SONY MUSIC LATIN · 2023 · SINGLE RELEASE

Manuel Turizo & Grupo Frontera

De Lunes a Lunes

Sony Music Latin brought LMP in to promote “De Lunes a Lunes”, Manuel Turizo's single with Grupo Frontera, released on 24 August 2023.

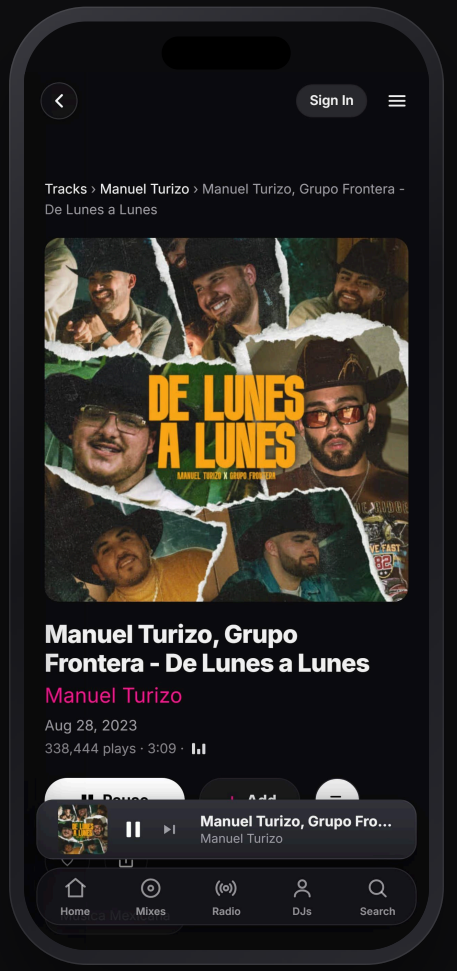
It went up on IAMLMP.com and into the record pool on 28 August, and LMP's reel sent DJs to the pool for it.



Printed from iamlmp.com/advertise/campaigns/manuel-turizo-grupo-frontera-de-lunes-a-lunes/ on November 17, 2026 at 6:54 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Published it on IAMLMP.com — it streams on the site and in the LMP DJ app
  - 150,000+ page views across IAMLMP.com in the last 28 days
  - 21,000+ app downloads
- Delivered it to the LMP Record Pool for the DJ network — the single plus DJ edits
  - 10 versions in its first 6 weeks
  - Serving DJs since 2003
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 671 members today
- Released it as a reel on LMP's Instagram on 31 August 2023 — “Grab it on our record pool deejays”
  - 32,000+ Instagram followers today



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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.

338,451

plays of “De Lunes a Lunes” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

10

versions of “De Lunes a Lunes” in the LMP Record Pool in its first six weeks there

The single plus DJ edits, 28 August – 9 October 2023.

RECORD POOL CATALOG, OCT 2026

Hear “De Lunes a Lunes” on IAMLMP.com

See the reel on Instagram ↗

From the campaign



LMP's reel, 31 August 2023.

Run one with us

Talk to us