



## What's a pocho?

Historically, a pocho is an American of Mexican descent, considered by Mexicans to not be "Mexican" enough and by non-Mexicans of not being fully "American." This citizen-of-two-worlds sensibility is a strong thread running through the lives of Latinos in the U.S.

**POCHO** redefines the word "pocho," signifying any person of Latino origin who lives this dual identity. We speak to the pocho inside all of us.

## What is POCHO?

**POCHO** is the premier destination for news, satire and humor for US Latinos. We find and poke fun at current events, celebrity and lifestyle and everything in between. Originally created by noted cartoonist and satirist

[Lalo Alcaraz](#), **POCHO** has relaunched as a cross-platform content machine for the POCHO generation.

Everything we do is smothered in our very own brand of edgy and subversive special salsa. **POCHO** speaks to a broad, self-identifying, tech-connected Latino audience that demands something diferente y mejor than the same stale news or information sources that pander to Latinos or worse, ignore them.

## Who is POCHO's audience?

Brands and businesses can take advantage of early association with **POCHO** to reach engaged U.S. Latinos and others who have a passionate interest in this community.

Our target audience is U.S. Latino men and women who speak fluent English and Spanglish.

They maintain strong social engagements online and in the real world. And they want what we're giving them - an authentic voice that doesn't treat them as if they were a minority.



### THEIR DEMOGRAPHICS

18-45 years old U.S. Latino men & women, comfortable with English, Spanish & Spanglish.



### THEIR PSYCHOGRAPHICS

Passionate, upwardly-mobile, politically aware, tech-savvy trendwatchers who follow what's NEXT.



### THEIR TURNOFFS

Pandering, arms-length mass-media coverage of "Those Latinos." They deserve better and they know it's out there.



### THEY'RE DESPERATELY SEEKING

Real news, cutting satire and righteous iconoclasm. A familiar voice that they know they can trust.



### THEY LOVE POCHO BECAUSE

POCHO doesn't just talk about U.S. Latino culture. It makes it. We GET them because we ARE them.

**Right now**, we're offering exceptional opportunities to reach **POCHO** users. Partner with us early on, using unconventional techniques and edgier, more memorable messaging to not only earn their respect and loyalty, but more important, their business.

For more information and to get started, contact Marcelo Ziperovich at [marcelo@pocho.com](mailto:marcelo@pocho.com).