SONY MUSIC LATIN · 2026 · SINGLE & ALBUM RELEASE

Manuel Turizo & Maluma

Apambichao

Sony Music Latin brought LMP in to promote “Apambichao”, Manuel Turizo's merengue single with Maluma, released on 5 March 2026 — and the album of the same name that followed on 9 April, Turizo's fifth.

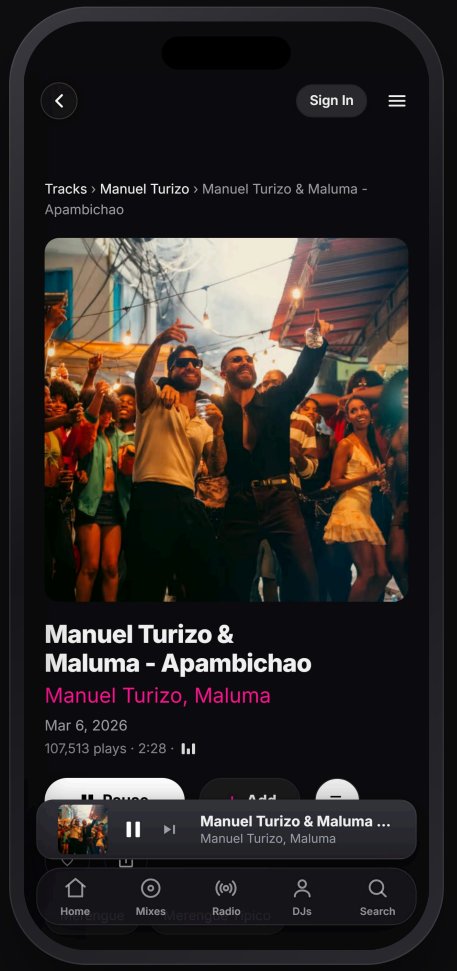
It went up on IAMLMP.com the next day.



Printed from iamlmp.com/advertise/campaigns/manuel-turizo-maluma-apambichao/ on November 12, 2026 at 12:11 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 the day after release — 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 intros, acapellas, percussion intros, clean edits and a mambo remix
  - 20 versions in its first 6 weeks
  - Serving DJs since 2003
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 665 members today
- Released a reel with World Latin Star on 6 March 2026 — a collab on both accounts, credited to WorldLatinStar.com and IamLmp.com — and shared it on LMP's stories, tagging Turizo and Maluma
  - 32,000+ Instagram followers today
- A social media blast: LMP DJs posted it on Instagram, tagging Manuel Turizo and Maluma
  - 140 DJs on the roster 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.

107,633

plays of “Apambichao” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

54,261

views of the World Latin Star × LMP reel on Instagram

A collab on both accounts — 1,639 likes and 34 comments. Instagram's public count.

SEPT 2026

See the reel on Instagram ↗

20

versions of “Apambichao” in the LMP Record Pool in its first six weeks there

The single plus 19 DJ edits — intros, acapellas, percussion intros, clean edits and a mambo remix, 6 March – 13 April 2026.

SEPT 2026

Hear “Apambichao” on IAMLMP.com

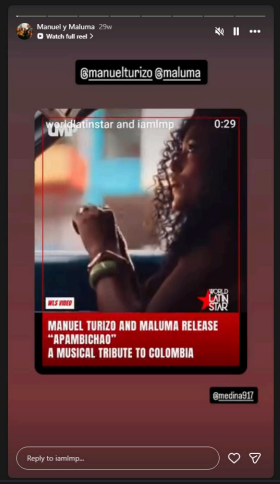
See the reel on Instagram ↗

How the single and album performed

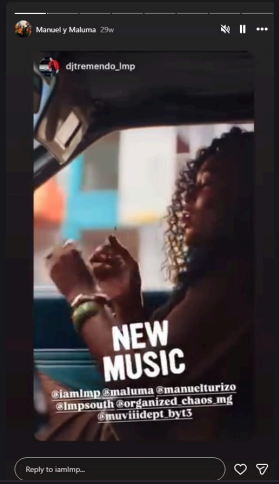
The record's own public results, for context. They belong to the artist and the label, and many hands move a record — each line links to its source.

- “Apambichao” peaked at #11 on the Billboard Colombia Hot 100 Billboard
- From the album, “Te Hacen Falta Dos” reached #2 on Billboard Hot Tropical Songs — 23 weeks on the chart Billboard
- ...and #3 on Billboard Tropical Airplay, 22 weeks on the chart Billboard

From the campaign



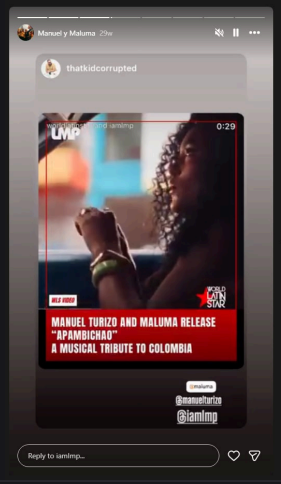
LMP's story with the World Latin Star × LMP reel — March 2026.



DJ Tremendo on Instagram, tagging @iamlmp, @maluma and @manuelturizo — March 2026.



DJ Fuego on Instagram, tagging @iamlmp, @manuelturizo and @maluma — March 2026.



thatkidcorrupted sharing the reel, tagging @maluma, @manuelturizo and @iamlmp — March 2026.

Run one with us

Talk to us