

THE CARLOS CALDERÓN SHOW



SOCIAL MEDIA

FOLLOWERS

770K

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

AVG. DAILY VIEWERS

24K+ INSTAGRAM

AVG. MONTHLY VIEWS

720K INSTAGRAM

ENGAGEMENT RATE (MONTH)

7% INSTAGRAM **20%** FACEBOOK

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%

DISTRIBUTED BY

reVolver is now positioned as an International media platform that has delivered traditional on air talents as well as breaking new genres of entertainment. reVolver is the leader with established media programs such as comedy, radio novelas, lifestyle, news and sports from the US, Mexico and Latam. Audiences served by reVolver know the quality of programs from their countries of origin and gravitate to them for information and entertainment. At the same time, we offer powerful new revenue models for content publishers as well as effective marketing opportunities for advertisers.

ABOUT CARLOS

Carlos Calderón is a dynamic multimedia personality and seasoned communication strategist, boasting **770,000 followers** and **24,000 daily views** on Instagram. As a co-host on major Hispanic networks in the U.S., he captivates audiences with an impressive **20% engagement rate** on Facebook and a unique blend of storytelling and entertainment. A **three-time national EMMY winner**, Carlos deeply connects with his diverse audience, particularly women aged **35-54**. He has successfully collaborated with and represented top brands, networks and even movie studios. Beyond his broadcasting success, he is also an architect dedicated to uplifting the Hispanic community through entrepreneurial, creative, and social initiatives. With his powerful presence and unwavering commitment to excellence, Carlos Calderon is a true leader in media and community empowerment.

 www.carloscalderon.com

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 [CarlosCalderonUSA](https://www.linkedin.com/company/CarlosCalderonUSA)

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