

# MARTIN CID<sup>®</sup>

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## M A G A Z I N E

INTERNATIONAL ENTERTAINMENT & CULTURE PUBLICATION

## Press & Media Kit · 2026



*Featured daily in Google Top Stories — in 21 languages.*

## ABOUT MARTIN CID MAGAZINE

Martin Cid Magazine is an international publication covering entertainment, culture, science and technology across 21 native-language editions — composed for each market, not translated from a single source. We are featured daily in Google Top Stories in the markets where we operate, alongside the largest established media in every language.

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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

**21**

NATIVE-LANGUAGE  
EDITIONS

**200+**

COUNTRIES &  
TERRITORIES

**10+**

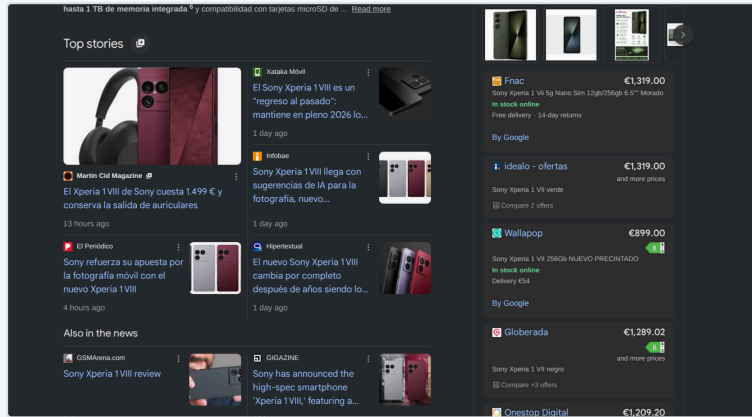
CONTENT VERTICALS

**Daily**

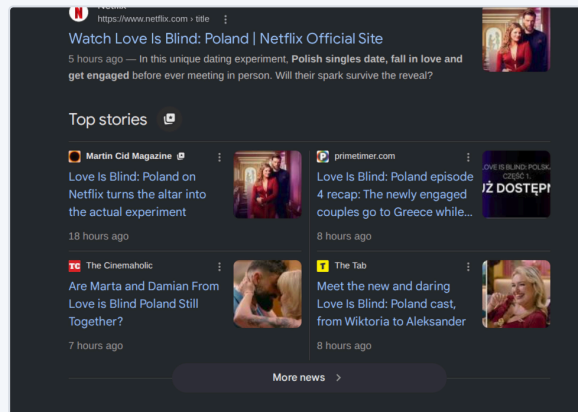
PUBLISHING  
FREQUENCY

## FEATURED DAILY IN GOOGLE TOP STORIES

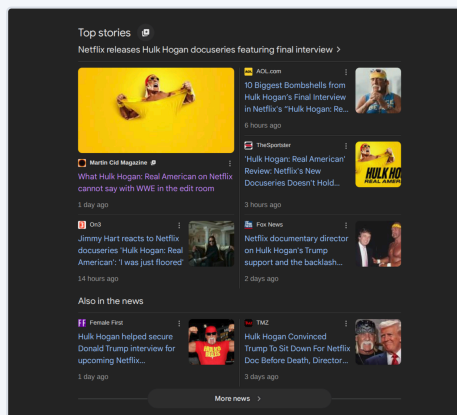
MCM appears every day in Google Top Stories carousels across the markets where we operate, in competition with the largest established media in every language. Below: three recent examples from different markets and verticals.



*Sony Xperia 1 VIII launch — Spanish market. MCM featured alongside Xataka and Infobae.*



*Love Is Blind: Poland — Polish market. Netflix premiere coverage, featured alongside major Polish entertainment outlets.*



*Hulk Hogan Netflix documentary — United States. Entertainment news coverage featured alongside AOL, The Sportster, Fox News, and Female First.*

## AUDIENCE — TOP MARKETS

COUNTRY	SHARE
France	6.46%
United States	5.07%
Italy	4.83%
South Korea	4.22%
Brazil	4.02%
Poland	3.26%
Japan	2.98%
Germany	longest avg. session (2m 11s)

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.

COUNTRY	COVERAGE
United States	Primary English-language market — 5.07% of total audience. Entertainment, film, streaming, culture. Strong readership in New York and Los Angeles.
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.

COUNTRY	COVERAGE
<b>Canada</b>	English and French-language readership. Film festival coverage (TIFF) and streaming originals resonate strongly with Canadian audiences.
<b>International (EN)</b>	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 composed 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.

COUNTRY	DESCRIPTION
<b>France</b>	Largest European market — 6.46% of total audience. Native French editorial. Strong film and culture readership.
<b>Germany</b>	Longest average session globally, 2m 11s. Native German edition.
<b>Italy</b>	4.83% — 68.6% engagement rate, highest in Western Europe. Cinema, culture, and lifestyle coverage.
<b>Poland</b>	3.26% — 68.35% engagement rate, strong repeat readership. One of MCM's fastest-growing European markets.
<b>Spain</b>	Native Spanish edition for the Spanish market. Entertainment, film, and music focus.
<b>Sweden / Denmark / Norway</b>	Dedicated Nordic editions. Strong readership in streaming culture, Scandinavian film, and international series.
<b>Romania</b>	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 two dedicated Spanish editions — one for Spain and one for Latin America — alongside the broader Spanish-language network. 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.

COUNTRY	DESCRIPTION
<b>Brazil</b>	4.02% of total audience — largest Portuguese-language market globally. 58% engagement rate, avg. 1m 44s per session. Dedicated PT-BR edition.
<b>Latin America (ES-LATAM)</b>	Dedicated Spanish edition for Latin American markets, distinct from the European Spanish edition. Coverage adapted to regional cultural references and reading habits.
<b>Mexico</b>	Major Spanish-language market. Strong readership in entertainment, music, and streaming originals. Served by the Latin American Spanish edition.
<b>Argentina</b>	Entertainment and culture focus. Consistent readership across film, music, and television coverage.
<b>Colombia</b>	Growing market. Music and entertainment coverage resonates particularly well with Colombian audiences.
<b>Chile</b>	Established readership. Film, streaming, and culture. Part of the broader Spanish-language network.
<b>Portugal</b>	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 composed for their own markets — not adapted from Western coverage — giving MCM genuine editorial credibility with Asian audiences.

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

## EDITORIAL COVERAGE

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

## 21 NATIVE-LANGUAGE EDITIONS

Each edition is composed 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 21 distinct editorial voices across 6 continents.

 English	 Spanish (Spain)	 Spanish (LATAM)	 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 Asia — without the overhead of managing 21 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
- Native-composed across all 21 editions — your campaign reaches each market in its own cultural register, not via translation

We do not offer link insertions, guest posts, SEO backlinks, or do-follow placements. We do not work with link-building services or affiliate sellers. Inquiries that do not specify campaign, markets, and coverage do not receive a reply.

## CONTACT

Main Website <https://www.martincid.com>

Press [press@martincid.com](mailto:press@martincid.com)

Editorial [editorial@martincid.com](mailto:editorial@martincid.com)

Advertising [advertising@martincid.com](mailto:advertising@martincid.com)

### Language editions:

**ES · FR · DE · IT** — es / fr / de / it .martincid.com

**PT-BR · PT-PT · PL · LATAM** — pt-br / pt-pt / pl / latam .martincid.com

**KO · JA · RU · TR** — ko / ja / ru / tr .martincid.com