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BINOLA

EDITORIAL

MEDIA KIT · 2026

Knowledge and life from new perspectives.

binolablog.com

WHAT IS BINOLA?

An editorial perspective on culture, contemporary life, and knowledge.

BINOLA Editorial is an independent Spanish-language digital publication dedicated to exploring culture, contemporary life, and knowledge from an informed perspective.

From fashion and design to travel, gastronomy, and hospitality, BINOLA looks at the stories, ideas, and expressions that shape the way we live. We are interested in understanding what lies behind them: their origins, their context, the people who drive them, and the ways in which they evolve.

That same perspective extends to knowledge. Science, health, and well-being are part of our editorial approach, presented with clarity and context to bring readers relevant information and help them better understand the subjects that are part of their everyday lives.

Our content is developed across two main editorial worlds: Lifestyle, bringing together culture, design, fashion, travel, gastronomy, hospitality, and experiences; and Science in Perspective, where we explore science, health, well-being, psychology, nutrition, and education.

BINOLA was founded in the United States with an international outlook and an editorial vision that connects the United States, Latin America, and Spain through different cultures, voices, and ways of understanding contemporary life.

We do not publish merely for the sake of publishing.

We seek to create content that informs, provides context, broadens the conversation, and deserves to be read — and remembered.

EDITORIAL UNIVERSE

LIFESTYLE

An editorial perspective on culture and the way we live.

We explore culture, design, fashion, travel, gastronomy, hospitality, and experiences through an editorial perspective that seeks to go beyond recommendations.

We are interested in the stories behind the places, objects, people, and ideas that are transforming the way we live.

SCIENCE IN PERSPECTIVE

Knowledge explained with clarity and context.

We explore science, health, well-being, psychology, nutrition, and education, bringing research closer to the reader without oversimplifying subjects that deserve greater depth.

Our goal is not to tell readers what to think, but to offer them better tools to understand.

EDITORIAL SERIES

La Mesa by BINOLA

An editorial series that explores the table as a meeting point for gastronomy, design, hospitality, and conversation. Each edition brings together stories, places, and people around a shared experience.

OUR AUDIENCE

A community connected by language.
Connected through new perspectives.

BINOLA is created for Spanish-speaking readers who seek more than quick information: informed individuals who are interested in understanding and open to new ways of seeing the world around them.

Our readers are interested in culture, design, fashion, travel, and gastronomy, while also seeking a better understanding of the science, health, and well-being topics that are part of their everyday lives.

It is an audience that values quality over volume, explanation over headlines, and stories that provide context.

AN INTERNATIONAL PERSPECTIVE

BINOLA was founded in the United States with a vision connected to the Spanish-speaking world.

Our editorial approach builds bridges between:

United States · Latin America · Spain

Three markets connected by a shared language and enriched by different cultures, experiences, and ways of understanding the world.

IN SPANISH. WITHOUT BORDERS.

Our language is Spanish. Our perspective is international. Our editorial ambition is to build a community that finds in BINOLA a reason to return.



THE EDITOR

Waleska Albino

Founder & Editor · BINOLA Editorial

Waleska Albino is a chemist and global regulatory compliance leader with more than 25 years of experience in the pharmaceutical and cosmetics industries.

Her professional career has taken her across different countries and cultures, working with global teams and developing a perspective shaped by science, observation, and a constant interest in understanding what lies behind the things that surround us.

BINOLA was born from that perspective: the belief that knowledge and everyday life should not exist in separate worlds.

As Founder and Editor, Waleska leads BINOLA's editorial vision and the development of its content, bringing together science, culture, design, travel, gastronomy, and contemporary life within one editorial space.

A PERSONAL PROJECT WITH A COLLECTIVE VISION

"BINOLA is born from my story, but it is not only about me. It is a space created to inform, discover, and share new perspectives with a community that, like me, remains interested in understanding the world around us."

EDITORIAL COLLABORATIONS

*Stories worth telling.
Experiences worth sharing.*

BINOLA collaborates with brands, hotels, restaurants, designers, destinations, and organizations that share our interest in creating meaningful experiences and stories.

We develop editorial collaborations that allow us to explore places, ideas, products, and people from an authentic perspective, always maintaining BINOLA's editorial identity.

COLLABORATION OPPORTUNITIES

Editorial Features

Stories developed around brands, destinations, people, or experiences with a narrative approach aligned with BINOLA.

Hospitality & Travel

Hotel stays, destinations, gastronomic experiences, and travel-related stories.

Gastronomy & Wine

Restaurants, chefs, wineries, tastings, and experiences connected to gastronomy and wine culture.

Design & Lifestyle

Design, interiors, fashion, objects, and brands connected to contemporary life.

Interviews & Profiles

Conversations with people whose work, ideas, or careers deserve to be shared.

La Mesa by BINOLA

An editorial series that brings together gastronomy, design, hospitality, and conversation around the table.

EDITORIAL PRINCIPLE

Every collaboration is evaluated according to its relevance to our readers and its alignment with BINOLA's editorial vision.

CONTACT

Editorial inquiries, collaborations & media

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