

# CARLOS CALDERÓN

TELEMUNDO'S HOY DIA NATIONAL MORNING SHOW HOST

3X EMMY WINNER  
770K FOLLOWERS

**"IT'S TIME TO MAKE THE WORLD A BETTER PLACE."**

## **LOCAL RELEVANCE, NATIONAL RECOGNITION.**

**CARLOS CALDERÓN IS ONE OF THE MOST RECOGNIZABLE HISPANIC TELEVISION PERSONALITIES IN AMERICA. AS THE NATIONAL HOST OF TELEMUNDO'S HOY DÍA AND A THREE-TIME EMMY AWARD WINNER, HE HAS SPENT MORE THAN TWO DECADES CONNECTING WITH AUDIENCES THROUGH NEWS, ENTERTAINMENT, CULTURE, AND COMMUNITY STORYTELLING. WITH A SOCIAL AUDIENCE OF MORE THAN 770,000 FOLLOWERS AND A TELEVISION PRESENCE THAT REACHES MILLIONS OF HISPANIC HOUSEHOLDS, CARLOS OFFERS BRANDS SOMETHING INCREASINGLY RARE: CREDIBILITY.**

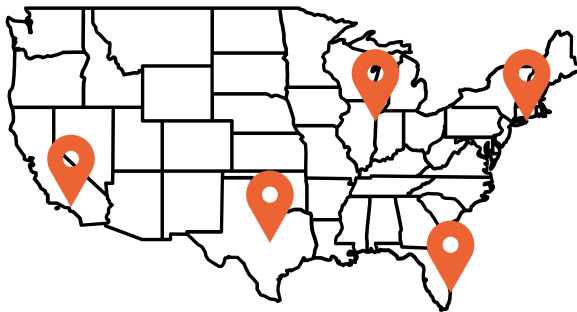
**HIS AUDIENCE FOLLOWS HIM NOT SIMPLY BECAUSE HE IS VISIBLE, BUT BECAUSE HE IS TRUSTED. THAT TRUST TRANSLATES NATURALLY INTO PARTNERSHIPS THAT FEEL AUTHENTIC, CONVERSATIONAL, AND RELEVANT TO EVERYDAY LIFE.**

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**RIGHT AUDIENCE. RIGHT MESSAGE.**

**CARLOS REACHES A HIGHLY ENGAGED AUDIENCE OF WOMEN, PROFESSIONALS, PARENTS, ENTREPRENEURS, AND CULTURALLY CONNECTED HISPANIC CONSUMERS.**

**HIS STRONGEST MARKETS INCLUDE MIAMI, LOS ANGELES, HOUSTON, CHICAGO, NEW YORK, AND SAN ANTONIO, PROVIDING BRANDS ACCESS TO INFLUENTIAL BILINGUAL HOUSEHOLDS WITH SIGNIFICANT PURCHASING POWER.**



## FOLLOWERS

**770K**

facebook, instagram, Tik Tok, X, Threads, LinkedIn, Youtube

## AVG. DAILY VIEWERS

**24K+** INSTAGRAM

## AVG. MONTHLY VIEWS

**720K** INSTAGRAM

## REACH (MONTH)

**163K** INSTAGRAM **155K** FACEBOOK

## MONTHLY NEW SUBSCRIBERS

**2.5K** INSTAGRAM **3.6K** TIK TOK

## DEMOGRAPHICS

### GENDER

**85% FEMALE**  
**15% MALE**

### AGE BREAKDOWN

**35-44: 40%**  
**45-54: 23%**  
**25-34: 22%**

## BRAND COLLABORATIONS

Carlos partners with select brands whose values align with the interests of his audience.

Partnership opportunities include:

- Sponsored Social Content
- Brand Ambassador Relationships
- Event Hosting & Moderation
- Bilingual Campaigns
- Community Initiatives
- Live Appearances
- Digital Storytelling
- Local Station Integrations

Past collaborations have included financial services, professional services, community campaigns, and consumer-facing brands seeking meaningful engagement with Hispanic audiences.





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## TARGETED DEMOGRAPHICS

Carlos's audience consists largely of mothers, professionals, business owners, and family decision-makers seeking trusted information, authentic recommendations, and positive storytelling. His combination of national visibility and local relevance allows brands to reach consumers through a familiar voice that already exists within their daily lives.

## LET'S TALK – COLLABORATION & CONTACT

Whether you're launching a product, promoting a service, hosting an event, or building a long-term campaign, Carlos brings the credibility of national media together with the authenticity of personal connection.

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