

MARTIN CID[®] MAGAZINE

International Entertainment & Culture Publication

PRESS & MEDIA KIT · 2025–2026

ABOUT MARTIN CID MAGAZINE

Martin Cid Magazine is an independent international publication covering entertainment, culture, science, and technology. Based in Europe and read across **200+ countries**, it is one of the few truly multilingual entertainment outlets operating at editorial scale — with **20 native-language editions** written by and for each market, not translated from a single source.

From Hollywood releases and European arthouse cinema to global streaming originals on Netflix, Amazon, Disney+, and Apple TV+, MCM covers the stories that matter to international audiences — with the depth and cultural fluency that wire services and aggregators cannot replicate.

KEY FIGURES

20	200+	5	Daily
Native-Language Editions	Countries & Territories	Content Verticals	Publishing Frequency

AUDIENCE — TOP MARKETS

■ ■ France	6.46%	■ ■ South Korea	4.22%
■ ■ Germany	6.39%	■ ■ Brazil	4.02%
■ ■ United States	5.07%	■ ■ Poland	3.26%
■ ■ Italy	4.83%	■ ■ Japan	2.98%

Source: Google Analytics. Verified engaged readership across 200+ countries and territories.

ENGLISH-SPEAKING MARKETS

MCM's English edition serves an international audience with a natural centre of gravity in the US and UK — the two largest English-language entertainment markets in the world. Coverage spans film premieres in New York and Los Angeles, art openings and gallery events, Broadway and West End theater, music releases, and major streaming originals. MCM follows the full awards circuit from Sundance and SXSW to the Oscars, BAFTAs, and the Cannes, Venice, and Berlin film festivals.

■ ■ United States	Primary English-language market — 5.07% of total audience. Entertainment, film, streaming, culture. Strong readership in New York and Los Angeles.
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■ ■ United Kingdom	Consistent readership with particular depth in theater, visual arts, and British film. Coverage of West End, the Tate, Frieze, and major UK releases.
■ ■ Australia	Growing English-language market. Entertainment and culture focus, with notable interest in streaming and international film coverage.
■ ■ Canada	English and French-language readership. Film festival coverage (TIFF) and streaming originals resonate strongly with Canadian audiences.
■ International (EN)	Global English-speaking diaspora across 200+ countries. Academic, expat, and cultural communities engaging with international entertainment coverage.

EUROPEAN MARKET REACH

Martin Cid Magazine has some of its strongest and most engaged readership across Western and Central Europe. Each edition is written natively — not translated — giving MCM genuine editorial presence rather than syndicated reach. European audiences show consistently high session engagement, with several markets averaging well above the publication's global mean.

■ ■ France	Largest European market — 6.46% of total audience. Native French editorial. Strong film and culture readership.
■ ■ Germany	6.39% — avg. session duration of 2m 11s, one of the most engaged markets globally. Native German edition.
■ ■ Italy	4.83% — 68.6% engagement rate, highest in Western Europe. Cinema, culture, and lifestyle coverage.
■ ■ Poland	3.26% — 68.35% engagement rate, strong repeat readership. One of MCM's fastest-growing European markets.
■ ■ Spain	Native Spanish edition shared with Latin American market. Entertainment, film, and music focus.
■ ■ Sweden / ■ ■ Denmark / ■ ■ Norway	Dedicated Nordic editions. Strong readership in streaming culture, Scandinavian film, and international series.
■ ■ Romania	Growing Eastern European market with dedicated native edition. Entertainment and culture coverage.

LATIN AMERICAN MARKETS

Latin America is one of MCM's most dynamic growth regions. The publication operates two dedicated Portuguese editions (Brazil and Portugal) and a Spanish edition serving all Spanish-speaking markets. Editorial focus covers Hollywood releases, streaming originals, music, and increasingly the region's own booming content industry — Brazilian and Mexican Netflix originals, Latin music, and cultural events.

■ ■ Brazil	4.02% of total audience — largest Portuguese-language market globally. 58% engagement rate, avg. 1m 44s per session. Dedicated PT-BR edition.
■ ■ Mexico	Major Spanish-language market. Strong readership in entertainment, music, and streaming originals. Served by the Spanish edition.

■ ■ Argentina	Entertainment and culture focus. Consistent readership across film, music, and television coverage.
■ ■ Colombia	Growing market. Music and entertainment coverage resonates particularly well with Colombian audiences.
■ ■ Chile	Established readership. Film, streaming, and culture. Part of the broader Spanish-language network.
■ ■ Portugal	Dedicated PT-PT edition distinct from Brazilian Portuguese. European Portuguese readership with strong cultural affinity.

ASIAN MARKETS

MCM has dedicated native-language editions across the major Asian entertainment markets, covering K-drama, C-drama, J-drama, K-pop, and streaming originals from iQIYI, Tencent/WeTV, Netflix Asia, and Disney+ Asia. Asian editions are written for their own markets — not adapted from Western coverage — giving MCM genuine editorial credibility with Asian audiences.

■ ■ South Korea	4.22% of total audience — 61% engagement rate. Dedicated Korean edition. K-drama, K-pop, and Korean film coverage with strong domestic and diaspora reach.
■ ■ Japan	2.98% — dedicated Japanese edition. J-drama, anime live-action, Japanese cinema, and music. Avg. 1m 28s session duration.
■ ■ China (Simplified)	Dedicated Simplified Chinese edition at zh-hans.martincid.com. C-drama, iQIYI and WeTV originals, Chinese cinema and entertainment.
■ ■ Taiwan / ■ ■ HK	Traditional Chinese edition. Culturally distinct coverage from mainland — independent film, Taiwanese drama, Hong Kong cinema.
■ ■ India	Hindi edition covering Bollywood, OTT originals (Netflix India, Amazon Prime), and Indian music. One of the world's largest entertainment markets.
■ ■ Vietnam	Dedicated Vietnamese edition. Growing market with strong interest in Korean and Chinese entertainment content.

EDITORIAL COVERAGE

Film & Television	Hollywood releases, European cinema, Netflix, Amazon, Apple TV+, Disney+ — reviews, features, interviews
Science & Tech	Science journalism, space exploration, AI, digital culture, innovation
Music	International music, new releases, concerts, artist profiles, industry news
Culture & Arts	Art, theater, books, travel, lifestyle, gastronomy, world news
Asian Content	K-drama, C-drama, J-drama, iQIYI, WeTV, Netflix Asia — originals, premieres, talent coverage

20 NATIVE-LANGUAGE EDITIONS

Each edition is written natively for its market — not translated. This allows MCM to cover the same story with different cultural framing, local references, and market-appropriate editorial tone. A press release sent to MCM reaches 20 distinct editorial voices across 5 continents.

■ ■ English	■ ■ Spanish	■ ■ French	■ ■ German
■ ■ Italian	■ ■ Portuguese (BR)	■ ■ Portuguese (PT)	■ ■ Polish
■ ■ Romanian	■ ■ Swedish	■ ■ Danish	■ ■ Norwegian
■ ■ Russian	■ ■ Turkish	■ ■ Hindi	■ ■ Vietnamese
■ ■ Korean	■ ■ Japanese	■ ■ Simplified Chinese	■ ■ Traditional Chinese

WHY WORK WITH MARTIN CID MAGAZINE

For studios, distributors, streaming platforms, and PR agencies, MCM offers something rare: a single editorial relationship that delivers genuine coverage across Western Europe, the Americas, and beyond — without the overhead of managing 20 separate outlet relationships.

- Press materials covered across all relevant language editions simultaneously
- Editorial coverage — not syndicated copy. Each market gets original journalism
- Screener and embargo coverage handled professionally and on schedule
- Interviews and talent features distributed across the full network
- Strong engagement in key European markets: France, Germany, Italy, Poland

CONTACT

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