GLOBSA
We are, We know, We do

MEDIAKIT

Last updated: January 2023
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   LatinAmerican Post
   The Woman Post
   The Colombian Post
1. About Us

We are a planetary organization driven by artificial intelligence whose main corporate purpose is to offer the information service through the media.

We seek to empower different communities through digital informational and educational services.

2. Media

- Writing

LATINAMERICAN POST

THE COLOMBIAN POST

LATAM ART.com

THE WOMAN POST
3. Advertising Services

- Increase visits to your website in different countries around the world.
- Create and dynamize communities in social networks.
- Increase your database of potential customers.
- Cover promotional initiatives and corporate social responsibility campaigns.
- Reinforce/enhance your brand reputation.

Our Tools

- Sponsored and customized content
- Sponsorships
- Ads in sections
- Ads in Newsletters
- Ads on home
- Ads on social networks
4. Content

All-Channel Communication

- Writing
- Analytical
- Analysis
- Opinion
- Video
- Interviews
- Storytelling
- Blog
- Sound Only
- Audio
- Podcast
- Interview
- Music
- Graphic
- Photography
- Illustration
- Infographic

Sections

- We are
  - Communities
- We know
  - Wisdom
  - Opinion
- We do
  - Sports
  - Health
  - Characterized reading
  - Services
  - Entrepreneurship
- Entertainment
- Opinion
  - Our
  - Other
  - More

Sub-sections

- Business
- Investment
- Personal finance
- Education
- Nutrition
- Books
- Travel
- Art
- Human Rights
- Environment
5. Audience*

**Sex**

- Female: 46.7%
- Male: 53.3%

**Age**

- 18-24: 6.4%
- 25-34: 14.8%
- 35-44: 14.8%
- 45-54: 14.8%
- 55-64: 6.4%
- 65+: 31.8%

**Region**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>United States</td>
<td>10.94%</td>
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<tr>
<td>Europe</td>
<td>9.2%</td>
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<tr>
<td>Latin America</td>
<td>70.63%</td>
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<tr>
<td>Asia</td>
<td>4.6%</td>
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<tr>
<td>Africa</td>
<td>4.63%</td>
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*Globsa’s average number of general audiences
6. Reach

Readers

+813K Total monthly users  +895K Total sessions monthly
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<th>Media</th>
<th>Tools</th>
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<tr>
<td>• THE WOMAN POST</td>
<td>• Social media</td>
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<td>• LATINAMERICAN POST</td>
<td>• E-mails - Community alliances</td>
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<td>• THE COLOMBIAN POST</td>
<td>• Subscribers</td>
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<th>Community</th>
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<td>• Neurological wellness</td>
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4. Ads on Written Media
For more information, contact us at

 comercial5@latinamericanpost.com