Featuring Influencers
- 🎤 Live-Streamed Events, Listening Parties/ Unplugged Sessions

📞 Let's Build Something Iconic

Ready to launch your brand into the spotlight? Contact us today for a personalized consultation and discover how IAMLMP can turn your vision into cultural impact. **We don't just follow trends—we set them.**



THIS IS IAMLMP

YOUR BRAND. OUR NETWORK. MAXIMUM IMPACT.

With our extensive digital reach across multiple online platforms, IAMLMP delivers world-class marketing campaigns tailored for artists, record labels, radio and TV networks, as well as leading spirits and beverage brands. Our media ecosystem connects culture, content, and consumers—driving visibility and engagement at every level.



SONY MUSIC



Ponce Bank



COMPANIES WE WORKED WITH OVER THE YEARS

LMP Digital Reach & Media Platforms

Music Record Pool App

Through our exclusive digital app, we service and distribute music to over 10,000+ active DJs every month—including FM radio, club DJs, and private DJs. This consistent engagement has organically positioned LMP as the largest Latin DJ pool in the world.

Email Distribution

Our GoDaddy-powered email campaigns reach over 100,000 subscribers monthly, delivering curated content, new releases, and promotional assets. This growing list has helped establish LMP as a true household name in Latin music marketing.

LMP DJ Music App & TuneIn Integration

As a 4-time Latin Mixx Award-winning radio station, we broadcast 24/7 via our LMP DJ Music App (with over 91,000 downloads), our sub-brand in collaboration with DJ Santana App, and the TuneIn app. Our DJs and artists stream live daily, keeping audiences connected to the culture.

YouTube Channel

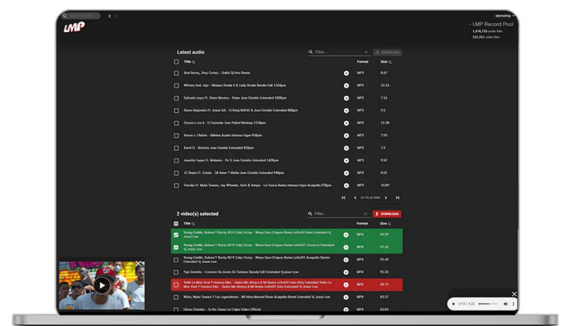
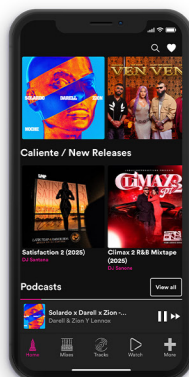
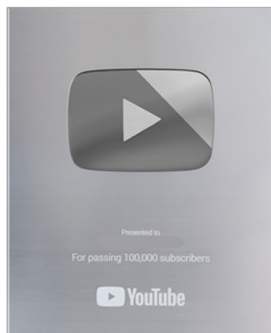
With over 260,000+ subscribers and 2–3 million monthly views, our YouTube channel features daily DJ mixes, artist spotlights, LMP Live Sessions and short reels. We proudly hold the Silver Creator Award, and with rapid growth, we're on track to hit 500,000 subscribers by next year.

Social Media Network

We engage over 30,000+ followers on Instagram and 94,000+ on Facebook, sharing high-impact reels and content from our DJs and artists. When we activate campaigns across our 150+ official LMP DJs, we tap into a combined network of 1 million+ followers—a powerful tool for mass music promotion.

Podcast Syndication

Our daily DJ mixes are syndicated across all major podcast platforms—Apple Podcasts, Google Podcasts, YouTube, and more—reaching an audience of over 500,000 listeners worldwide.

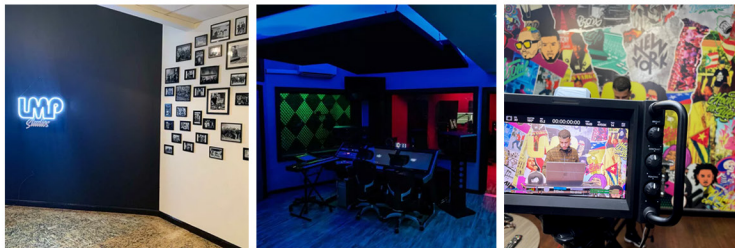


FROM THE BRONX TO THE WORLD

IAMLMP.COM — A Global Hub for DJ Culture

Since 2004, IAMLMP.com has been a cornerstone of global DJ culture. What began with just a few mixes has grown into a massive archive of over 10,000 DJ sets, featuring talent from cities like Paris, Santo Domingo, and New York. With over 900,000 monthly visits, the site continues to be a trusted destination for fans, artists, and industry professionals.

We pioneered the use of platforms like SoundCloud and Ustream, trailblazing the concept of streaming DJ mixes LMPRADIO and hosting live sessions long before it became mainstream. Our early adoption of YouTube Live Sessions helped shape the way DJs and artists connect with audiences online—featuring exclusive performances from Chiquito Team Band, La Banda Gorda, Típico Urbano, El Grupo de Ahora, Geovanny Polanco, Sujeto, Dahian El Apechao, David Kada, El Gringo de la Bachata, Mozart La Para, Toby Love, and Aventura members Henry Santos, Lenny Santos, and Max Santos. IAMLMP.com remains committed to elevating the DJ artform—authentic, global, and ahead of the curve.



BRONX, NEW YORK
LMP STUDIOS
RECORDING & PODCAST STUDIO

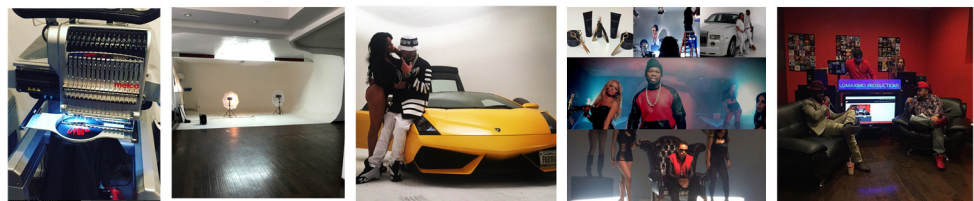
LMP Studios — From Basement Vision to Bronx Legacy

LMP Studios began humbly in the basement of a three-story house, driven by creativity and community. Today, we've proudly operated out of our dedicated space at 4465 Bronx Blvd, Bronx, New York for over 15 years—a true home for innovation in Latin music and media.

What started with bold ideas like a DJ School, an Online Radio Station, and 360° Photoshoots has grown into a full-service recording facility. Our studio now features four specialized rooms:

- Three dedicated to professional music recording
- One designed for podcasting and live DJ sessions

LMP Studios continues to be a launchpad for talent, a hub for culture, and a space where sound meets storytelling.



HBO CAMPAIGN

HBO x IAMLMP — Game of Thrones Campaign

Client: HBO / GlobalHue

Objective: Activate Latin & Urban audiences through music-driven digital marketing

Campaign Overview

HBO partnered with IAMLMP to promote Game of Thrones using a curated music compilation designed to resonate with Latin and Urban demographics. The campaign featured tracks by top-tier artists including Daddy Yankee, Common, Big Boy, Outkast, and Wale.

Strategy & Execution

IAMLMP tailored a multi-platform rollout that included:

-  Promotion via our social media network, website, and music portals
-  Amplification through our DJ pool, email list, and YouTube channel
-  Distribution of tracks via HBO's SoundCloud, driving organic engagement

Results

Each of the 10 tracks received over 100,000 plays on HBO's SoundCloud account, driving a total reach of 2,938,239 plays in just one month.

Outcome

The campaign helped HBO break into new cultural markets, driving massive engagement and contributing to one of the most-watched season premieres in the network's history.



ROMEO SANTOS CAMPAIGN

 **Sony Music Latin x IAMLMP — Romeo Santos Album Launch**
Client: Sony Music Latin

Campaign Overview

Sony Music Latin partnered with IAMLMP to launch Romeo Santos' debut solo album Formula Vol. 1 through a targeted online marketing campaign. Leveraging our extensive digital network, we successfully reached the client's core Latin and Urban demographics—driving visibility, engagement, and record-breaking results.

Strategy & Execution

-  Multi-platform promotion via social media, email lists, DJ pool, and music portals
-  Organic engagement through LMP's influencer network and content syndication
-  Amplification of singles via IAMLMP, SoundCloud, YouTube, and live DJ support
-  Street marketing activations, including flyer distribution and custom vehicle wraps across key urban markets to drive local buzz and visual presence

Results

-  Formula Vol. 1
- RIAA Triple Platinum certification
- #1 on Top Latin Albums chart for 17 non-consecutive weeks
- #1 on Tropical Albums chart for 30 non-consecutive weeks
- Best-selling Latin/Tropical album of 2012 in the U.S.
- Top Latin Album of the Year at the 2012 Billboard Music Awards
-  Formula Vol. 2
- First single "Propuesta Indecente"
- RIAA Platinum (Latin) – 60,000+ sales
- 9,022,975 plays on SoundCloud
- Second single "Odio"
- RIAA Platinum (Latin) – 60,000+ sales
- 11 consecutive weeks at #1 on Hot Latin Songs chart
- Album debuted at #5 on Billboard 200
- 85,000 copies sold in first week
- Projected to surpass 400,000 total sales



Continued Partnership

Due to the overwhelming success of Formula Vol. 1, Sony Music Latin reenlisted IAMLMP to lead the digital campaign for Formula Vol. 2—solidifying our role as a trusted partner in Latin music marketing.

ROMEO & ROYCE CAMPAIGN

🎵 **Sony Music Latin x IAMLMP — Romeo Santos and Prince Royce Campaign**

Client: Sony Music Latin

Campaign: Romeo Santos and Prince Royce - Better Late Than Never

📌 **Campaign Overview**

Sony Music Latin partnered with IAMLMP to amplify the release of Romeo Santos & Prince Royce's latest collaboration, "Better Late Than Never," through a dynamic digital and street-level campaign. Our strategy blended high-impact online engagement with real-world activation, including direct fan interaction and support from our LMP DJ network — strengthening fan loyalty and expanding reach across Bachata, Latin, and Urban audiences.

🚀 **Strategy & Execution**

🎧 Featured the single on IAMLMP.com, generating over 200,000+ plays

📱 Integrated into live DJ mixes, radio rotations, and curated playlists

👂 Exclusive album mix by our DJ, now surpassing 819,167 views on YouTube and still climbing.

🎥 Supported digital presence with official video content, contributing to 100M+ views

📢 In partnership with WorldLatinStar, our social platforms, and the LMP DJ network, we amplified the campaign's reach across Instagram and Facebook — generating over 600,000+ engagements.

📊 **Results & Impact**

📈 **Chart & Certification Performance**

#32 — US Billboard 200

#2 — US Top Latin Albums (Billboard)

#1 — US Tropical Albums (Billboard)

- 🇺🇸 United States (RIAA): Platinum (Latin)

- 🇪🇸 Spain (PROMUSICAE): Gold



PITBULL CAMPAIGN

🎤 **Mr. 305 Inc x IAMLMP — Pitbull & Gente de Zona Video Premiere**
Client: Mr. 305 Inc

📌 **Campaign Overview**

Mr. 305 Inc partnered with IAMLMP to generate buzz for the world premiere of Pitbull and Gente de Zona's new video in Times Square, New York City. The goal: create a viral moment both online and on the streets, blending digital hype with real-world energy.

🚀 **Strategy & Execution**

- 📣 Coordinated street-level activations across NYC
- 📺 Distributed branded CDs and T-shirts to fans and pedestrians
- 🚌 Deployed a mobile marketing bus featuring the video and campaign visuals
- 📱 Amplified the event through social media coverage, influencer engagement, and live content sharing

📊 **Results**

- 🎉 Created a high-energy, interactive environment in Times Square
- 📈 Drove strong social media engagement and visibility for the video launch
- ✅ Delivered a successful premiere experience that blended culture, community, and brand presence



PRINCE ROYCE CAMPAIGN

🎵 Sony Music Latin x IAMLMP — Prince Royce “Me EnRD” Launch

Client: Sony Music Latin

Campaign: Prince Royce – “Me EnRD” Single Release

Album: Llamada Perdida (Seventh Studio Album)

📌 Campaign Overview

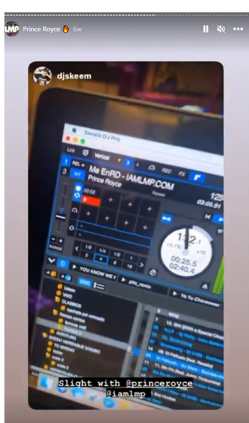
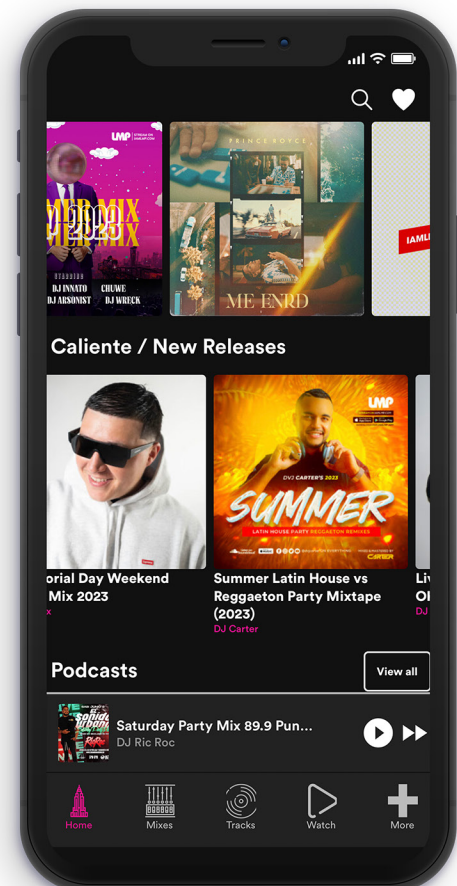
Sony Music Latin partnered with IAMLMP to amplify the release of Prince Royce’s single “Me EnRD”, part of his seventh studio album Llamada Perdida. The single dropped at 6PM, followed by a live performance just hours later at the 8th Annual Latin American Music Awards (2023)—creating a perfect moment for digital and cultural activation.

🚀 Strategy & Execution

- 📱 Featured and promoted the single across IAMLMP.com, generating over 145,000+ plays
- 🎧 Integrated the track into live DJ mixes and radio rotations
- 📺 Amplified reach through Instagram and Facebook, driving over 500,000+ engagements
- 🔄 Leveraged influencer reposts and fan-driven content to build momentum around the release

📊 Results

- 📈 Chart Performance
- #1 — Dominican Republic Bachata (Monitor Latino)
- #1 — Dominican Republic General (Monitor Latino)
- #1 — US Latin Airplay (Billboard)
- #1 — US Tropical Airplay (Billboard)
- 🎵 Certification
- 2× Platinum (Latin) — 120,000+ units sold



SHAKIRA CAMPAIGN

🎵 Sony Music Latin x IAMLMP — Shakira & Fuerza Regida Single Launch

Client: Sony Music Latin

Campaign: Shakira & Fuerza Regida – “El Jefe”

Album: Las Mujeres Ya No Lloran

📌 Campaign Overview

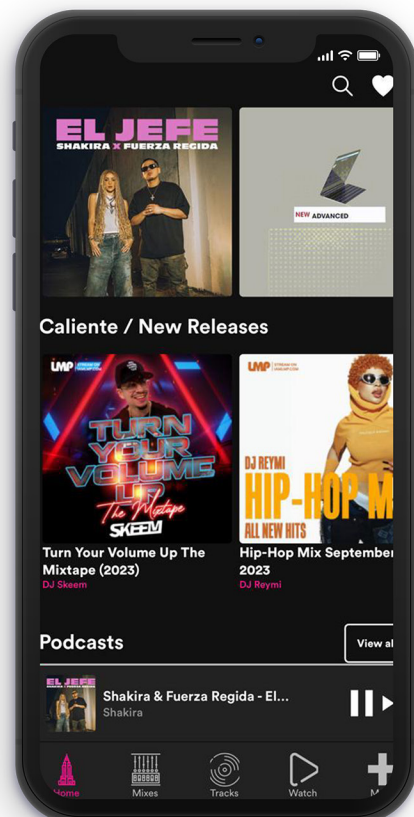
Sony Music Latin partnered with IAMLMP to amplify the release of Shakira’s fifth single from her twelfth studio album, Las Mujeres Ya No Lloran, featuring Fuerza Regida. Released on September 20, 2023, the campaign aimed to drive digital engagement and cultural momentum across Latin and Urban audiences.

🚀 Strategy & Execution

- 🎧 Featured the single on IAMLMP.com, generating over 250,000+ plays
- 📱 Integrated into live DJ mixes and radio rotations across our network
- 📺 Amplified reach through Instagram and Facebook, driving over 1,000,000+ engagements
- 🎥 Promoted via YouTube Shorts, earning 11,000+ views in the first month
- 🔗 Leveraged influencer reposts and fan-driven content to build organic buzz

📊 Results

- 📈 Chart & Certification Performance
- 🇺🇸 United States (RIAA): 8× Platinum (Latin)
- 🇪🇸 Spain (PROMUSICAE): Gold
- 🇲🇽 Mexico (AMPROFON): 2× Platinum
- 🇨🇴 Colombia: Platinum + 2× Gold



FUERZA REGIDA CAMPAIGN

🎵 Sony Music Latin x IAMLMP — “Harley Quinn” by Fuerza Regida & Marshmello

Client: Sony Music Latin

Campaign: Fuerza Regida x Marshmello – “Harley Quinn” Single Launch

📌 Campaign Overview

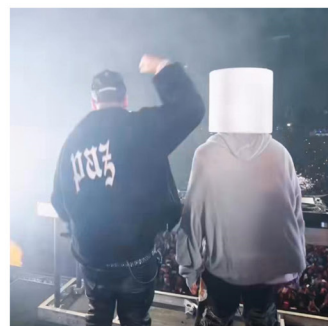
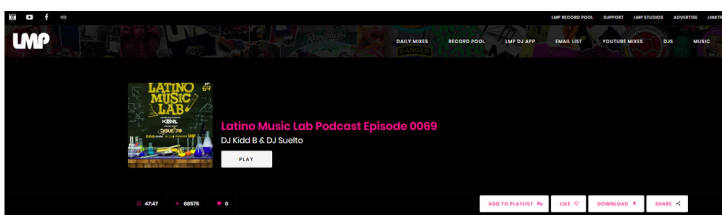
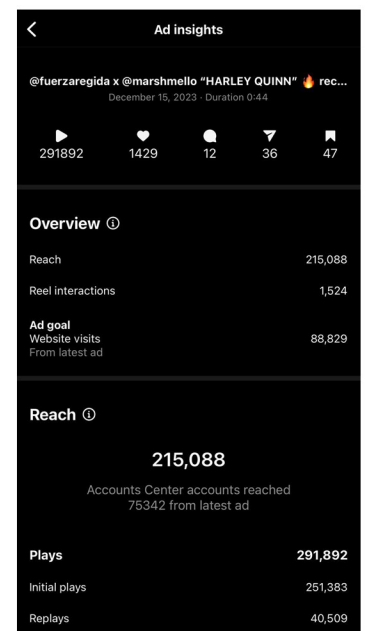
Sony Music Latin partnered with IAMLMP to amplify the release of “Harley Quinn”, a genre-blending collaboration between Fuerza Regida and Marshmello. The campaign aimed to drive digital engagement and street-level buzz across Latin and Urban audiences, with a focus on Mexico and U.S. markets.

🚀 Strategy & Execution

- 🎧 Featured the single on IAMLMP.com, generating over 450,000+ plays
- 📱 Integrated into live DJ mixes, radio rotations, and curated playlists
- 📢 Amplified reach through Instagram and Facebook, driving over 290,000+ engagements
- 🎥 Promoted via YouTube Shorts, contributing to viral momentum
- 🔄 Leveraged fan-driven content and influencer reposts to sustain post-release visibility

📊 Results

- 📈 Streaming & Chart Performance
- #2 — Most streamed song in Mexico on Spotify, later reaching #1
- #6 — Apple Music Mexico ranking after release of Pa Las Baby's y Belikeada
- #2 — Hot Latin Songs
- #1 — US Latin Airplay (Billboard)
- #1 — US Regional Mexican Airplay (Billboard)
- #1 — Mexico Chart, holding the top spot for seven consecutive weeks
- 📀 Certification
- 🇲🇽 Mexico (AMPROFON): Diamond + 3× Platinum
- 🇺🇸 United States (RIAA): 27× Platinum (Latin)



NICKY JAM CAMPAIGN

🎵 Sony Music Latin x IAMLMP — Nicky Jam “Dile a Él” Campaign

Client: Sony Music Latin

Campaign: Nicky Jam — “Dile a Él” Single & Remix Launch

📌 Campaign Overview

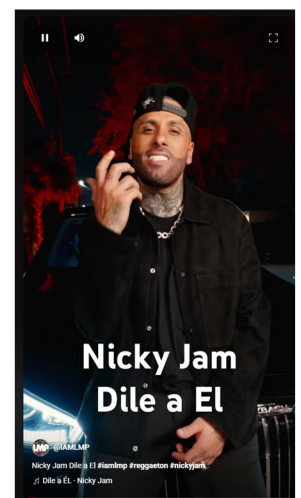
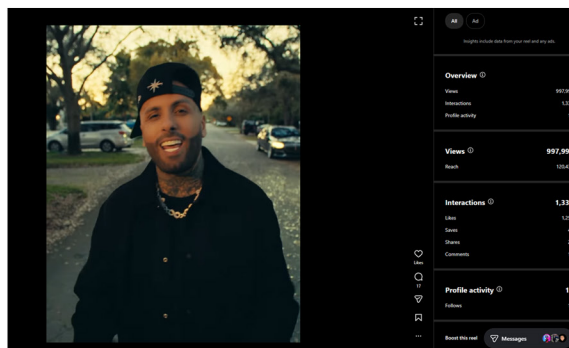
Sony Music Latin partnered with IAMLMP to amplify the release of Nicky Jam’s single “Dile a Él”, a standout track from his 2025 catalog. The campaign focused on driving digital engagement, DJ integration, and social buzz across Latin and Urban audiences—culminating in widespread visibility and streaming success.

🚀 Strategy & Execution

- 🎧 Featured the single on IAMLMP.com, generating over 360,000+ plays
- 📱 Integrated into live DJ mixes, radio rotations, and curated playlists
- 📢 Amplified reach through Instagram and Facebook, driving over 900,000+ engagements
- 🔄 Supported the remix release featuring Chencho Corleone, extending the track’s momentum
- 🎥 Boosted digital presence with official video and lyric content across YouTube, earning 17M+ views

📊 Results & Impact

- 📈 Streaming & Chart Performance
- #5 — Ranked among Nicky Jam’s top-streamed tracks on Deezer (2025)
- 📊 Consistent performance across Spotify charts, including remix traction
- 🏆 Featured on Top Charts alongside Nicky Jam’s biggest hits
- 🎧 Remix Strategy
- “Dile a Él (Remix)” released mid-2025 featuring Chencho Corleone
- Extended lifecycle and fan engagement across platforms
- 🌐 Digital Footprint
- Strong presence across YouTube, Spotify, and social media
- Continued relevance through remix culture and fan-driven content



MANUEL TURIZO CAMPAIGN

🎵 Sony Music Latin x IAMLMP — Manuel Turizo Campaign

Client: Sony Music Latin

Campaign: Manuel Turizo – El Merengue

📌 Campaign Overview

Sony Music Latin partnered with IAMLMP to amplify the release of Manuel Turizo's latest single through a dynamic digital and street-level campaign. The strategy blended online engagement with real-world connection, including a meet and greet event with Turizo and our DJ network—deepening fan loyalty and expanding reach across Latin and Urban audiences.

🚀 Strategy & Execution

- 🎧 Featured the single on IAMLMP.com, generating over 480,000+ plays
- 📱 Integrated into live DJ mixes, radio rotations, and curated playlists
- 📶 Amplified reach through Instagram and Facebook, driving over 400,000+ engagements
- 🎭 Hosted an exclusive meet and greet with Manuel Turizo, connecting artists and DJs directly
- 🎥 Supported digital presence with official video content, contributing to 100M+ views

📊 Results & Impact

- 📈 Chart & Certification Performance
- #1 — US Latin Airplay (Billboard)
- #10 — US Bubbling Under Hot 100 (Billboard)
- 🇺🇸 United States (RIAA): 6× Platinum (Latin)
- 🇪🇸 Spain (PROMUSICAE): 11× Platinum
- 🇲🇽 Mexico (AMPROFON): 4× Platinum
- 🇧🇷 Brazil (Pro-Música Brasil): Gold



J NOA CAMPAIGN

🎤 Sony Music Latin x IAMLMP — J Noa “Los 5 Golpe” Parade Activation

Client: Sony Music Latin

Campaign: J Noa – EP & Single Launch via Dominican Day Parade 2025

📌 Campaign Overview

Sony Music Latin partnered with IAMLMP to launch a high-impact street and digital campaign for rising artist J Noa, centered around her EP and single release “Los 5 Golpe.” The activation took place during the Dominican Day Parade 2025, leveraging cultural pride and community energy to amplify her music and brand.

🚀 Strategy & Execution

- 🎨 Designed and executed a branded parade float for J Noa, showcasing her visuals and sound
- 📦 Coordinated all marketing materials, including signage, merch, and promotional handouts
- 📱 Amplified the campaign across social media, with real-time coverage and fan engagement
- 🎧 Connected J Noa with DJs and influencers to integrate her music into live mixes and online content

📊 Results & Impact

- 🚀 Elevated visibility for “Los 5 Golpe” across both street-level and digital platforms
- 📈 Boosted brand awareness through parade exposure and viral social media moments
- ✅ Delivered a successful launch that blended cultural celebration with strategic music marketing



PRESIDENTE CAMPAIGN

🍷 Presidente Beer x IAMLMP — The Presidente Experience

Client: Presidente Beer

Campaign: Presidente Experience – Lounge Activation & DJ Integration

📌 Campaign Overview

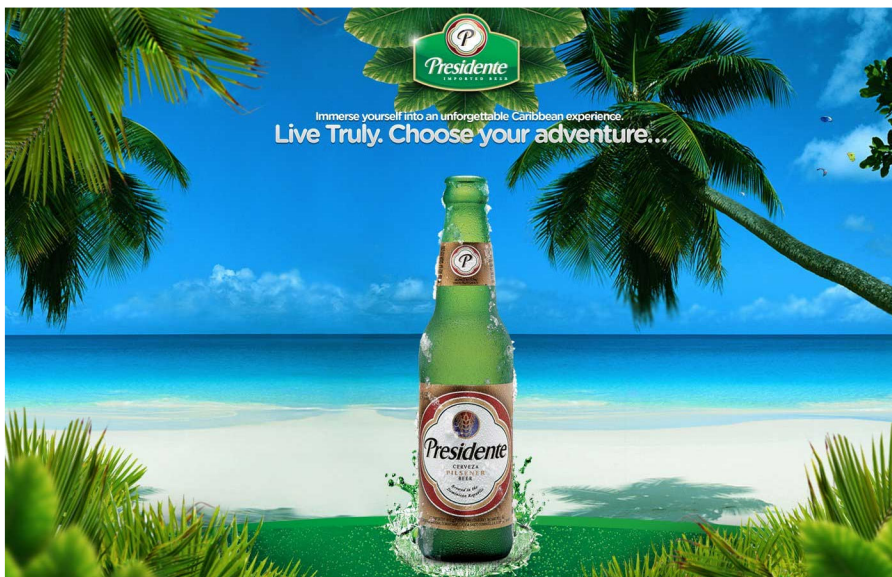
Presidente Beer partnered with IAMLMP to create a multi-location activation designed to boost brand visibility and drive sales across key nightlife venues. The campaign blended curated music experiences with grassroots marketing, turning lounges and local hotspots into branded environments that celebrated Dominican culture and premium beer.

🚀 Strategy & Execution

- 🎧 Deployed LMP DJs across lounges and nightlife venues to energize each location
- 📦 Distributed custom mixtapes, branded materials, and promotional assets to guests
- 🛠️ Managed full event production, from logistics to on-site coordination
- 📱 Amplified reach through social media coverage, influencer engagement, and real-time content
- 🧑‍🤝‍🧑 Partnered with venue owners and local promoters to ensure seamless execution and community alignment

📊 Results & Impact

- 📈 Increased regional sales by 50% across targeted activation zones
- 🎉 Delivered immersive brand experiences that connected directly with consumers
- ✅ Strengthened Presidente's cultural presence through music, nightlife, and authentic engagement



LMP LIVE SESSION & PRESS

LMP Live Sessions — Where Sound Meets Story

In a world moving at lightning speed, LMP Live Sessions offers something rare: space for artists to slow down, speak up, and share the heart behind their music. Broadcast live on our YouTube channel and amplified across all major media platforms, these sessions give artists the chance to present their vision track by track—diving into the stories, emotions, and creative process behind each release. From legends like Mozart La Para, Toby Love, and La Banda Gorda, to rising voices like Jomar Rodriguez, Renova, and Relambio El Diamante Negro, we've welcomed a diverse lineup of talent including Henry Santos, Max Banda, Urbanda, Chiquito Team Band, El Gringo de la Bachata, Dahian El Apechao, Juan Esteban, Mala Fe, Nexo, La Gran Manzana, and Típico Urbano. Each session is designed to connect artists with industry insiders, bloggers, and fans in an intimate, authentic setting—while driving both online engagement and physical sales of their singles, EPs, and albums. At IAMLMP, we don't just stream music—we amplify legacy.



LMP Unfiltered with Linda Aybar

Linda Aybar is a Dominican-American creative force from the Bronx—an on-air personality, entrepreneur, and cultural connector. As host of What's the Word on Hot97, and creator of the digital series Ask Aybar (@askaybar), she brings bold, unfiltered energy to conversations that matter. She's also the founder of AYBAR® (@everything.aybar), a brand blending fashion, media, and empowerment. Through platforms like The Aybar Project (T.A.P.), Linda celebrates Dominican pride, uplifts immigrant stories, and creates space for the next generation. Her voice is magnetic, her mission is clear—and she's redefining what it means to be Latina in media.



SERVICES & CAPABILITIES

Digital Campaign Strategy

Strategic planning and execution across social platforms, websites, and music portals to maximize reach and engagement.

DJ Integration & Music Promotion

Seamless placement of tracks into live mixes, curated playlists, and influencer sets—driving organic buzz and cultural relevance.

Studio Recording & Podcasting

Full-service recording across four specialized rooms, including dedicated podcast and live DJ session space.

Event Activation & Street Marketing

On-the-ground campaigns including branded floats, meet & greets, flyer distribution, and mobile marketing vehicles.

Visual Branding & Merch Design

Custom signage, decals, apparel, and digital assets that reflect the artist's identity and elevate brand visibility.

SEO Optimization for Music Content

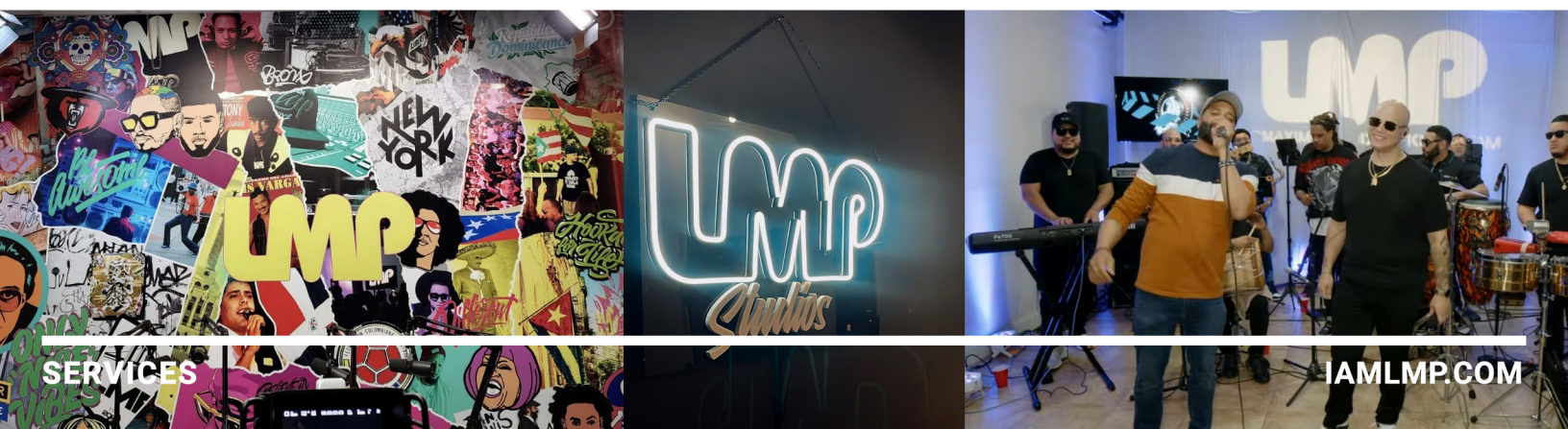
Data-driven titles, descriptions, and tagging strategies to boost discoverability across platforms like YouTube, SoundCloud, and Spotify.

Brand Awareness Campaigns

Multi-channel storytelling that builds emotional connection and long-term recognition for artists and labels.

Street-Level Cultural Marketing

Activations that move through the city—connecting directly with fans via visuals, sound, and presence.



Vinyl & Cultura

Modern Storytelling Through Music

Vinyl & Cultura is a creative lane dedicated to showcasing music, artists, and cultural moments through cinematic reels. Each piece blends slow, intentional visuals with the warmth of vinyl, spotlighting both current and legacy artists.

In the last 90 days (Mar–Jun 2026), this style has driven real reach across platforms:

1,000,000+ views on Instagram, reaching 741,368 accounts

131,356 views on YouTube

210,000+ views on TikTok

This proves the demand for premium, music-driven storytelling — and the power of Vinyl & Cultura as a modern content engine.

By creating short-form content that highlights:

Artist music and signature sounds

Vinyl releases and special editions

Merchandise, collectibles, and cultural products

The emotional connection between fans and the music they love

This style of content performs exceptionally well on social platforms because it feels authentic, nostalgic, and premium — the exact aesthetic that drives engagement today

Why This Matters for Brands

*Vinyl is a **billion-dollar industry**, and fans connect most with content that tells a story — not just shows a product. Vinyl & Cultura delivers that story through:*

Cinematic visuals

High-quality audio moments

Artist-focused storytelling

Premium product showcases

Cultural context that elevates the brand

This makes the platform ideal for promoting:

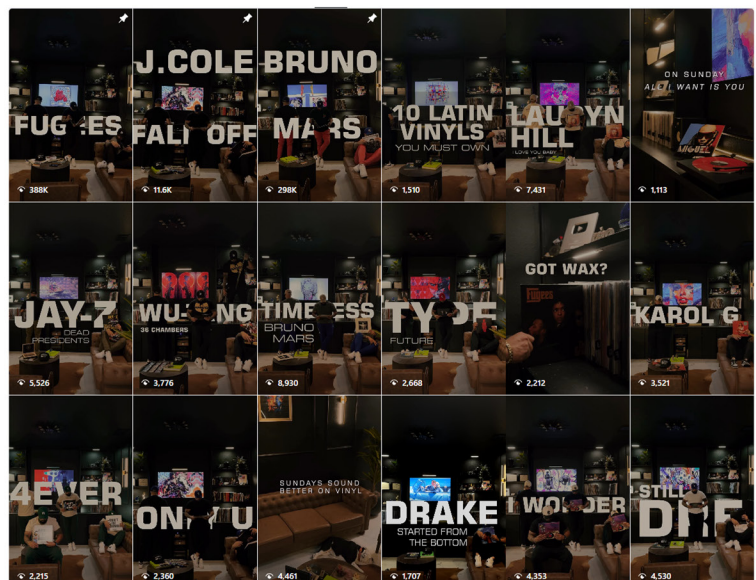
Vinyl releases

Artist campaigns

Merchandise drops

Collector editions

Music-driven brand partnerships



THANK YOU.

☀ About LMP

LMP is more than a media platform—it's a movement. Since 2004, we've been at the forefront of Latin and Urban music culture, blending digital innovation with street-level authenticity. From our Bronx-based studio to our global DJ network, we've built a legacy of elevating artists, amplifying brands, and creating unforgettable campaigns that move culture forward.

🙏 Thank You

Thank you for taking the time to explore our journey, our impact, and the incredible team behind it all. At LMP, every campaign is personal, every mix is intentional, and every connection is built with heart. We look forward to creating with you, growing with you, and continuing to shape the sound of tomorrow—together.



LMP

DEM
LMP
BOYZ

JOSE FILION

OWNER | (321) 695-0518
josefion@iamlmp.com

IAMLMP.COM | INSTAGRAM/IAMLMP | YOUTUBE/IAMLMP
FACEBOOK/IAMLMP | LINKTR.EE/IAMLMP

JUAN VARGAS

VP | (347) 723-2122

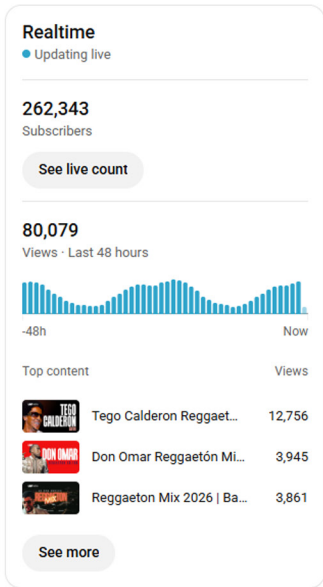
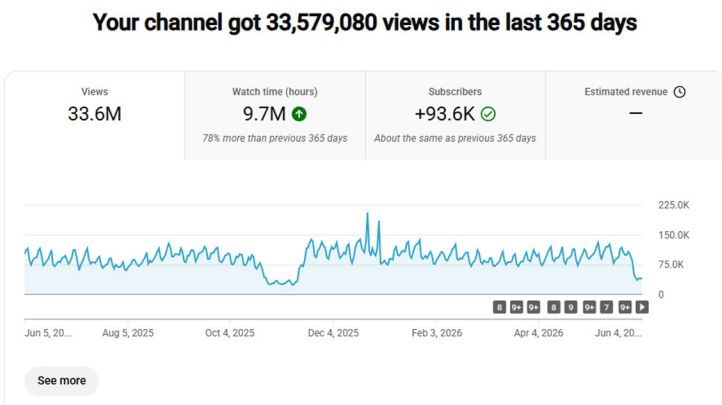
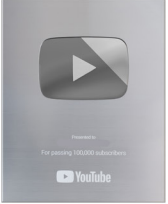
NEW YORK CITY
40.7128° N, 74.0060° W
c. 2003

I A M L M P . C O M • I A M L M P
MUSIC MARKETING DJ COMPANY

YouTube

262,000

FOLLOWERS



30,000+
FOLLOWERS
@IAMLMP

1,000,000+
FOLLOWERS WHEN 150 OUR DJ'S COMBINE
FOR A MARKETING CAMPAIGNS

Views ⓘ

330,135
Views

Followers 6.9%

Non-followers 93.1%

Accounts reached 182,750

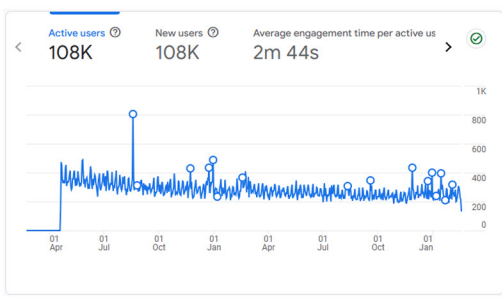
By content type

All Followers Non-followers



IAMLMP.COM

LINKTR.EE/IAMLMP



900,000+
VIEWS / VISITS PER MONTH

100,000
AVERAGE USERS PER MONTH



150
OFFICIAL LMP DJ'S



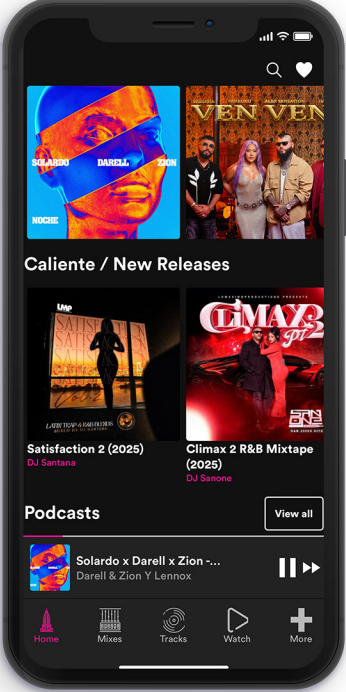
94,000+
FOLLOWERS



4,000+
LISTENERS



100,000+
EMAIL SUBSCRIBERS



LMP DJ APP

NAME	IMPRESSIONS	UNITS	PROCEEDS	SESSIONS
 LMP DJ iOS	81.2K 0%	91.9K 0%	\$0 0%	573K 0%

PODCAST

NAME	FOLLOWERS	LISTENERS	ENGAGED LISTENERS	PLAYS
 IAMLMP.COM : DJ Mixes Lohaximo Productions	72,871	521,395	410,974	2,341,577



91,000+
UNITS/APP DOWNLOADS

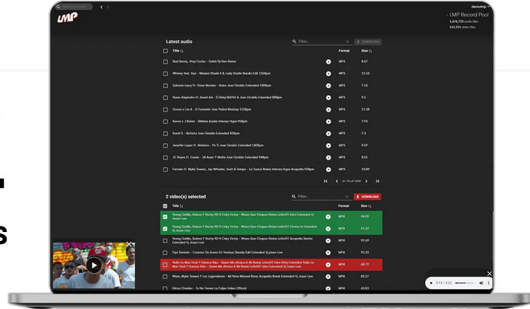


Apple
Podcasts

72,000+
LISTENERS/FOLLOWERS

LMP DJ RECORD POOL APP

10,000+
DJ SUBSCRIBERS



Vinyl & Cultura

VINYL & CULTURA IS A CINEMATIC, MUSIC-DRIVEN STORYTELLING PLATFORM WHERE I SHOWCASE ARTISTS, CULTURE, AND VINYL THROUGH SLOW, INTENTIONAL VISUALS BUILT FOR MODERN SOCIAL MEDIA.

1,000,000+
VIEWS ON INSTAGRAM/VINYLCULTURA

131,000+
VIEWS ON YOUTUBE/VINYLCULTURA

210,000+
VIEWS ON TIKOK/VINYLCULTURA

ARTISTS WE MARKETED

AND WORKED WITH OVER THE YEARS

ROMEO SANTOS
J BALVIN
JUAN MAGAN
NICKY JAM
FEID
TOKISHA
SHAKIRA
PRINCE ROYCE
VÍCTOR MANUELLE
GRUPO FRONTERA
TOKISCHA
FUERZA REGIDA
FARRUKO
MAFFIO
CHAYANNE
MANUEL TURIZO
RYAN CASTRO
PESO PLUMA
MALUMA
SKY ROMPIENDO
MYKE TOWERS
ENRIQUE IGLESIAS
OZUNA
MARK B
PITBULL
ALCOVER
K.O. EL MAS COMPLETO
DAHIAN EL APECHAO
GENI SWING
XTREME
MALA FE
TOBY LOVE
RENOVA
SOLO DOS
CHANTEL COLLADO
DAVID KADA
JEAN
JULIANA DEL MAMBO
LDA
XAVI
FARIANA
CHINITO PACAS
LENNY TAVAREZ
SAIKO
TITO EL BAMBINO

DON OMAR
TIPICO URBANO
DARIEL
CHIMBALA
JUDY SANTOS
ANTHONY JOLIE
ELVIS MARTINEZ
LUIS VARGAS
JABRIELL
HENRY SANTOS
AVENTURA
LENNY & MAX
GRUPO VENA
JUDINY
DEMII
CHIKUITO TEAM BAND
GRUPO 24 HORAS
LAPIZ CONCIENTE
FUEGO
URBANDA
ALEX MATOS
J.R. BACHATA
SENSATO DEL PATIO
ZAWEZO
SHELOW SHAQ
BOY WONDER
GEOVANNY POLANCO
LA BANDA GORDA
MOZART LA PARA
RENOVA EL PODER
JUAN ESTEBAN
EL GRINGO DE LA BACHATA
KARLOS ROSÉ
REVOLUCION SALSERA
NEXO
VAKERO
AMARA LA NEGRA
OPTIMO
CHRISTIAN ALICEA
ALEX SENSATION
ZION
LUCK RA
ELVIS CRESPO



**40 FOOT FLOAT + MARKETING
LMP FLOATS**

AVAILABLE FOR EVENTS



nÜTRL
Vodka. Seltzer. Real Juice.

NUVO
L'Esprit de Paris



jetBlue

TARIWA



PREMIOS
billboard
DE LA MÚSICA LATINA



UNITED PALACE



Ponce Bank

Unit

15 AÑOS
la oreja media

COMPANIES WE WORKED WITH
OVER THE YEARS