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Marketing Opportunities



MARCH

An empowering franchise to honor and celebrate the nation's most outstanding Hispanic celebrities and influencers in entertainment, business, and entrepreneurship. The content consists of insightful panels and workshops engaging Latinas who seek to learn from experts and thought leaders while networking with other professionals.



MAY

Signature star-studded franchise consisting of a media event and exclusive invite-only VIP red carpet cocktail party to celebrate the 50 most beautiful — inside and out — Hispanics.

More details to come for 2021 format



OCTOBER

Festival People en Español draws multiple generations of Latinos providing access to top Hispanic celebrities, influencers, and community leaders during Hispanic Heritage Month. Content includes panel discussions, musical performances, sponsor activations and more, curated to engage, inform and inspire our audience!



YEAR-LONG

Chica Talks is the place where young Latinos come to have real conversations about the people, places and things that matter most to our Gen-Z and millennial communities. Whether we are discussing what it means to be an Afro-LatinX or what it means to grow up queer in a Latino family, People Chica's editors probe the questions of the day with care.



YEAR-LONG

Powered by custom print and digital promotional pieces, this signature four day in-store event puts hero products in the spotlight at 250 Walmart stores nationwide allowing consumers to sample product, interact with brand ambassadors, and purchase onsite, all within your brand's exclusive demonstration!