cryptonita

Media Kit

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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!

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

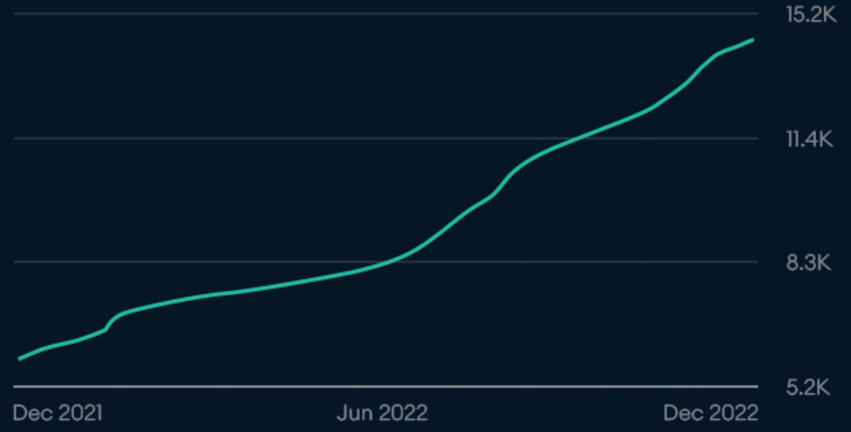
14.900 +
Subscribers

579K
Views / month

8.9%
CTR (average)

$4.67
CPM (cost-per-mille)

Channel Growth (Subscribers)



Newsletter

990 +
Subscribers

57%
Open Rate

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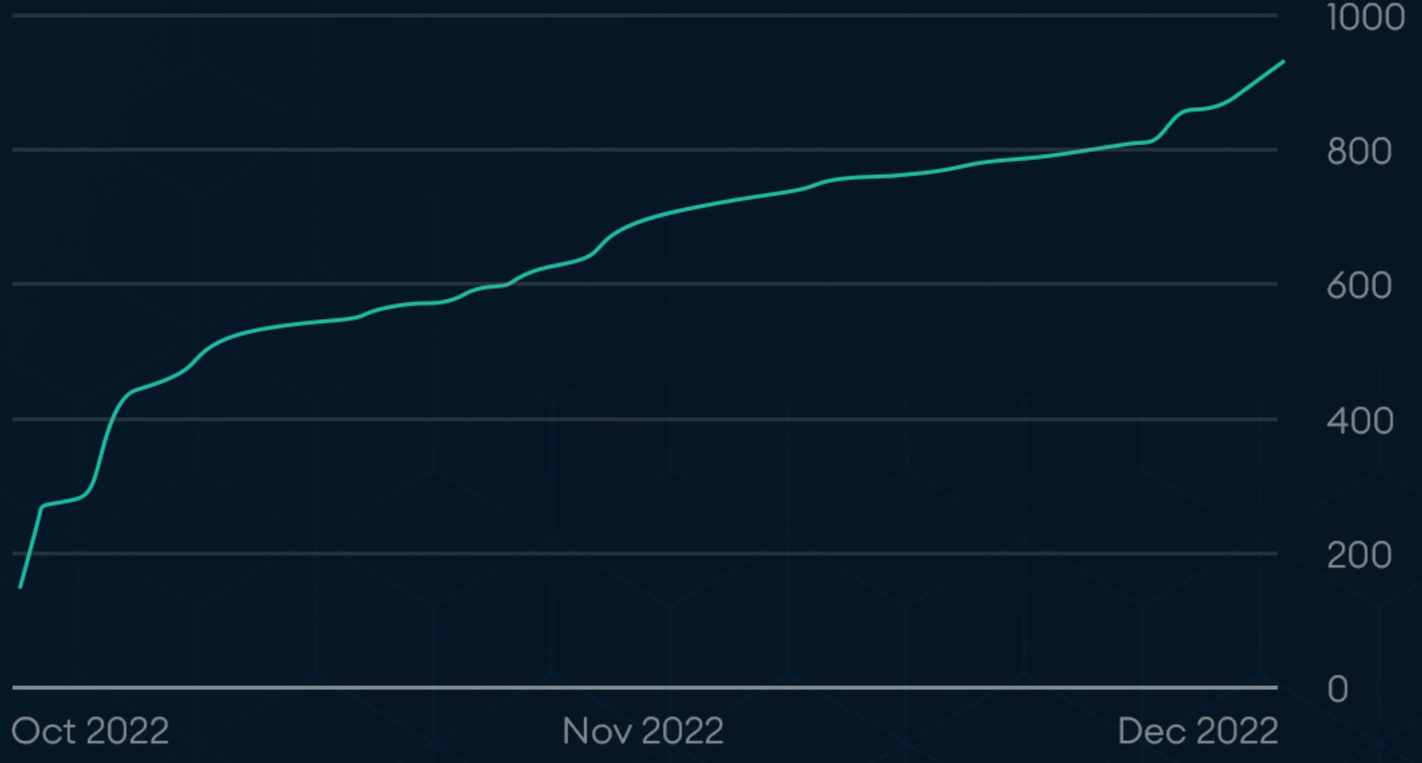
Top Sources	Visits	Subscriptions
direct	4.411	347
twitter.com	1.125	185
susbtack app	337	19
intagram.com	303	94
youtube.com	244	78
google.com	201	15

Growth (Subscribers)



Demographics

75.1%
Male

24.9%
Female

Reach

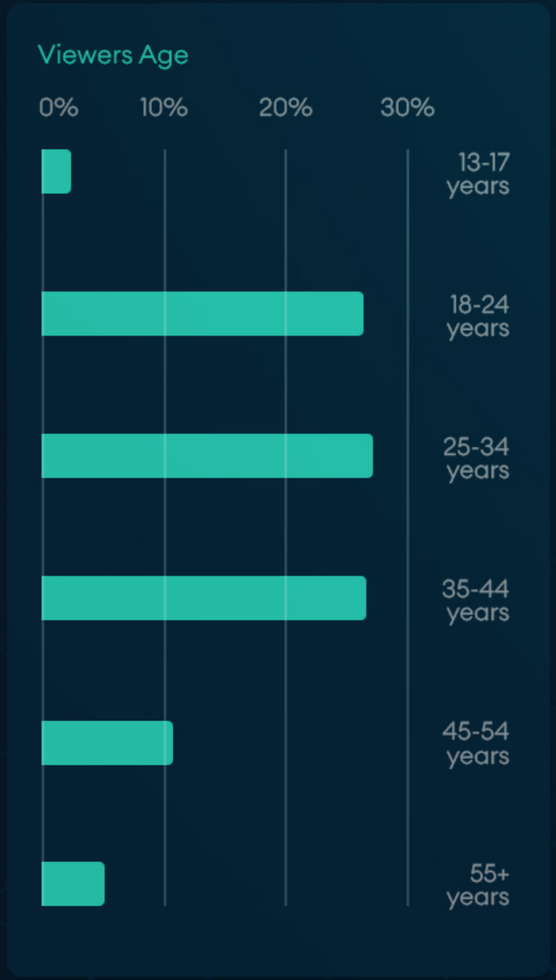
911K +
Impressions / month

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 +)
3 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)
3 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~~

- 3 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+)
- 3 x mentions on 3 different videos
- 3 x Newsletter editions sponsorship

top pick

Trio Package

$3.000 ~~$3.400~~

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

cryptonita

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