

CRONICAS PUZZLERAS



MEDIA KIT

LAST UPDATED FEBRUARY 2020

ABOUT US

We are Jimena and Jose Luis, social media influencers, bloggers and vloggers passionate about puzzles and everything related to them; from different styles, innovations and championships.

We promote different styles of puzzles, puzzling reunions and also championships. Our goal is to inspire people to do puzzles, enjoy them and share with their close ones.



OUR AUDIENCE

We have been puzzling and participating in local and international contests for several years and our blog is a reference among puzzlers. We have a loyal fanbase who trust us and our recommendations. The puzzle industry has changed over the last decade and not only for grandama. We try to show this evolution; puzzles are engaging, relaxing and fun. Most of our audience are young adults who are looking for a way to relax and share with their friends and family. They are excited to try new brands and and beautiful puzzles.

Jigsaw puzzling is a niche topic and our audience are puzzlers who are passionate about puzzles, which make a highly valued marked for any puzzle company.

STATS & DEMOGRAPHICS

BY NUMBERS



8K+ FOLLOWERS
@cronicaspuzzleras



3K+ LIKES
@cronicaspuzzleras



350+ SUBSCRIBERS
@cronicaspuzzleras



10K+ VISITORS/MONTH
cronicaspuzzleras.com

BY GENDER

- 60% women
- 40% men

BY AGE:

- 25-34 is our majority group
- Milleniales and postgraduates

BY LOCATION:

Top five: U.S.A., Spain, Italy, Turkey,
Brazil

PREVIOUS COLLABS

MAJOR BRANDS

Bits and Pieces

Cloudberries

Cobble Hill

eeBoo

Educa

Pomegranate



PREVIOUS COLLABS

MORE BRANDS

Architoys

Balearic Puzzle

Buzzed Puzzles

Pink Bits

SPuzzles

The Ocurrence



PREVIOUS COLLABS

EVENTS AND OTHER

AEPUZZ (Spain Puzzle Association)

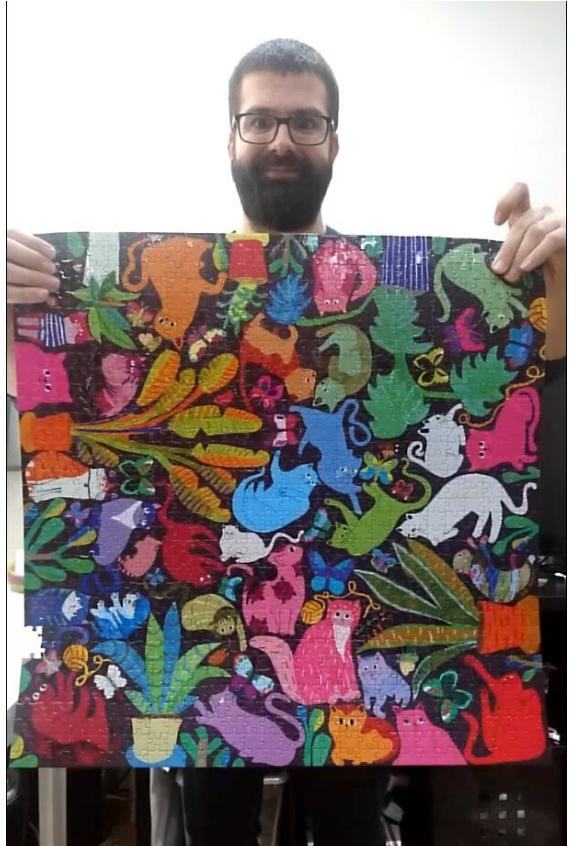
Spain National Puzzle Championship

World Puzzle Championship

24 Heures de Puzzle de Belgique



PREVIOUS COLLABS



LET'S WORK TOGETHER

We love partnering with like-minded companies that fit our brand and that would interest our audience. While we are always open to hearing your ideas and specific goals, these are the main services that we offer:

SPONSORED INSTAGRAM POSTS & STORIES

SPONSORED BLOG POSTS

SPONSORED YOUTUBE VIDEOS

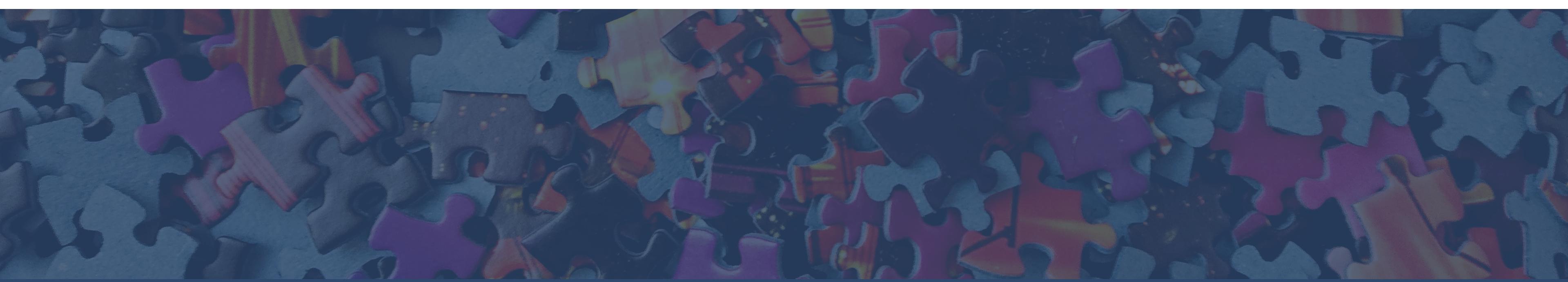
BRAND AMBASSADORSHIPS

CONTENT CREATION

We hope we can work together, please get in touch with us using the email address hello@cronicaspuzzleras.com.



THANK YOU!



www.cronicaspuzzleras.com

hello@cronicaspuzzleras.com