A market leading news source.

Focused on **Bitcoin, blockchains and cryptocurrencies.**

Aimed at **Spanish speaking audiences.**

Designed for the best reading experience.

All our Journalists are **Bitcoiners to the core.**
Designed for every device.

**Responsive design**
CriptoNoticias website adapts to every device to bring the best reading experience to our readers.

**Fast load**
CriptoNoticias loads in the blink of an eye, even in countries with slow Internet connections.

**Content is King**
Text-based design that maximizes the visibility of editorial and advertising contents.
Global Audience.

Age & Gender

- Female: 66%
- Male: 34%
- 18-24: 26%
- 25-34: 22%
- 35-44: 13%
- 45-54: 18%
- 55+: 21%

Social Networks Followers

- Facebook: 154K
- Twitter: 204K
- Instagram: 321K
- Telegram: 44K
- Newsletter: 22K
- YouTube: 23K

Pageviews

- + 3.8 M

Users

- + 943 K

Similarweb Global Rank

- 45,276

Average Duration

- 1:14 MIN

Interests

- FINANCE, TECHNOLOGY, ARTS, SPORTS AND ENTERTAINMENT

Data provided by Google Analytics. Monthly average Q jul – sep 2022
Audience location.

- Spain: 21.4%
- Colombia: 12.0%
- Argentina: 12.0%
- Venezuela: 10.8%
- Mexico: 9.4%
- USA: 9.3%
- Peru: 3.6%
- Chile: 3.4%
- El Salvador: 2.7%
- Ecuador: 1.9%

Average Q Jul – Sep 2022
Companies that trust us.
Banners display.

Increase your **brand recognition** and **generate conversions** through display ads that highlight your messages.

You can geolocate your ads to the countries of your interest, focusing your campaign.

Display your optimized image or text (native banner) for desktop, tablet and mobile.

Choose the banner size between 300x250px, 728x90, 970x90, 970x250 depending on its location. Formats: HTML5, .gif or .jpg

See more details about banners' locations [here](#).
Bitcoin Price Bar.

Maximum utility
The top bar shows BTC and ETH prices against the national currencies of our region of influence.

Maximum visibility
Display your brand on all pages of the newspaper and in the most visible location.

Maximum return
Increase the recognition of your brand and visits to your website through this banner.
Display your brand’s message on any device responsively, reaching your target audience by taking advantage of a privileged placement of the newspaper. The banner includes your logo, slogan, message, CTA and redirection link to your website.
Sponsorship.

Increase your **Brand awareness** by sponsoring our audiovisual products, gaining **notoriety and prestige** by highlighting your corporate identity within the Hispanic Bitcoin ecosystem.

**SPONSOR OUR NEWSLETTERS.**

Exhibit your brand in the header of 5 mailings with a short message and link to your website or a native banner in the content.

*Ask for our videos!*

All products are ruled by our [Advertising Policies](#).
Sponsorship.

**Increase your brand awareness** with valuable content, avoiding spamming the audience with direct sales. **The goal is to inform and educate rather than sell.**

- Timeless content that meets your audience’s search intentions
- Useful, entertaining and original favoring your brand’s perception

**REPORTAGE.**
Sponsor a journalist report on a topic of your interest related to the crypto ecosystem. See example [here](#).

**REVIEW.**
We carry out a detailed and in-depth review of the features, construction and user experience of your product or service. See example [here](#).

**TUTORIAL.**
Let us show our audience how to use your product and its benefits in this detailed step by step guide. See example [here](#).

*Delivery 10 - 15 business days.*

Ask for our videos and Social Media posts!

All products are ruled by our Advertising Policies.
Press Releases.

Bring customers and investors onboard for your product or project by increasing your visibility on the internet with tailored press releases.

All our original press releases include:

- Attractive and seductive narrative
- Search Engine Optimization (SEO)
- Greater visibility shared on our social networks: 🌐 ≈ ≈ without additional fee

PRESS RELEASE.

An official statement publication for the purpose of announcing something newsworthy about the company and its products and services. Reviewed and adjusted by our team; or written by us. See example here

Delivery 1–3 business days.

Content length: 700 words max. • Title length: 90 character max. • Features a disclaimer below content • Shown in the "From Our Advertisers" section on the home page • Allows no-follow links on anchor words or phrases

ADVERTORIAL.

Your brand message presented similar to editorial content written by your team or ours. Focused on provide relevant, useful and entertaining information about your company, its products and services. See example here

Delivery 5–7 business days.

Content length: 1200 words max. • Title length: 90 character max. • Features a “Sponsored Content” tag or disclaimer • Allows no-follow links on anchor words or phrases

All products are ruled by our Advertising Policies
Social Media.

Highlight your brand through our social networks, humanizing your company and generating trust and loyalty.

You can post on one or all of our social networks and include rich media content*.

**SOCIAL MEDIA POST.**

Promote your message (image, video or text with URL) on the social networks of your choice: Facebook, Instagram (stories), Telegram and Twitter, reaching our organic audience. All posts include #advertising / #ad

*Created by you. Subject to restrictions and specifications.
Social Media

Instagram

HIGHLIGHTS.
Show your story for more time in the "Advertising " Highlight for the days you want.

YOUR HIGHLIGHT.
Promote your brand with stories in an exclusive highlight for as many weeks as you like.

POST ON OUR FEED.
Include your timeless content (review/tutorial), written by our editorial team in our Instagram feed indefinitely.

All products are ruled by our Advertising Policies.
Advertise with us.

Put your brand’s message in front of thousand of Hispanic bitcoiners

Contact us
Tell us what you need and we'll help you develop an effective advertising plan tailored for you:
publicidad@criptonoticias.com

Pay using cryptocurrencies
Aligned with our mission, we accept the cryptocurrencies bitcoin (BTC), ether (ETH), Tether (USDT) as payment means.
Banners’ placement.

- **Homepage Top**: 300x250 px
- **Homepage Before Videos**: 970x90 px and 970x250 px
- **Homepage Before Reviews**: 300x250 px
- **Homepage After Tutorials**: 970x90 px and 970x250 px
- **Homepage After Interviews**: 970x90 px and 970x250 px
- **Homepage After Opinion**: 300x250 px
- **Category Pages Header**: 970x90 px and 970x250 px
- **Category Pages Sidebar**: 300x250 px
Banners’ placement.

BTC & ETH Prices Page
Header
970x90 px
970x250 px

BTC & ETH Prices Page
Before calculator
970x90 px
970x250 px

News Pages
Before article
970x90 px
970x250 px

News Pages
Before content
728x90 px
970x90 px

News Pages
Inline content
728x90 px
970x90 px

News Pages
Header
970x90 px
970x250 px

News Pages
Inline content
728x90 px
970x90 px