

MEDIA KIT

ABOUT THE SHOW

*Streaming every Wednesday at 7 PM
EST on NowMedia*



- Líderes inquebrantables revela lo que significa realmente liderar en tiempos de desafío y cambio.
- Conducido por José Pereira, presenta poderosas historias de resiliencia, coraje y propósito.
- Explora aprendizajes reales de altos ejecutivos, emprendedores y visionarios.
- Ofrece cambios de mentalidad y estrategias prácticas para ayudar a los líderes a superar la adversidad.



ABOUT *THE HOST*

JOSÉ PEREIRA

- José Pereira es un líder empresarial, conferencista y defensor del liderazgo basado en la resiliencia.
- Aporta experiencia de primera mano en superar la adversidad y liderar con integridad.
- Reconocido por transformar las dificultades en fortaleza y propósito.
- Inspira a otros a liderar con valentía en tiempos de incertidumbre y cambio.





ABOUT NOWMEDIA TELEVISION



1. The Premier Bilingual Television Network in the U.S.

NowMedia is the premier and first bilingual television network in the United States, broadcasting **24/7 English and Spanish content simultaneously** across the U.S. and Mexico.

With a unique cross-border presence, NowMedia connects millions of bilingual viewers with exclusive programming tailored to entrepreneurs, innovators, and decision-makers.

2. Nationwide Broadcast and Digital Distribution

NowMedia broadcasts **over-the-air in Texas, Louisiana, and Florida**, and is available **nationwide in the U.S. and Mexico through Roku and Apple TV**.

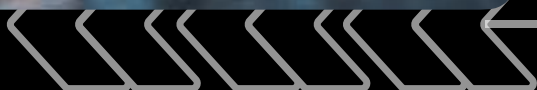
This unmatched distribution network gives your brand expansive visibility, reaching audiences wherever they consume content — from traditional broadcast to cutting-edge streaming platforms.



3. Strategic Syndication and Audio Expansion

NowMedia proudly partners with **premium syndicated networks such as iHeart Radio, XM Radio, and Pandora**, with audio versions of our shows available across all major podcasting platforms.

These partnerships extend your reach, ensuring your message resonates through every medium — TV, streaming, and on-the-go audio.





ABOUT NOWMEDIA TELEVISION



4. Extensive Video on Demand Library and Continuous Exposure

NowMedia maintains a **vast catalog of Video on Demand (VOD)** content available on **Roku and Apple TV**, keeping your interviews and appearances accessible long after they air.

This sustained visibility builds long-term brand recognition and positions your business as an authority within the bilingual marketplace.

5. Accessible Anytime, Anywhere, on Any Device

NowMedia has its own **dedicated iOS app**, with **Android, Fire TV, and Google TV apps launching soon** — making **NowMedia's broadcast and content available anywhere, anytime, on any device**.

Whether at home, on the go, or on your favorite screen, NowMedia keeps your audience connected to your message 24/7.





WHY YOU SHOULD DO THIS?



1. Connect with High-Impact Entrepreneurs

NowMedia gives you direct access to a powerful bilingual audience of business owners, decision-makers, and innovators who are actively looking for new ideas, strategies, and partners to grow their ventures.



2. Own and Leverage Your Media Content

Gain full access to broadcast-quality interviews with no usage restrictions—perfect for repurposing across your website, social media, marketing campaigns, and client outreach to maximize your brand visibility.



3. Establish Your Authority on Television

Being featured on NowMedia positions you as a trusted authority in your field, elevates your professional credibility, and builds lasting trust



4. Amplify Your Brand Across Platforms

Our amplification team ensures your message reaches beyond TV—your interviews are available on-demand across Roku, Apple TV, Amazon, and more, giving you continuous exposure and strong long-term brand impact.



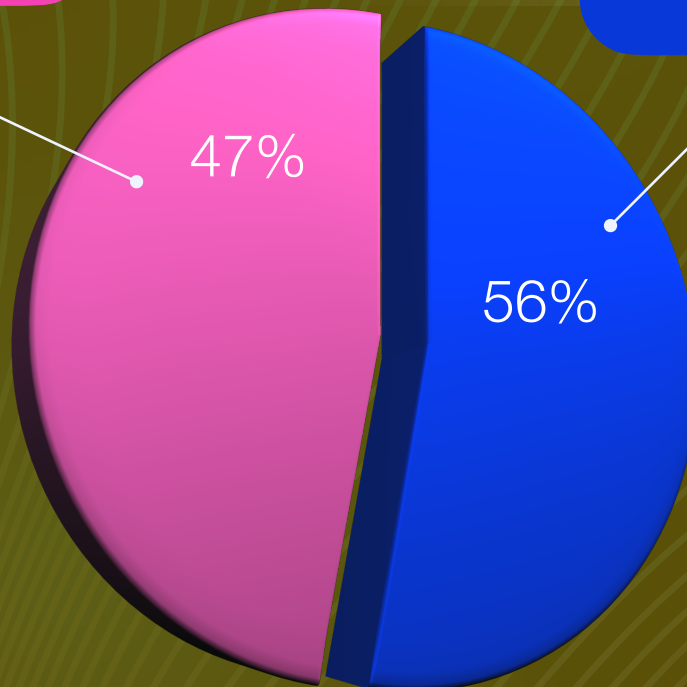


AUDIENCE DEMOGRAPHICS

Gender

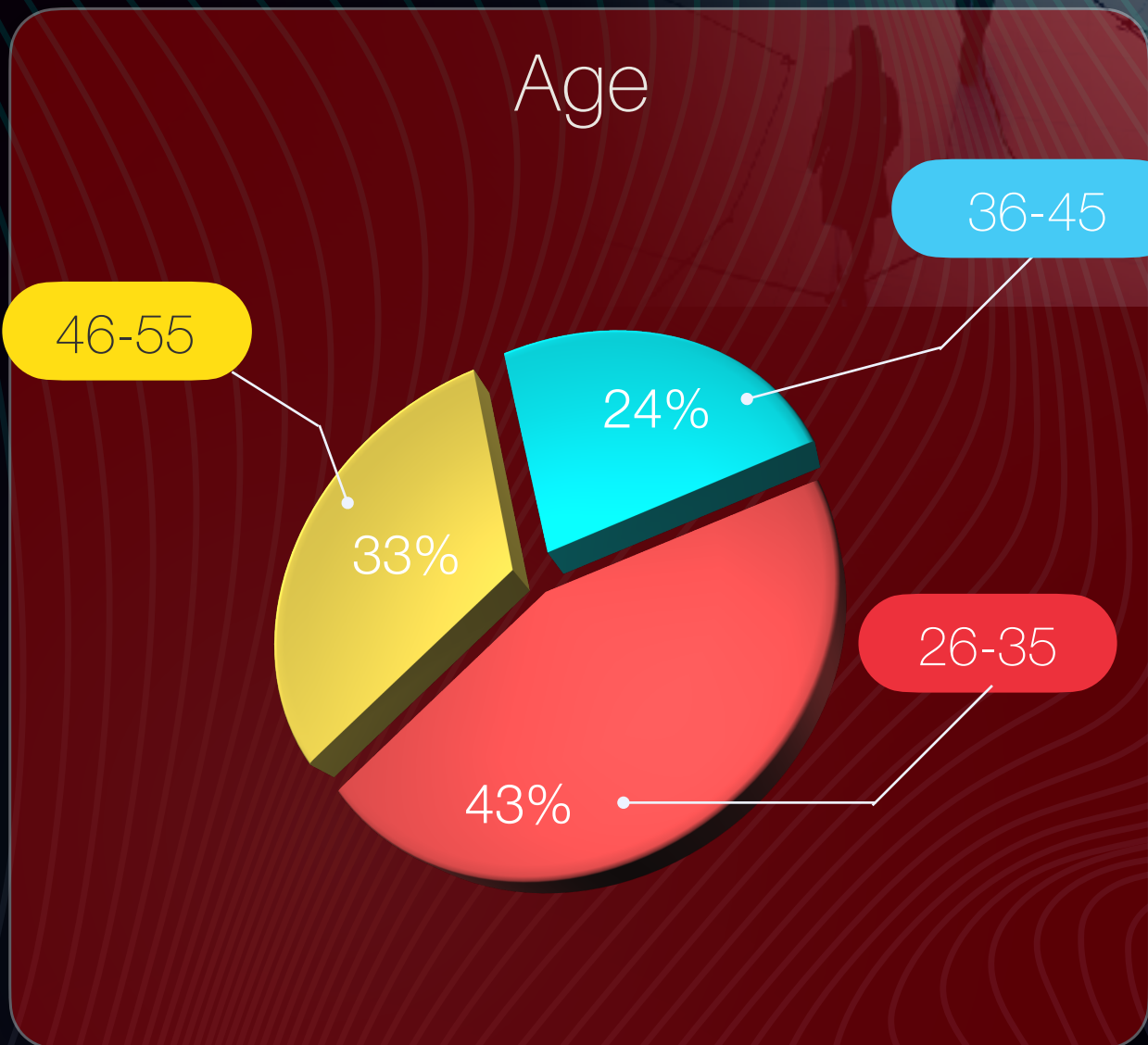
Female

Male





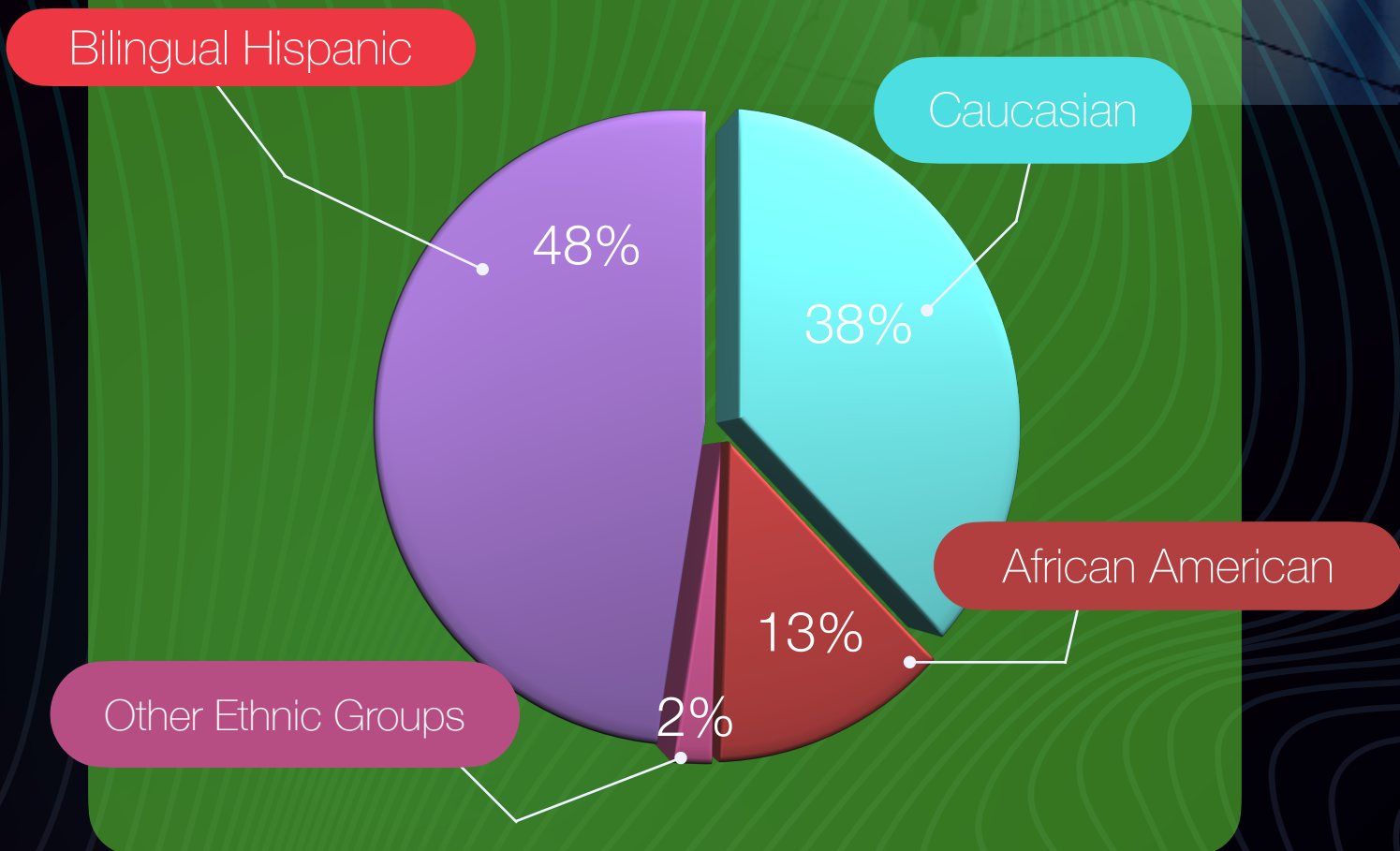
AUDIENCE DEMOGRAPHICS





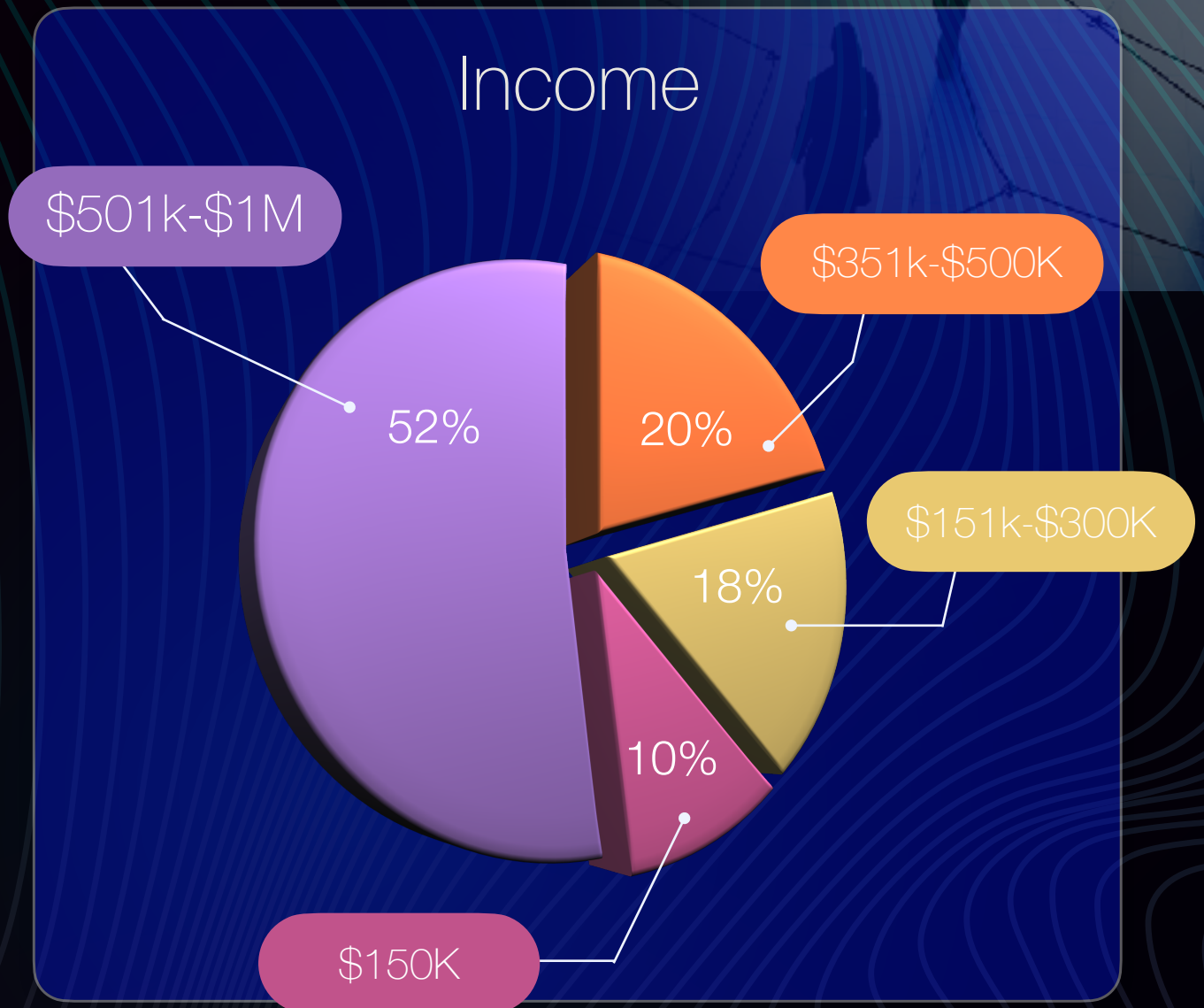
AUDIENCE DEMOGRAPHICS

Race





AUDIENCE DEMOGRAPHICS





YOUR TELEVISION APPEARANCE



1. Multiple Appearances for Maximum Impact

Consistency builds recognition. With a series of at least four interviews across different shows, your brand gains sustained visibility and audience engagement—turning exposure into influence.



2. Meaningful Conversations, Not Commercials

Every interview is designed to deliver authentic, insightful dialogue that inspires bilingual entrepreneurs. It's not advertising—it's storytelling that connects, educates, and builds trust.



3. Flexible Recording: Studio or Remote

NowMedia offers cutting-edge production quality whether you record in-studio or remotely. All interviews are captured in Ultra High Definition, ensuring your brand always looks its best.



4. Amplify Your Personal and Business Brand

Regular appearances elevate your credibility and strengthen your brand identity—opening doors to new partnerships, audiences, and business opportunities across all markets.





RECENT AIRED EPISODES

Lideres Inquebrantables

El verdadero liderazgo es poner vida en los sueños. Juan Paredes comparte historias y estrategias de quienes sobresalen en autoridad y talento para formar líderes viables y viables en el mundo. Lideres Inquebrantables, por NOWMEDIA. [#LIDERES](#) [#INQUEBRANTABLES](#)

Lideres Inquebrantables

Lideres Inquebrantables (Aired 12-01-2025)
Cuando el Liderazgo se Bateña Bajo Presión: Douglas Wick sobre Estrés, Valen y Equipos que se Vuelven Familia

En este episodio de Lideres Inquebrantables, Juan Paredes entrevista a Douglas Wick, fundador, presidente y CEO de la compañía de tecnología de software...

Lideres Inquebrantables (Aired 11-08-2025) - Renacer desde Adentro: La Historia de Transformación de Jimena Ruiz

En este episodio de Lideres Inquebrantables, Juan Paredes entrevista a Jimena Ruiz, una mujer que ha pasado por momentos difíciles y se ha transformado en una líder...

Lideres Inquebrantables (Aired 11-15-2025)
Liderar en la incertidumbre: Carlos Guayana sobre Vulnerabilidad, Coraje y Transformación Interior

En este episodio de Lideres Inquebrantables, Juan Paredes entrevista a Carlos Guayana, fundador y CEO de la compañía de tecnología de software...

Lideres Inquebrantables (Aired 11-22-2025)
Liderar con Autenticidad: Julia Duncan sobre Humildad, Autoconciencia y Alto Desempeño

En este episodio de Lideres Inquebrantables, Juan Paredes entrevista a Julia Duncan, CEO de la compañía de tecnología de software...

Lideres Inquebrantables (Aired 11-01-2025)
Poder de Reinventarse y Liderar con Valentía en Tiempos de Cambio

En este episodio de Lideres Inquebrantables, Juan Paredes entrevista a una líder que ha pasado por momentos difíciles y se ha transformado en una líder...

Lideres Inquebrantables (Aired 10-24-2025)
Superar la Adversidad y Construir un Legado





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