SONY MUSIC LATIN · 2026 · TWO SINGLE RELEASES

Mariangela

Cuando Una Mujer & En El Norte

Sony Music Latin brought LMP in to promote two singles from Mexican singer-songwriter Mariangela: the cumbia norteña “Cuando Una Mujer”, on IAMLMP.com from 22 January 2026, and “En El Norte”, from 14 July 2026.



Printed from iamlmp.com/advertise/campaigns/mariangela-cuando-una-mujer/ 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 both on IAMLMP.com — they stream 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 both singles to the LMP Record Pool for the DJ network, each on its release day on the site
  - Serving DJs since 2003
- Posted them to LMP's DJ Discord, IAMLMP DJs
  - 665 members today
- Released each as a reel on LMP's Instagram — “Cuando Una Mujer” on 24 January 2026, “En El Norte” on 14 July
  - 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.

99,116

plays of “Cuando Una Mujer” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

32,467

plays of “En El Norte” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

Hear “Cuando Una Mujer” on IAMLMP.com

Hear “En El Norte” on IAMLMP.com

“Cuando Una Mujer” reel ↗

“En El Norte” reel ↗

Run one with us

Talk to us