A market leading news source.

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

Aimed at **Hispanic 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

Social Networks
- Facebook: 99K
- Twitter: 88K
- Instagram: 119K
- Telegram: 22K
- Newsletter: 19K
- YouTube: 16K

Pageviews: + 1.76 M
Users: + 540 K
Alexa's Rank: 18,242
Average Duration: 1:13 MIN

Data provided by Google Analytics. Monthly average Q Nov 2020 – Jan 2021

Interests
- TECH & INVESTMENTS
### Audience Location

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Q Nov 2020 – Jan 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>22.0%</td>
</tr>
<tr>
<td>Argentina</td>
<td>16.6%</td>
</tr>
<tr>
<td>Venezuela</td>
<td>16.5%</td>
</tr>
<tr>
<td>Mexico</td>
<td>10.6%</td>
</tr>
<tr>
<td>Colombia</td>
<td>10.1%</td>
</tr>
<tr>
<td>USA</td>
<td>5.7%</td>
</tr>
<tr>
<td>Peru</td>
<td>3.4%</td>
</tr>
<tr>
<td>Chile</td>
<td>2.9%</td>
</tr>
<tr>
<td>Cuba</td>
<td>1.9%</td>
</tr>
<tr>
<td>Ecuador</td>
<td>1.4%</td>
</tr>
</tbody>
</table>
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 at no additional cost.

Display your optimized image for desktop, tablet and mobile.

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.
Button Banner.

Display your brand’s message on any device responsively, reaching your target audience by taking advantage of a privileged placement at the homepage of the newspaper.

The banner includes your logo, slogan, message, CTA and redirection link to your website.
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 VIDEOS.**
Show your brand on one of our videos shared on all our social media: news summaries, special events, among others.

**SPONSOR OUR PODCASTS.**
Exhibit your brand in an episode of our podcasts that will published on our website and social networks. The message format depends on the podcast (video + audio or just audio)
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 our daily newsletter for 5 days, or in 4 weekly mailing. You can also include a short message about your brand with a link to your website in the newsletter.

**SPONSOR OUR CRYPTOPEDIA’S CONTENT.**

Choose a topic with CriptoNoticias and we will develop an educational, valuable and timeless content to our audience.

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: Twitter, Facebook, LinkedIn

**PRESS RELEASE.**

Your press release, reviewed and adjusted by our team; or directly written by us, highlighting your goals.
*Delivery 1–3 business days.*

**ADVERTORIAL.**

Your brand message presented similar to editorial content written by your team or ours.
*Delivery 5–7 business days.*

Ask about our social media plans

All products are ruled by our Advertising Policies
Increase your brand awareness with valuable content, avoiding spamming the audience with direct sales. The goal is to inform and educate rather than sell.

All our sponsored content is:

- **Timeless**
- Written with the form and quality of our editorial content.
- Useful and entertaining favoring the perception of your brand.

**ARTICLE.**
Useful, entertaining and original content that allows your target audience to know and appreciate your brand. Written by your team or ours.

**REVIEW.**
We carry out a detailed and in-depth review of the features, construction and user experience of your product or service.

**TUTORIAL.**
Let us show our audience how to use your product and its benefits in this detailed step by step guide.

Delivery 10 - 15 business days.

Ask for our videos

All products are ruled by our Advertising Policies
Banners’ placement.

- **Homepage Top**: 300x250 px, 250x250 px
- **Homepage After Advertisers**: 728x90 px, 970x90 px
- **Homepage Inside Countries**: 300x250 px, 250x250 px
- **Homepage Before Reviews**: 300x250 px, 250x250 px
- **Homepage After Tutorials**: 728x90 px, 970x90 px
- **Homepage Before Podcast**: 300x250 px, 250x250 px
- **Homepage After Interviews**: 728x90 px, 970x90 px
Banners’ placement.

BTC & ETH Prices Page
Page Header
728x90 px
970x90 px

BTC & ETH Prices Page
Page Bottom
728x90 px
970x90 px

News Pages Above article
728x90 px / 970x90 px

News Pages Above content
728x90 px / 970x90 px

News Pages Inline content
728x90 px / 970x90 px

News Pages Below content
728x90 px / 970x90 px
Banners’ placement.

Category Pages

Header

728x90 px
970x90 px

Category Pages

Sidebar

300x250 px
250x250 px

Cryptopedia

Pages

Header

728x90 px
970x90 px

ALL BANNERS' SPECIFICATIONS

<table>
<thead>
<tr>
<th>Format</th>
<th>Max. file size</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML5</td>
<td>200kB</td>
</tr>
<tr>
<td>GIF / JPG</td>
<td>200kB</td>
</tr>
</tbody>
</table>
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.