NEW YORK CITY · SINCE 2003

Put your brand in front of Latin music

LMP is a Latin music marketing company: 140 official DJs, a 284K-subscriber YouTube channel, a record pool the scene actually uses, and a catalogue that has been played 521M times. We have run campaigns for Romeo Santos, J Balvin, Shakira and 85 more.

Start a campaign | **See who we have worked with** | **See our campaigns**

Every figure on this page is either measured live from our own systems or dated to when it was collected.

Hablamos español e inglés.

Printed from iamlmp.com/advertise on November 18, 2026 at 12:01 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily, and the YouTube Analytics figures run to 14 November 2026. The current figures are at iamlmp.com/advertise.

Inside Lomaximo

IAMLMP — Lomaximo Productions — has worked in Latin music out of New York since 2003. We curate the music that is moving, put out LMP Drops, DJ mixes and LMP Live Sessions on YouTube, and time each release to the cultural moments people are already watching — on a platform that reaches millions of listeners around the world.

Our mission

We exist to amplify your brand through a platform the scene already trusts. Your marketing goals are not just understood, they are taken on as our own — and every move is

What makes us Lo Máximo

Our reputation is built on results. We have run campaigns for Nicky Jam, Fariana, Farruko, Tokischa, Ryan Castro, Prince Royce, Romeo Santos, Manuel Turizo and J Álvarez. These aren't just names — see the campaigns.

The DJ network

Every month, new music and exclusive content go out to our DJs — from FM radio personalities to club tastemakers — through the LMP record pool app and our mailing lists.

made with your vision and your audience in mind.

Trusted by industry leaders and emerging talent alike. The record pool

Who you reach

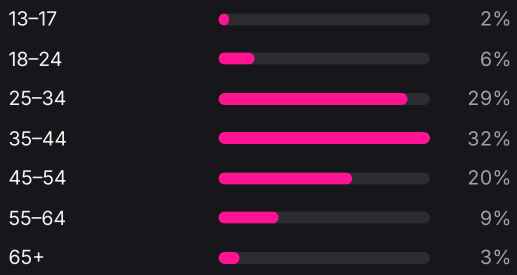
Two audiences in one: the listeners who press play, and the DJs who decide what a room hears. Every figure here is pulled automatically from the system that measures it — YouTube Analytics, refreshed daily and reporting up to three days behind, and IAMLMP.com's own play counter — never typed in by hand.

Who's listening

LIVE

92% of signed-in views are by viewers 25 or older

So at least 92% of signed-in views are by viewers of US legal drinking age (21+). 98% are by viewers 18 or older. The Beer Institute and DISCUS advertising codes ask that at least 73.8% of an ad's audience be of legal drinking age (21+).



72% men · 28% women

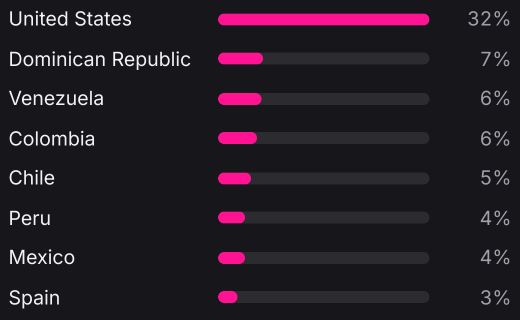
YouTube Analytics · signed-in viewers only, ages as YouTube records or estimates them · Nov 15, 2025 – Nov 14, 2026

Where they are

LIVE

The US is the #1 market — **32%** of views

10.4M views from the US in these 12 months.



YouTube Analytics · share of all views · Nov 15, 2025 – Nov 14, 2026

What they play

LIVE

Reggaeton leads, with 103M plays

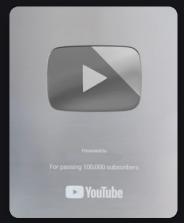
A release tagged with two genres counts in both.

IAMLMP.com · lifetime plays by genre tag

And the trade: 140 roster DJs (84 active members and interns) in 10 countries and territories and 50 cities — the people who choose what a room hears.

YouTube

Our channel is the front door for most people who find LMP. Mixes, live sets and video edits, uploaded continuously since 2010.



AWARDED BY YOUTUBE

Silver Creator Award

For passing 100,000 subscribers. The channel has since grown to 284K — and counting.

284K
subscribers
LIVE

89.0M
lifetime views
LIVE

1,481
videos published
LIVE

122,078
views a day
3.7M views over the 30 days to 17 November 2026.
LIVE

32.0M
views in the last 12 months
To 14 November 2026. YouTube reports up to three days behind.
LIVE

8.2M
hours watched in 12 months
Averaging 16m 36s a view.
LIVE

61%
of views are 25–44
72% male · 28% female
LIVE

68%
of views are outside the US
Led by the Dominican Republic, Venezuela and Colombia.
LIVE

Subscribe on YouTube ↗

Instagram & Facebook

The house accounts carry the brand; the roster carries the campaign. Follower counts for @iamlmp and the Facebook page are read live from Meta. The roster's combined following adds up follower counts LMP enters by hand for each DJ, and the campaign

figure is what one Instagram push actually delivered — most of it to accounts that were not following us yet.

32,472
Instagram followers on @iamlmp

6,281 posts.

LIVE

90,870
Facebook followers

LIVE

2.7M
combined Instagram followers across our DJs

The largest single account is 1.2M of it (44%). Across 135 DJ accounts, entered by hand by LMP and added up, so someone who follows two DJs counts twice.

2025–26

10
countries and territories our DJs post from

50 cities.

LIVE

182,750
accounts reached by one Instagram campaign

From Instagram Insights, read between April 2024 and February 2025. 93% of its views came from people who did not follow @iamlmp.

2024–25

Follow on Instagram ↗ Follow on Facebook ↗

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iamlmp.com

Our own site and the stations that run on it — the audience we reach without going through anyone else's platform, and the only one here that cannot be switched off by someone else's algorithm. **Traffic measured in Google Analytics**, read straight from the property rather than typed in from a screenshot.

150,940
page views in 28 days
LIVE

54,868
visits in 28 days (Google Analytics)
LIVE

112,055
accounts registered on iamlmp.com, all-time
LIVE

20
radio stations
LIVE

Vinyl & Culturas

Our own series: an artist's record filmed as a cinematic vinyl session and released across Instagram, YouTube and TikTok. It is how we market music — and the vinyl itself — for the artists we work with.

389,585
views on YouTube
158 films since November 2025.
LIVE

3,341,854
views across 197 Instagram posts
13,824 followers.
LIVE

435,288
views on TikTok
LIVE

114,184
views on brand and label posts
5 partners, 9 posts — Instagram, TikTok and Facebook added up.
LIVE

Watch on YouTube ↗ | Reels on Instagram ↗ | Watch on TikTok ↗

vinylculturas.com What Vinyl & Culturas does for an artist →

Brands and labels featured →

Podcast platforms

Hundreds of our mixes go out as podcast episodes — on Apple Podcasts, Amazon Music, YouTube Music and every app that reads an RSS feed — in front of people who never visit a DJ site.

746
podcast episodes published
LIVE

3.2M+
episode plays on Apple Podcasts
All time, from Apple Podcasts Connect.
SEPTEMBER 2026

45,000+
plays on Apple Podcasts in the last 60 days
From Apple Podcasts Connect.
SEPTEMBER 2026

41,000+
listeners on Apple Podcasts
All time, from Apple Podcasts Connect.
SEPTEMBER 2026

4.8 / 5
average rating on Apple Podcasts
From 184 ratings in the US store.
SEPTEMBER 2026

Listen & subscribe — Apple Podcasts · Amazon Music · YouTube Music

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LMP DJ App

Our own iOS and Android app: the full catalogue, LMP Radio and the live sets, in the pocket of the audience that listens most.

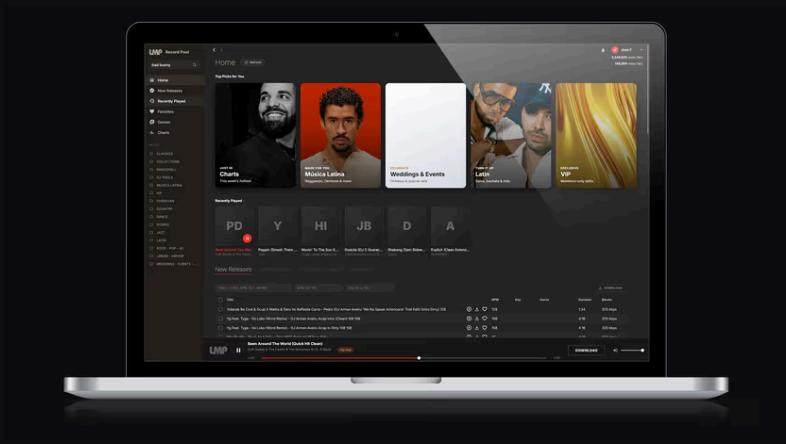
21,000+
downloads of the LMP DJ app
iPhone and iPad since launch, from App Store Connect (including re-downloads). Android downloads come on top.
SEPTEMBER 2026

1,000,000+
sessions in the LMP DJ app
iPhone and iPad since launch, from App Store Connect. Apple counts only people who share analytics with developers, so the real number is higher.
SEPTEMBER 2026

Download on iPhone · Download on Android

The record pool

The LMP record pool is where working DJs get the music they play out, and they come back for it month after month. That makes it the most direct line we have to the people who choose what a room hears.



24,485
months of record pool membership since 2018

The best Latin DJ record pool app.

LIVE

1,825
tracks and episodes in the pool feed

New music every week, tagged with BPM and key.

LIVE

The roster and the catalogue

The DJs who carry the name, and everything they have put out under it. A campaign here is not one post from one account: **the whole roster posts the record on the same day**, so it lands across every one of their audiences at once — in 10 countries and territories, not one market.

140
official LMP DJs

84 active members and interns; the rest are Hall of Fame.

LIVE

9,640
mixes, mixtapes, tracks and podcasts

6,969 mixes and 846 mixtapes.

LIVE

521M
plays across the catalogue

LIVE

Where culture meets strategy

IAMLMP is an agency where digital advertising meets entertainment — one that stays ahead of the curve, tuned in to the music, media and culture moving right now. Over the years LMP has grown organically into a gateway for brands looking for an authentic connection with the Latino community.

Campaigns that move markets

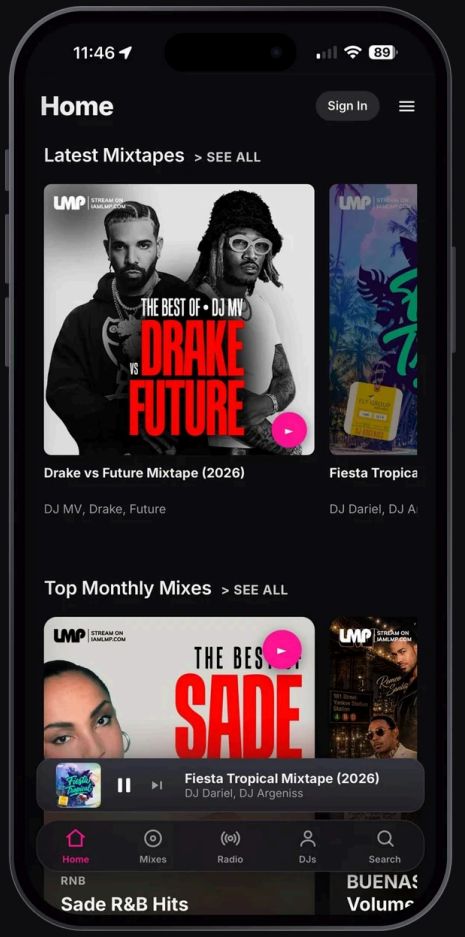
Every campaign is built around what our client is launching — an artist, a label, a manager, or a brand with a new product — and designed to break into new markets with growth you can measure month by month.

We don't just launch — we analyze

During and after every campaign, you get a performance report with:

- Plays, downloads, shares and engagement
- Market insights for media tours and booking opportunities
- Demographic data to guide what you invest in next

That lets you test a market cost-effectively — a smarter soft launch before you commit to a big media buy.



Campaigns

What we did for Sony Music Latin, HBO, Presidente and Mr. 305 — each with the numbers we can show and how the record went on to perform.

38 of our 101 case studies are for Sony Music Latin — from 2011 to 2026, 7 of them this year.

SONY MUSIC LATIN · 2026

Romeo Santos & Prince Royce

Better Late Than Never

The first album the two kings of bachata ever made together — carried across IAMLMP.com, the DJ network and YouTube.

FITUEYES · 2026

Fitueyes

Picasso RS05 record stand

Fitueyes' Picasso RS05 record player stand, given a Vinyl & Culturas reel of its own as the new home of the series' setup — out on Instagram, TikTok and Facebook.

SONY MUSIC LATIN · 2026

Elvis Crespo & Beéle

Pa bailar

Elvis Crespo and Beéle's merengue single — featured on IAMLMP.com and the app, delivered to the record pool and blasted across the DJ network's Instagram.

EQUIS PICA POLLO & CRUNCHI L' CHICHARRONERIA · 2026

Equis Pica Pollo & Crunchi L' Chicharroneria

Dominican Day Parade 2026

LMP's float at the National Dominican Day Parade in Manhattan, sponsored by Equis Pica Pollo and Crunchi L' Chicharroneria — Yenddi live, LMP DJs on the music and the sponsors feeding the crowd.

CHANCE THE RAPPER · 2026

Chance the Rapper

Coloring Book — 10th anniversary gold vinyl

Two Vinyl & Culturas posts — an unboxing video and a carousel — on the limited gold pressing of Chance the Rapper's Coloring Book that his team sent for the album's 10th anniversary.

LITTLE VINYL JOYS · 2026

Little Vinyl Joys

"Now Playing" VU meter stand

Little Vinyl Joys' "Now Playing" VU meter stand in frame for three Vinyl & Culturas reels — George Michael, Nas and Lil Wayne on the turntable, out on Instagram, TikTok and Facebook.

MACHETE MUSIC · 2026

Machete Music

20 Años de Cultura

Two cinematic Vinyl & Culturas reels for Machete Music's 20th anniversary — Don Omar's "Danza Kuduro" on the turntable, then an unboxing of the 20 Años de Cultura box.

JUDY SANTOS · 2026

Judy Santos

Tócame El Alma

Judy Santos's bachata "Tócame El Alma" — on IAMLMP.com and in the LMP DJ app on its release, in the record pool with bachata DJ edits, and in an LMP DJ's mix.

SONY MUSIC LATIN · 2026

Rvssian, Sech & Lojay

TATTUU

Rvssian, Sech and Lojay's “TATTUU” — on IAMLMP.com, in the LMP DJ app and through the record pool.

JEZZY EL CHEF · 2026

Jezzy El Chef

Que Sensación — meet and greet

A meet and greet in Manhattan between Dominican dembow artist Jezzy El Chef and LMP's DJs, for his hit “Que Sensación” and its remix with Arcángel.

SONY MUSIC LATIN · 2026

Manuel Turizo & Maluma

Apambichao

Manuel Turizo and Maluma's merengue single “Apambichao”, the title song of Turizo's April album — on IAMLMP.com, through the record pool, in a World Latin Star × LMP reel and a DJ blast.

LENNY TAVÁREZ · 2026

Lenny Tavárez

JUICY

Lenny Tavárez's trap single “JUICY” — on IAMLMP.com the night its video premiered, then through the record pool, the Discord and LMP's socials.

Search all 101 campaigns →

Artists we have marketed

Not a wish list — campaigns LMP has actually run alongside 520 artist profiles on the site.

Romeo Santos	Fuerza Regida	Mark B	Revolución Salsera
Don Omar	Lenny & Max	Sensato del Patio	David Kada
J Balvin	Farruko	Pitbull	Nexo
Típico Urbano	Grupo Vena	Zawezo	Jean
Juan Magán	Chayanne	Alcover	Vakero
Dariel	Judiny	Shelow Shaq	Juliana del Mambo
Nicky Jam	Manuel Turizo	K.O. El Más Completo	Amara La Negra
Chimbala	Demii	Boy Wonder	LDA
Feid	Ryan Castro	Dahian El Apechao	Óptimo
Judy Santos	Chiquito Team Band	Geovanny Polanco	Xavi
Tokischa	Peso Pluma	Geni Swing	Christian Alicea
Anthony Jolie	Grupo 24 Horas	La Banda Gorda	Fariana
Shakira	Maluma	Xtreme	Alex Sensation
Elvis Martínez	Lápiz Conciente	Mozart La Para	Chino Pacas
Prince Royce	Sky Rompiendo	Mala Fe	Zion
Luis Vargas	Fuego	Renova El Poder	Lenny Tavarez
Víctor Manuelle	Myke Towers	Toby Love	Luck Ra
Jabriell	Urbanda	Juan Esteban	Saiko
Grupo Frontera	Enrique Iglesias	El Gringo de la Bachata	Elvis Crespo
Henry Santos	Alex Matos	Solo Dos	Tito El Bambino
Maffio	Ozuna	Karlos Rosé	J Álvarez
Aventura	J.R. Bachata	Chantel Collado	Chance the Rapper

Brands we have worked with

Over the years, in music, drinks, media and events.

Little Vinyl Joys

Services & capabilities

Our services have helped labels, brands, corporate clients and event promoters connect, convert and captivate.

Digital campaign strategy

Planning and execution across social platforms, websites and music portals, built around what you are launching.

DJ integration and music promotion

Your track placed into live mixes, curated playlists and influencer sets, and posted by the DJs already playing to your audience — across their accounts, not just ours.

Catalogue and radio placement

Drops, mixes and station rotation across the site, the app and LMP Radio, in front of listeners who came for the music.

Influencer and brand awareness campaigns

Multi-channel storytelling carried by influencers who already speak to your audience — recognition that lasts past launch week.

Event activation and street marketing

The 40-foot LMP float, meet and greets, street teams, hand-to-hand distribution and mobile marketing vehicles moving through the city — the brand on the street, not only on a screen.

The LMP Float →

Visual branding and merch design

Custom signage, flyers, banners, decals, apparel and digital assets that carry the artist's or the brand's identity — produced and put where they will be seen.

Live streams and listening parties

Live-streamed events, listening parties and unplugged sessions, built around your release.

SEO for music content

Data-driven titles, descriptions and tags that make releases easier to find on YouTube and SoundCloud.

Album releases and DJ meet & greets

We host album releases and meet & greets with our DJs in New York City and Orlando, FL — a chance to meet them in person and connect about your music or your product.

Ready to put your brand in the spotlight? Tell us what you are launching and we will come back with a plan. We don't just follow trends — we set them.

Talk to us

Hablamos español e inglés.