



# 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!

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# Numbers

last updated Q4 2022

YouTube



**15.8K +**  
Subscribers

**269K**  
Views / month

**8.9%**  
CTR (average)

TikTok



**63.9K +**  
Followers

**1.65M**  
Views / month

**12K**  
Profile Views / month

Newsletter



**2500 +**  
Subscribers

**47%**  
Avg. Open Rate

**1100 +**  
Opens / edition

Website



**12.5K**  
Sessions / month

**1:34 min**  
Average Session Duration

Twitter



**10.9K +**  
Followers

**882K +**  
Impressions / month

**49.2K +**  
Profile Views / month

@cryptonita | also present on



Instagram



Telegram



Facebook



Discord

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# YouTube Channel

last updated Q4 2022

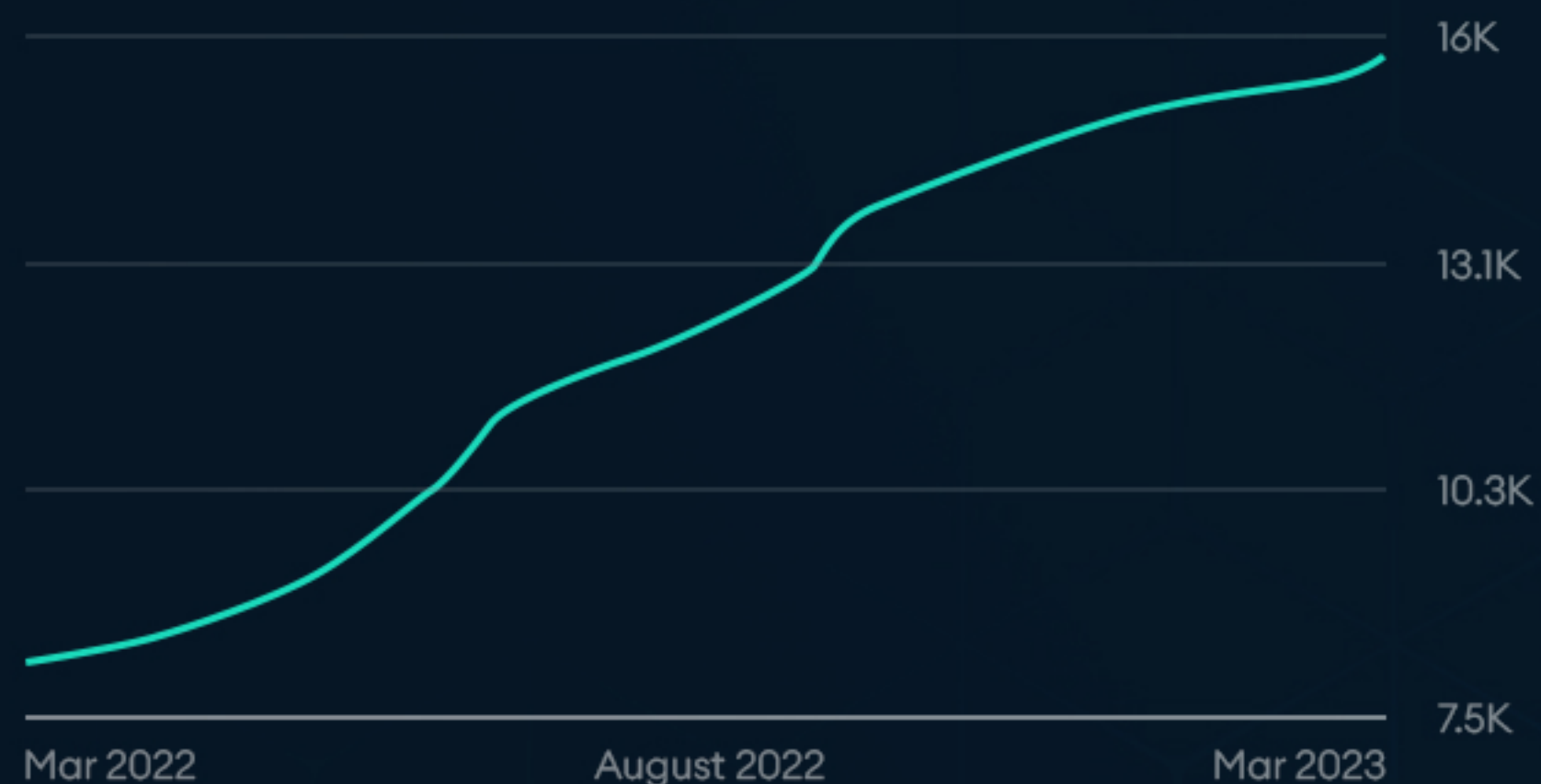
**15.800 +**  
Subscribers

**269K**  
Views / month

**8.9%**  
CTR (average)

**\$3.58**  
CPM (cost-per-mille)

Channel Growth (Subscribers)



**CryptonitaRO**  
@CryptonitaRO  
15.8K subscribers 541 videos

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

- Vitalik Buterin la București. Ce ne aduce viitorul crypto?**  
8:43  
CRYPTONITA EXCLUSIV - Vitalik Buterin despre comunitatea din România și next...  
19K views • 1 year ago
- Maiar DEX x1000 UPDATE ELROND**  
6:31  
Elrond (\$EGLD) UPDATE - Maiar Exchange si ultimele noutati | Cryptonita  
13K views • 1 year ago
- E O TEAPA?**  
11:15  
Am intrebat 100 de oameni despre ELROND | Au auzit romanii despre EGLD? Ce ar spune...  
10K views • 4 months ago
- AVAX ALGO EGLD**  
13:54  
Elrond vs Avalanche vs Algorand - Care dintre aceste proiecte va cuceri universul...  
10K views • 1 year ago
- „CRYPTO VA ÎNLOCUI BĂNCILE”**  
1:13:00  
A fost EMOTIE pura: "M-am entuziasmat cu ELROND" | Deputatul USR Cosette Chichira...  
9.1K views • 5 months ago
- MAIAR EXCHANGE**  
7:00  
Maiar Exchange (\$MEX) - Un pas URIAS pentru Elrond Network | Cryptonita  
8.6K views • 10 months ago
- AXIE INFINITY**  
5:49  
Te joci și faci bani din Crypto  
8.4K views • 1 year ago
- DE LA MAȘINI LA CRYPTO**  
1:18:41  
De la 99Vehicles la Elrond & Blockchain | Razvan Balanescu la Cryptonita 1 on 1  
8.3K views • 4 months ago

# Newsletter

**2500 +**  
Subscribers

**47%**  
Avg. Open Rate

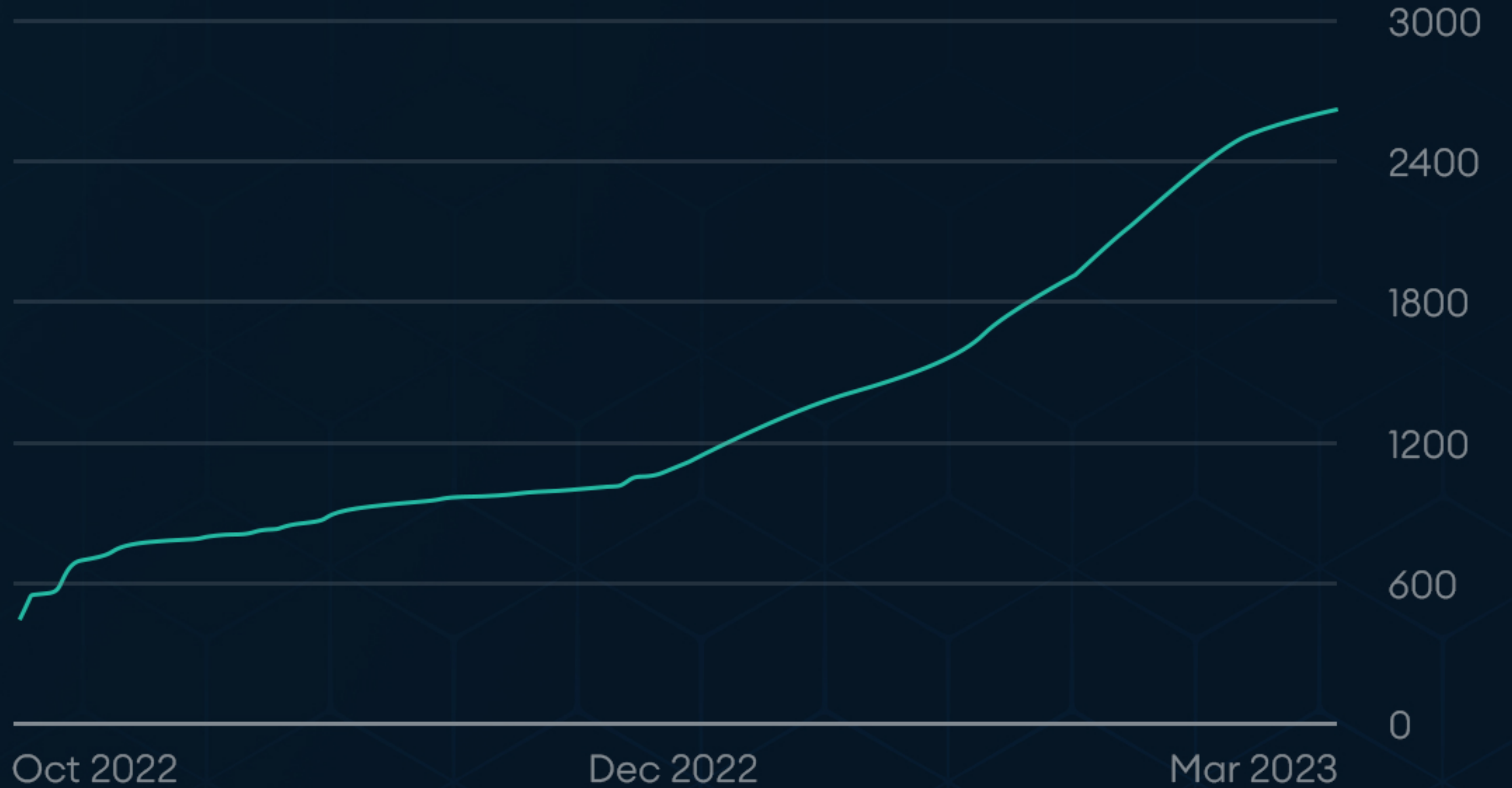
**1100 +**  
Opens / edition

**10%**  
Avg. Click Rate

Top Sources / subscribers	Subscriptions
Google Search	2072
Referral	188
Social Media	337

Subscribers / engagement	Percentage
Active	96.08%
Inactive	2.02%
Other (pending, invalid)	1.90%

Growth (Subscribers)



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## Demographics

**83.9%**  
Male

**16.1%**  
Female

## Reach

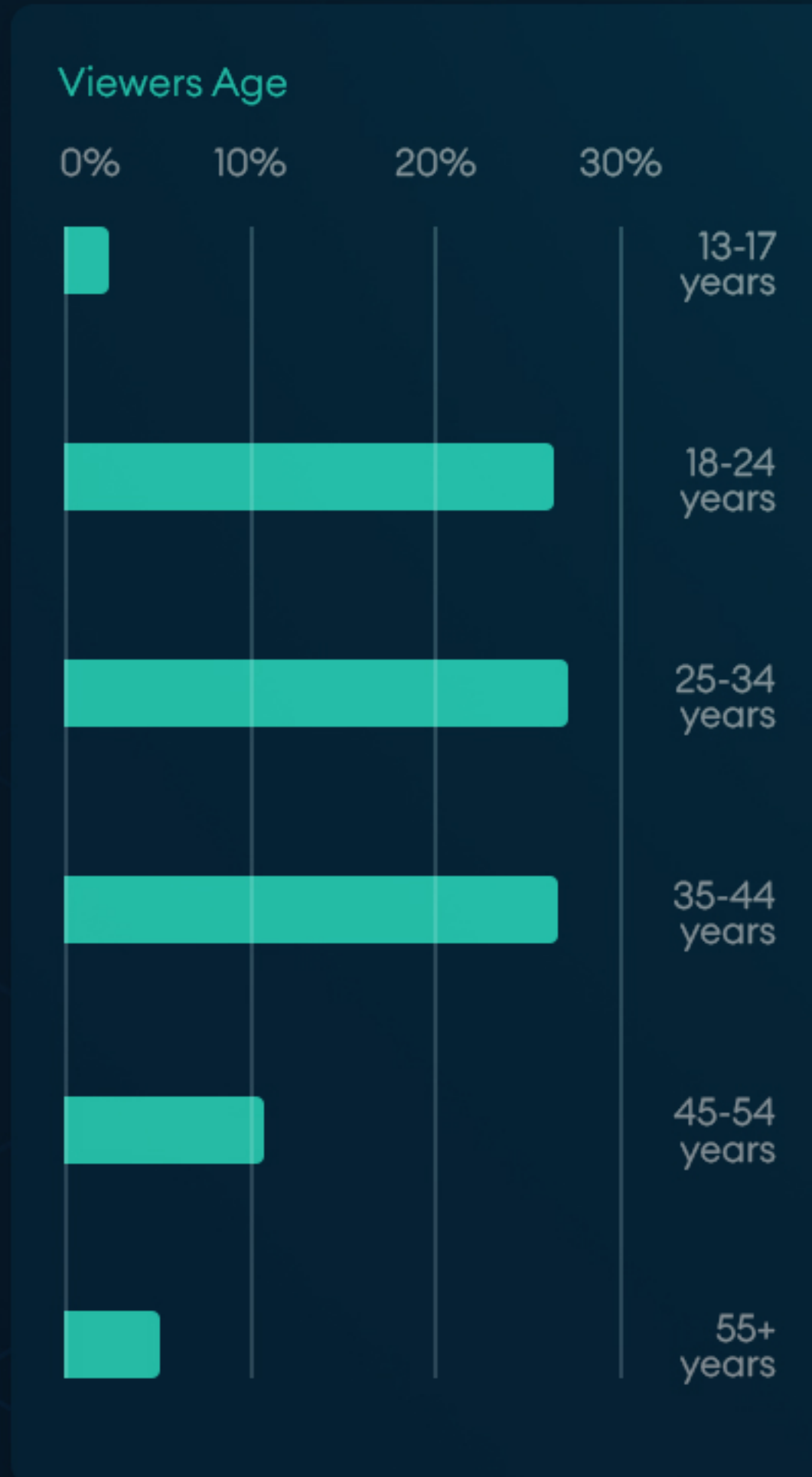
**911K +**  
Impressions / month

**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	\$800	✓	30 seconds mention in one of our clip
1 x Short Format Video	\$600	✓	A short video shared on 3 Social Media channels (YouTube Shorts, TikTok, Instagram Reels)
2 x Newsletter Sponsorship	\$500	✓	"Today's newsletter is written in partnership with ..."
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

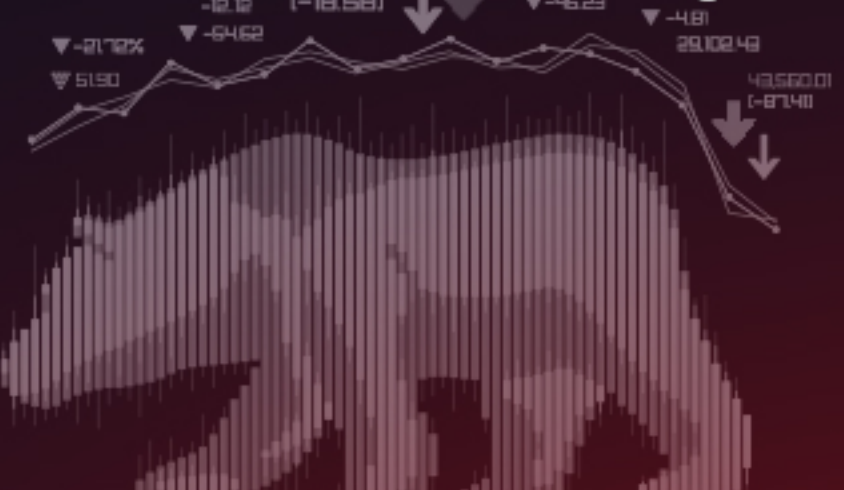
# Most picked packages

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

## Bear Package

**\$999** ~~\$1400~~

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



## Bull Package

**\$1.949** ~~\$2.300~~

- ✓ Long Format YouTube Video (5 min+)
- ✓ 2 x YouTube Mentions
- ✓ 2 x Newsletter Sponsorship



top pick

## Trio Package

**\$2.999** ~~\$3.500~~

- ✓ Long Format YouTube Video (5 min+)
- ✓ 2 x YouTube Mentions
- ✓ 1 x Short Format Video
- ✓ 2 x Newsletter 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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Version 1.2

Last Update: March 2023