

CATA BALZANO

MEDIA KIT 2026



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Meet Cata

Cata Balzano has dedicated the last decade establishing herself as one of the nation's most relatable and engaging journalists, content producers, and creative directors. Fashionable, spunky, and living the single girl life in Miami, she is known by many on social media as the *modern-day Carrie Bradshaw*, for sharing her adventures and demanding journalism career, which includes writing and reporting for some of the country's biggest media outlets.

By sharing insights from her life as an entertainment industry insider, she highlights and supports the brands she genuinely values and consumes. This approach allows her to advise her audience on the tools, brands, and lifestyle choices that contribute to her dynamic success. Her ability to seamlessly integrate brands into her storytelling and lifestyle has been a hallmark of her career.

Lifestyle · Entertainment · fashion · Travel

	23K+	TOP COUNTRIES	TOP CITIES	AGE RANGE	GENDER
	18.6K+	UNITED STATES 40%	MIAMI 15%	25-34 58%	71%
	36.2K+	GREAT BRITAIN 12%	NEW YORK 6%	35-54 31%	WOMEN
	3.9K+	COLOMBIA 8.5%	LOS ANGELES 5%	21-24 7%	29%
		MEXICO 5.4%	LONDON 5%	18-20 3%	MEN
		ITALY 3%	BOGOTÁ 3%	0-17 1%	



Brand Partnerships

- Chipotle
- Apple
- Bacardi
- Spotify
- Sony Music
- Amazon Music
- Amazon Prime
- Kylie Cosmetics
- Macy's
- Skechers
- Univision
- Live Nation
- Loud & Live
- Neutrogena
- Ink Global
- Delta
- JetBlue
- Urban Decay
- Puma
- Coach
- Veuve Clicquot
- Reach TV
- Telemundo
- Miss Universe
- NFL
- NBA
- Ulta
- Lionsgate

OUTLETS & NETWORKS (PAST & PRESENT)

- The Hollywood Reporter
- Variety
- Billboard
- La Opinión de LA
- El Diario de NY
- Mitú
- Narcity Media
- Básico Stream
- NBCUniversal
- Telemundo
- Cox Media Group
- The Miami Herald



Leading the Conversation from the Red Carpet to Your Screen

Establishing herself as a dynamic force in the entertainment industry, Cata emerges as one of the most versatile Latino journalists. With a flair for capturing both general market news and the vibrant Latin industry narrative, she captivates an English-speaking audience with exclusive stories featuring the entertainment world's most illustrious figures. Her insightful coverage has garnered a devoted following among U.S. and U.S. Hispanic entertainment aficionados eager to delve into the intricacies of the Latin scene.

From the glamour of the Grammys to the excitement of the Super Bowl, and the prestige of the Academy Awards to the rhythm of the Billboard charts, Cata's presence is felt at the heart of the year's most significant events. As an international correspondent and content producer, she bridges cultures with her compelling storytelling, making her a beacon for those seeking to understand the pulse of the entertainment world.

