



# Media Kit

# Who we are?

We strive for a shift in the global perception toward **Crypto and DeFi**, by empowering people to easily start learning about it and successfully use it in order to confidently grow.

We tell the story of Crypto as it was, currently is and, hopefully, as it will be, giving it all a fun twist.

Making your crypto experience better and community engagement is our main goal!



About us

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YouTube Channel

Newsletter

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Contact

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# Numbers

last updated Q4 2022

YouTube



**14.9K +**  
Subscribers

**579K**  
Views / month

**8.9%**  
CTR (average)

TikTok



**64K +**  
Followers

**1.65M**  
Views / month

**12K**  
Profile Views / month

Newsletter



**990 +**  
Subscribers

**57%**  
Open Rate

**850 +**  
Opens / edition

Website



**7.5K**  
Sessions / month

**1:34 min**  
Average Session Duration

Twitter



**9.1K +**  
Followers

**882K +**  
Impressions / month

**49.2K +**  
Profile Views / month

@cryptonita | also present on



Instagram



Telegram



Facebook



Discord

# YouTube Channel

last updated Q4 2022

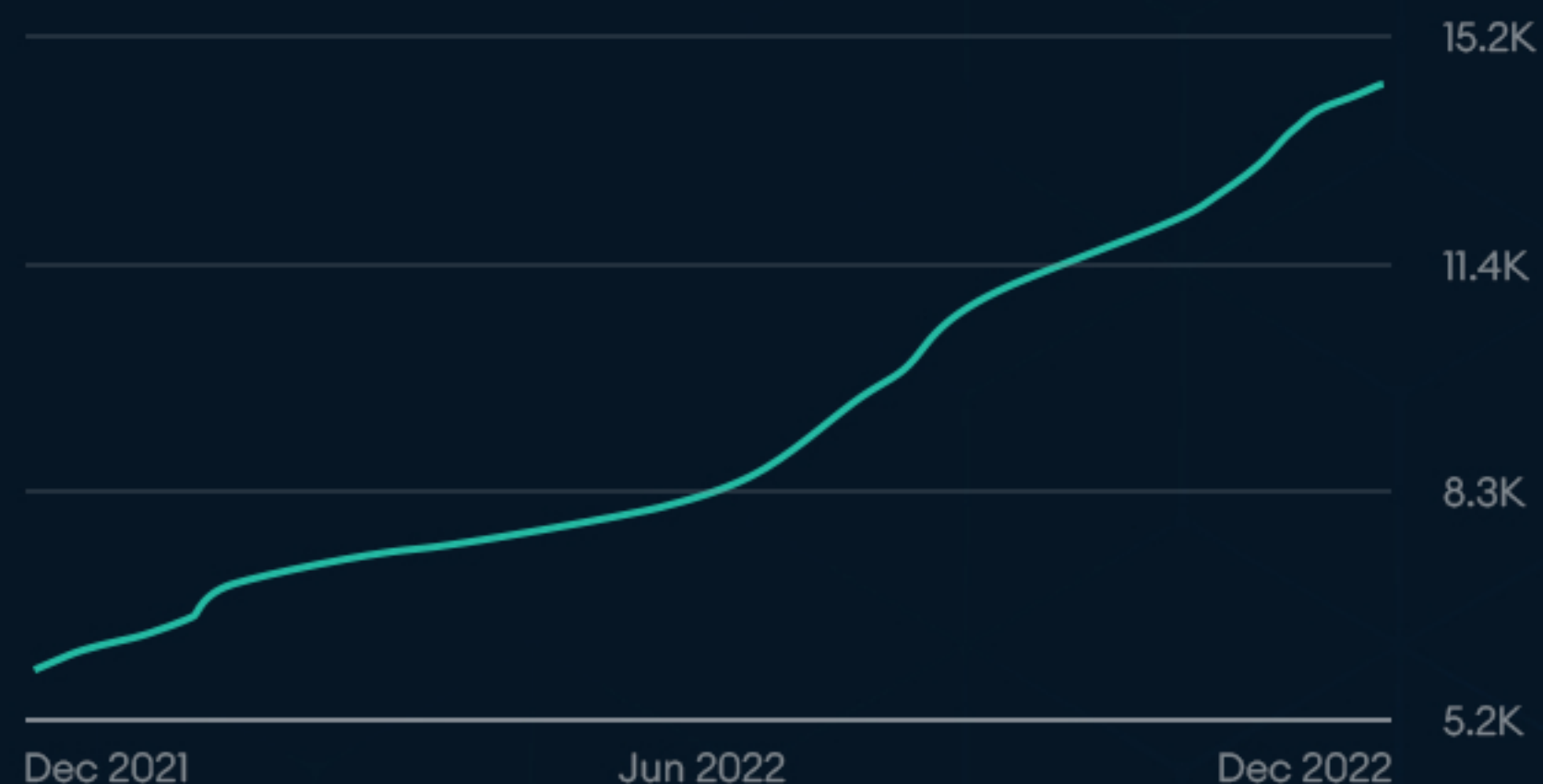
**14.900 +**  
Subscribers

**579K**  
Views / month

**8.9%**  
CTR (average)

**\$4.67**  
CPM (cost-per-mille)

Channel Growth (Subscribers)



# Newsletter

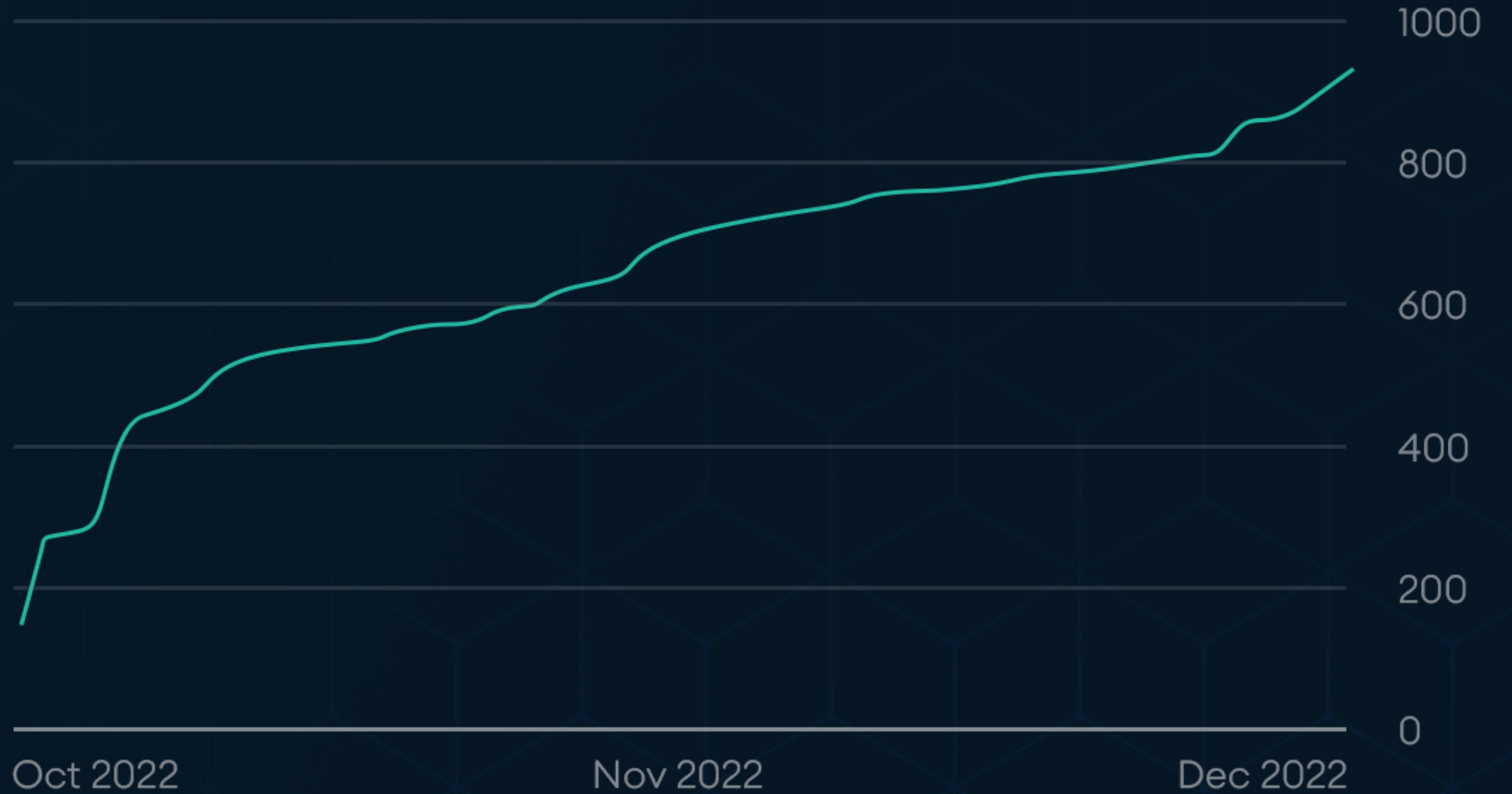
**990 +**  
Subscribers

**57%**  
Open Rate

**850 +**  
Opens / edition

Top Sources	Visits	Subscriptions
direct	4.411	347
twitter.com	1.125	185
susbtack app	337	19
instagram.com	303	94
youtube.com	244	78
google.com	201	15

Growth (Subscribers)



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## Demographics

**75.1%**  
Male

**24.9%**  
Female

## Reach

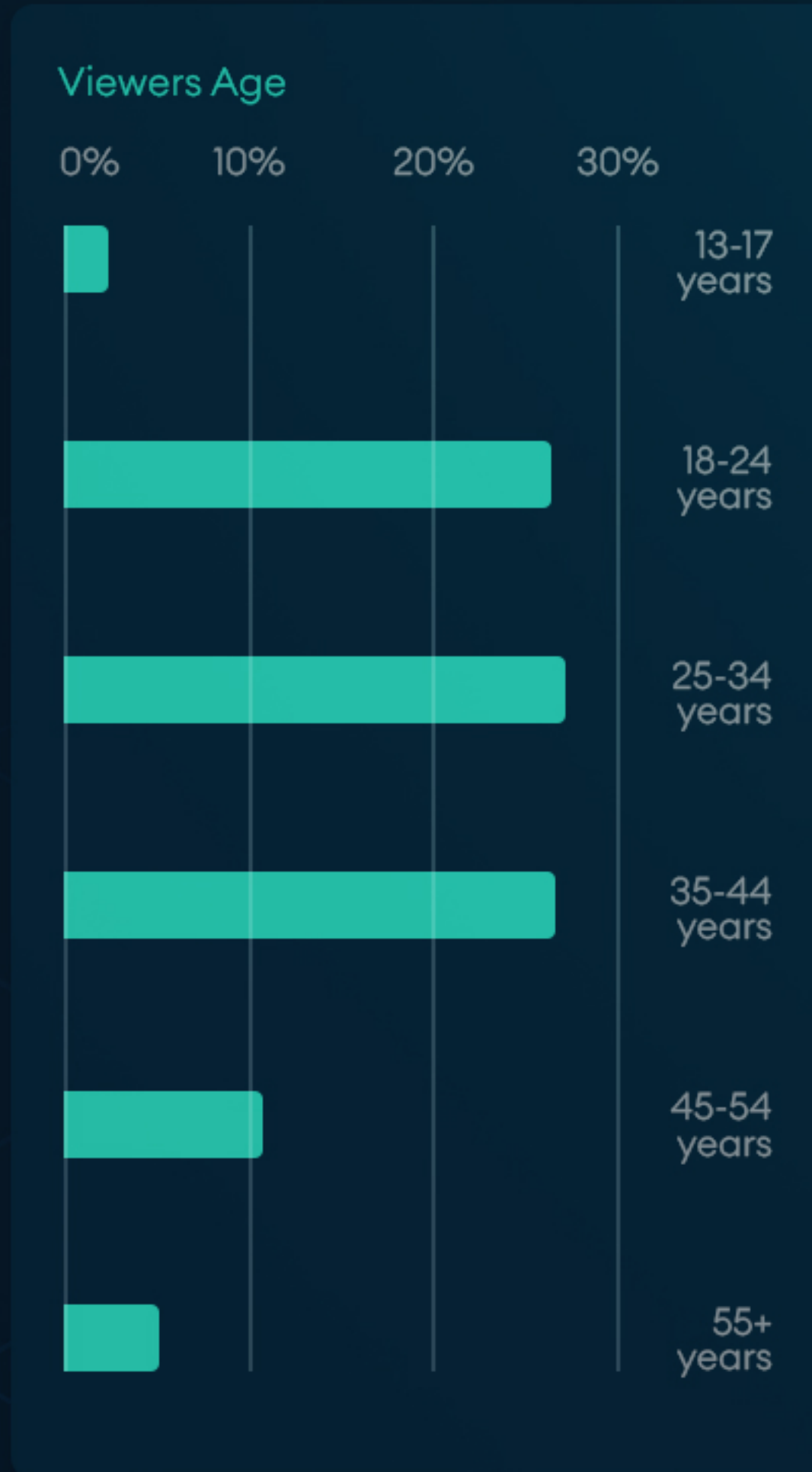
**911K +**  
Impressions / month

**145K +**  
Unique Viewers / month

## Devices

**92.9%**  
Mobile & Tablet

**7.1%**  
Desktop



# Advertise

Format	Price	Production	Notes
1 x YouTube Video	\$1.000	✓	A long format video (5 min +)
2 x YouTube Mentions	\$750	✓	30 seconds mention in one of our clip
1 x Short Format Video	\$500	✓	A short video shared on 3 Social Media channels (YouTube Shorts, TikTok, Instagram Reels)
2 x Newsletter Sponsorship	\$450	✓	"Today's newsletter is sponsored by ..."
1 x Twitter Thread	\$300	✓	Twitter thread custom made for your product/company
Sponsored Article	\$300	✓	Custom article on our website (up to 4 links)
Content Share	\$100	✓	Share for any of above on all our Social Media Channels

# Most picked packages

Prices are expressed in USD.  
For tailored proposals contact us.

## Bear Package

**\$999** ~~\$1250~~

- ✓ 2 x YouTube Mentions
- ✓ 1 x Short Format Video TikTok
- ✓ 1 x Short Format Video YouTube
- ✓ 1 x Short Format Video Instagram



## Bull Package

**\$1.900** ~~\$2.200~~

- ✓ Long Format YouTube Video (5 min+)
- ✓ 2 x mentions on 3 different videos
- ✓ 2 x Newsletter editions sponsorship



top pick

## Trio Package

**\$3.000** ~~\$3.400~~

- ✓ Long Format YouTube Video (5 min+)
- ✓ 2 x mentions on 3 different videos
- ✓ A short video on 3 of our Social Media Accounts
- ✓ 2 x Newsletter editions sponsorship
- ✓ 1 x Twitter Thread
- ✓ 1 x Sponsored Articles





# cryptonita



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cryptonita.eth

Prices are expressed in USD. For tailored proposals contact us.

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