KARLOS ROSÉ · 2012–2022 · ARTIST PROMOTION · SOUNDCLOUD · RADIO · SINGLES

Karlos Rosé

From “The Way You Are” to “Tan Fácil”

LMP promoted the bachata singer Karlos Rosé — “K Rose” on LMP's early posts — for a decade. LMP's Top 5 for April 2012 put his “The Way You Are” at No. 1 in bachata, and in October 2013 LMP put his single “Por Ti” on LMP Radio's SoundCloud and in its homepage slideshow.

In the years that followed it billed him for an interview on its Chicago radio takeover (2013), carried him in its online promotion for Amor 93.1's concert at Nassau Coliseum (2014), posted “Mi Lugar Es Contigo” on IAMLMP.com and put his album “Géminis” in the LMP Record Pool (2015), billed him as the guest on LMP Radio's Section 8 show (2015), published his single “Tan Fácil” on IAMLMP.com and in the pool (2020), and promoted a New York bachata showcase with him on the bill (2022).



“Por Ti” on LMP Radio's SoundCloud and LMP's homepage — October 2013.

Printed from iamlmp.com/advertise/campaigns/karlos-rose-lmp/ on November 13, 2026 at 6:53 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Ranked his bachata “The Way You Are” No. 1 in LMP's Top 5 bachata songs for April 2012 and put “Infiel” in November's Top 5 — LMP's monthly chart, which LMP described as ranked by its DJs from downloads and plays on its site and what the streets and clubs were playing — with both songs in LMP's Top 50 Bachatas of 2012

- Posted his singles as LMP downloads in 2013 — Frankie J's “No Te Quiero Ver Con Él” featuring him (March) and his Spanglish “I'll Be There” (May) — and by November listed LMP remixer DJ Santana's breakdown remix of “Just The Way You Are”, credited to K Rose & Bruno Mars, in LMP's remix shop

- Put “Por Ti” on LMP Radio's SoundCloud on the evening of 16 October 2013 — 605 plays and 207 downloads within its first hour, by SoundCloud's own counters — with a news post and posts on LMP's Facebook and Instagram

  605 SoundCloud plays in its first hour

- Ran “Por Ti” in the slideshow on LMP's homepage, linking to the track, from 18 October to mid-December 2013, with a news tile in its first weeks — and followed with a K Rose video post on 21 October

- Billed him for an interview on LMP's radio takeover in Chicago — LMP DJ Dee Niro on MzBeebe Radio Tropical (Morton College Radio, via TuneIn), 27 November 2013, with Maffio and Mala Fe

- Carried Amor 93.1's “Amor a Nuestra Música” concert at Nassau Coliseum — 5 December 2014, with K Rose on the bill — in LMP's online promo from 7 November: on the day, a video of him inviting his fans and a contest offering two free tickets for a video singing a K Rose song; that night, LMP's press access at the concert

  32,000+ Instagram followers today

- Posted his single “Mi Lugar Es Contigo” for download on IAMLMP.com on 9 April 2015, put his album “Géminis” in the LMP Record Pool on 6 June, and reposted his post for the single's video on LMP's Instagram that August

  13 album tracks, June 2015 · Serving DJs since 2003

- Posted a clip of him singing with host Tfivek as LMP Radio's “Section 8 Is Ballin'” show was about to go on air, 20 August 2015, and billed him as the show's guest on 1 October 2015 — live on IAMLMP.com



Download on iPhone · Download on Android

- Reposted Bachata United's introductions of him on LMP's Instagram in June and July 2017 — a project of 26 bachata artists on two compilations — and shared a sneak peek of his Spanglish version of "Photograph" that October

  32,000+ Instagram followers today

- Published his single "Tan Fácil" on IAMLMP.com on 23 October 2020 — it streams on the site and in the LMP DJ app

  149,000+ page views across IAMLMP.com in the last 28 days · 21,000+ app downloads

- Delivered "Tan Fácil" to the LMP Record Pool for the DJ network — the single plus DJ Tumbao's short and extended edits and a DJ Decks percussion-guitar intro

  4 versions in its first 6 weeks · Serving DJs since 2003

- Promoted Bachateria NYC, an emerging-artist bachata showcase with Karlos Rosé among its four acts and music by LMP's own Gaby Fusion — S.O.B.'s, New York, 29 July 2022 — posted a recap after it, and announced the next one, at La Boom, for 12 August

  32,000+ Instagram followers today

- Carried his records in LMP DJs' mixes on its sites from 2015 — among them DJ La Mafia's "Irresistible — K Rose Bachata Mix" (March 2015), DJ Tico's Bachata Mix for October 2015 and the Official Dominican Day Parade Mixtape (2022)

  140 DJs on the roster today

- Shared it with the LMP DJ network — on Basecamp, then on the Discord from 2017

  667 members today

The numbers

Measured on our own platforms or taken from the campaign's own insights; anything estimated says so. The green badge means the figure was read today.

19,169

plays of “Tan Fácil” on IAMLMP.com

On IAMLMP.com since 23 October 2020, and in the LMP DJ app.

LIVE

Hear it on IAMLMP.com →

605

plays of “Por Ti” on LMP Radio's SoundCloud within its first hour

With 207 downloads, 55 minutes after upload. SoundCloud's own counters, as archived that same evening, 16 October 2013 (New York time).

SOUNDCLOUD · OCT 2013

See the archived page ↗

Hear “Tan Fácil” on IAMLMP.com

LMP's Top 5 for April 2012 (archived)

LMP's Top 50 Bachatas of 2012 (archived)

LMP's homepage with “Por Ti”, Oct 2013 (archived)

“Por Ti” on LMP's Instagram · Oct 2013

LMP's Chicago radio takeover · Nov 2013

His invitation to the Nassau Coliseum concert · Dec 2014

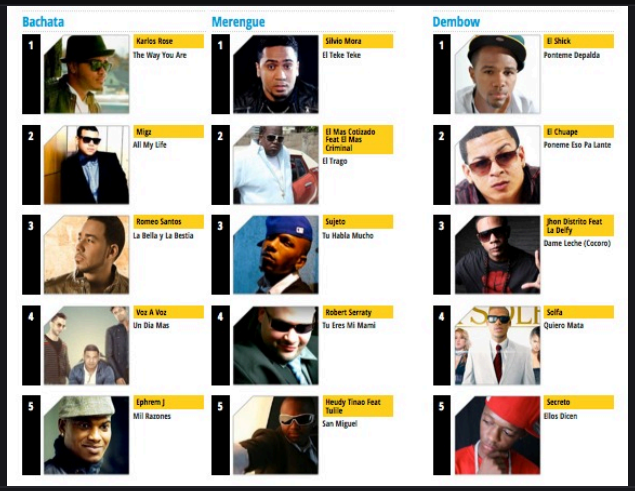
“Mi Lugar Es Contigo” on IAMLMP.com, Apr 2015 (archived)

Section 8 with K Rose · Oct 2015

The “Photograph” sneak peek · Oct 2017

Bachateria NYC · Jul 2022

From the campaign



LMP's Top 5 of the month, “The Way You Are” No. 1 in Bachata — April 2012.



At Amor a Nuestra Música, Nassau Coliseum — from LMP's Instagram, 5 December 2014.



In an IAMLMP.com T-shirt, from the clip LMP posted as Section 8 was about to go on air — 20 August 2015.



LMP Radio's Section 8 flyer for K Rose — 1 October 2015.



"Tan Fácil" on IAMLMP.com — October 2020.

Run one with us

Talk to us