

CHILETODAY.CL

@CHILETODAYNEWS





# CHILE TODAY NEWS

2021 Media Kit

POLITICS • ENVIRONMENT • BUSINESS • TRAVEL • SPORTS



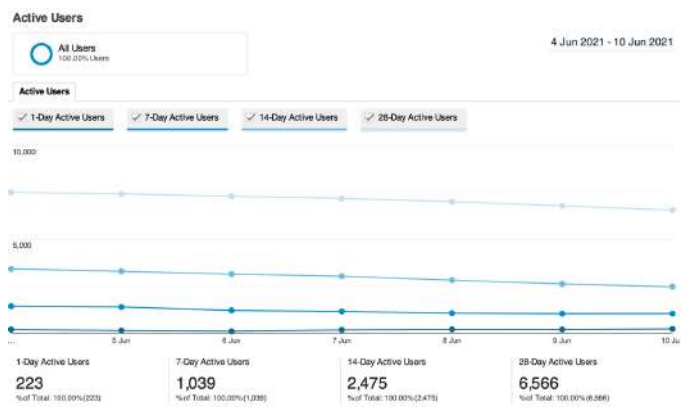
**Chile Today is the only English language news medium in Chile, providing Chileans and expats in Chile and people living abroad with a balanced overview of daily Chilean news.**

-  **6.5k monthly views**
-  **3.4k followers**
-  **4k followers**
-  **19k followers**

Boris van der Spek  
Editor-In-Chief  
[boris@chiletoday.cl](mailto:boris@chiletoday.cl)  
+569 9571 9983

Chile Today has four focus groups, reached through the website, social media and the Chile Today Podcast.

- Chileans speaking or learning English
- English speaking expats living in Chile
- Chileans living abroad
- Tourists abroad interested in Chile



# WEBSITE AD OPTIONS

- Ad in Header Next to CT Logo (USD \$100 per day)
- Ad in the Right or Left Menu (US\$75 per day)
- Ad on the Place of one of CT's Categories (US\$75 per day)
- Through an Article (branded content, also shared on social media channels) (US\$200 one-time fee)



# SOCIAL MEDIA OPTIONS

## Facebook + Instagram Overview:

Every day, CT posts around eight visual posts and articles on its social media channels. Most movement happens on our Facebook page, while a steady group of followers interacts with us on Instagram.

- On Facebook, CT counts with nearly 19.000 followers
- On Instagram, CT counts with nearly 3.500 followers

Our followers are mainly between 25 and 44 years old, and the majority are female.

- Header Image on FB (US\$80 per day)
- Sticky First Post on FB (US\$75 per day)
- Header + Sticky Post on FB (US\$120 per day)
- Story on IG (US\$40 per day)
- Post on IG (US\$50 per day)
- Story + Post on IG (US\$75 per day)
- FB + IG Package (Header + Sticky Post + Story + IG post) (US\$180 per day)

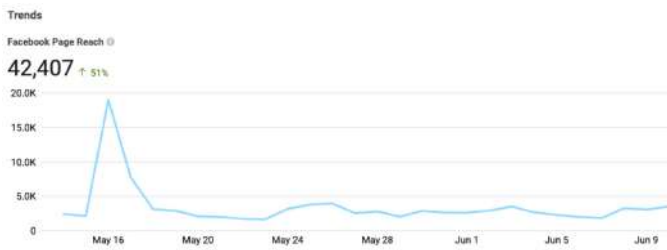
# FACEBOOK + INSTAGRAM

## AD OPPORTUNITIES



# SOCIAL MEDIA

## STATISTICS



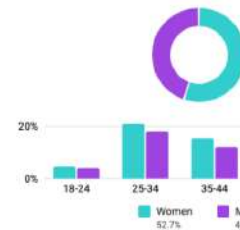
Audience [See What's New](#)

Current Audience Potential Audience

Facebook Page Likes

18.9K

Age & Gender



Instagram Followers

3.4K

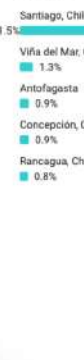
Age & Gender



Top Cities



Top Cities





**Chile Today News**  
@ChileTodayNews Volgt jou

Chile Today provides the English-speaking community with multimedia coverage of Chile. Instagram: [@ChileTodayNews](#)  
[Bio vertalen](#)

Santiago, Chile [chiletoday.cl](#) Lid geworden in april 2018

**256** Volgend **4.111** Volgers

## TWITTER OVERVIEW

With over 4.000 followers and at least eight posts per day about the latest news in Chile, the Chile Today News Twitter is a well-visited news source for those seeking English news from Chile.

**Account home**  
**Chile Today News** @ChileTodayNews Page up

**28 day summary** with change over previous period

Metric	Value	Change
Tweets	146	↑7.4%
Tweet impressions	193K	↑13.4%
Profile visits	6,062	↓2.3%
Mentions	40	↓42.0%
Followers	4,111	↑95

**Chile Today News** @ChileTodayNews · 32 m  
Less than 24 hours after announcing the trip, the visit to Europe got cancelled. According to La Moneda, the trip will be rescheduled.

**President Piñera suspended his trip to Europe due to the health crisis in Chile**

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## TWITTER AD OPTIONS

- Header Image on TW (US\$60 per day)
- Sticky First Post on TW (US\$50 per day)
- Header + Sticky First Post on TW (US\$100 per day)



# CHILE TODAY PODCAST

## OVERVIEW

Ever since its launch, the Chile Today Podcast, presented by the American journalists Alisha Lubben and Bethany Francis, has become a popular news source for podcast fanatics.

With over 30 episodes, the CT Podcast is a bi-weekly podcast and the first and only one to cover English news and culture from Chile in English. It is available on all podcast platforms and gets pushed on the Chile Today website and through its social media channels, while the CT Podcast also has its own IG and FB.

## PODCAST AD OPTIONS

- Interview on the CT Podcast (+CTA) (US\$150 one-time)
- Mention in the CT Podcast (US\$75 one-time fee)
- Interview + Post on CT Podcast IG (US\$200 one-time fee)

**11,316 downloads** since published.



**1,251 downloads** in the last 30 days.





# PACKAGE OPTIONS

## SOCIAL MEDIA PACKAGE

Header Image + Sticky First Post on FB + TW, Daily Story + Post on IG: US\$220 per day

## WEBSITE + RRSS PACKAGE

Header Image + Sticky First Post on FB + TW, Daily Story + Post on IG + Website Ad + Branded Article: US \$300 per day + US\$200 one-time fee for article)

## COMPLETE PACKAGE

Header Image + Sticky First Post on FB + TW, Daily Story + Post on IG + Website Ad + Branded Article + Podcast Interview + Podcast IG Post: US\$350 per day + US\$300 one-time fee for article & podcast interview.

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## CONTACT INFORMATION

Boris Van de Spek

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[boris@chiletoday.cl](mailto:boris@chiletoday.cl)

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