

About Us

Mission

To provide immediate and first hand information about the Spanish Speaking Entertainment Industry in an original, top quality format, utilizing the best media platforms and content delivery mechanisms available.

Vision

To provide our community (readers and advertisers) the most complete and up to date resources and media platforms, thereby empowering their ability to excel in their day to day, mid and long-term individual and corporate missions.

Background

For 29 years PRODU has been the leading content provider for the Spanish Television, Advertising and Technology professionals in Latin America, Spain and the U.S. Hispanic market.

The rapid and constant changes of the media consuming world has made PRODU an early adapter of its specialized content; providing everyday solutions segmented for its demanding readers in every platform.

PRODU currently produces three periodical trade publications (print): PRODU, PRODU|Tecnología and PRODU|Hispanic, and online directory: Who's Who Online, and the most prestigious and consulted subscription based website and newsletter for the Television, Advertising and Technology industries (online): www.produ.com and Diario.produ.com.

Additionally, PRODU offers four free e-mail newsletters produ.com|Hispanic Television, produ.com|Hispanic Publicidad, produ.com|Media, and produ.com|Tecnología reaching over 30,000 decision makers and executive professionals everyday.