SONY MUSIC LATIN · 2023 · SINGLE RELEASE

Ryan Castro & Peso Pluma

QUEMA



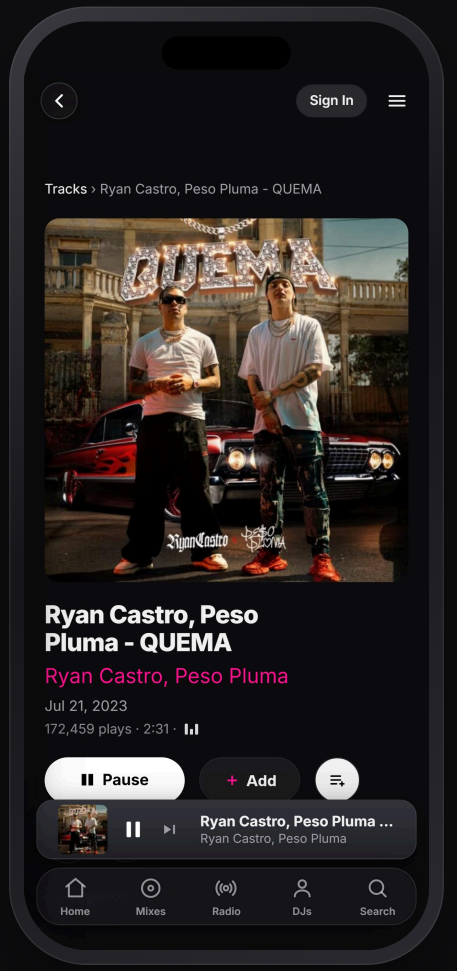
Sony Music Latin brought LMP in to promote “QUEMA”, Ryan Castro's reggaeton single with Peso Pluma, released on 13 July 2023.

It reached the record pool on 17 July and IAMLMP.com on 21 July, opened LMP DJ Omix's “Purro Perreo” mix, was blasted by LMP's DJs on their Instagram stories, and came back as a Short on LMP's YouTube channel in October.

Printed from iamlmp.com/advertise/campaigns/ryan-castro-peso-pluma-quema/ on November 18, 2026 at 11:37 PM (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
  - 152,000+ 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, outros, acapellas, remixes and mashups
  - 80 versions in its first 6 weeks
  - Serving DJs since 2003
- Opened LMP DJ Omix's “Purro Perreo” mix with it — on IAMLMP.com on 20 July 2023 and on LMP's YouTube the next day
  - 284,000+ YouTube subscribers today
- A social media blast: LMP DJs posted it on their Instagram stories
  - 140 DJs on the roster today
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 673 members today
- Posted it as a Short on LMP's YouTube channel on 2 October 2023
  - 284,000+ YouTube subscribers 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.

172,468

plays of “QUEMA” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

80

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

The single plus DJ intros, outros, acapellas, remixes and mashups, 17 July – 28 August 2023.

RECORD POOL CATALOG, OCT 2026

3,258

views of LMP's “QUEMA” Short on YouTube

LIVE

Hear “QUEMA” on IAMLMP.com | Watch the Short on YouTube ↗ | DJ Omix's “Purro Perreo” mix | The mix on YouTube ↗

From the campaign



From LMP's YouTube Short, 2 October 2023.



DJ Omix's “Purro Perreo” mix opens with “QUEMA” — July 2023.

Run one with us

Talk to us