

LATAM Crypto Media Traffic Composition in Q2 2025

Data Sourced from SimilarWeb

Date: Sep 3, 2025

Crypto-Only Media

#	CATEGORY	DOMAIN	LANGUAGE	MAIN AUDIENCE	DIRECT TRAFFIC %	ORGANIC TRAFFIC %	PAID TRAFFIC %	REFERRAL TRAFFIC %	SOCIAL TRAFFIC %	AI REFERRERS %	SOCIAL (UNIDENTIFIED)	X %	FACEBOOK %	YOUTUBE %	WHATSAPP %	LINKEDIN %	INSTAGRAM %	REDDIT %	TELE %
1	CRY	criptonoticias.com	ES	Spain/Argentina/Mexico	0.4337	0.4754	0	0.0525	0.0367	30.48	0	34	54	0	0	8	0	3	0
2	CRY	br.cointelegraph.com	PT	Brazil	0.3964	0.4563	0.0001	0.0459	0.0996	19.34	0	94	0	2	0	3	0	1	0
3	CRY	bitfinanzas.com	ES	Mexico/Spain	0.325	0.6019	0.0001	0.0513	0.0205	20.72	38	49	0	13	0	0	0	0	0
4	CRY	livecoins.com.br	PT	Brazil	0.4309	0.4189	0.0001	0.0314	0.1177	10.87	0	43	4	10	0	26	8	0	0
5	CRY	dianobitcoin.com	ES	Mexico/Spain [Dominican]	0.5636	0.3053	0.0001	0.0849	0.0449	7.55	54	2	44	0	0	0	0	0	0
6	CRY	foxbit.com.br	PT	Brazil	0.6123	0.3465	0.0001	0.0283	0.0115	0	17	30	0	36	0	17	0	0	0
7	CRY	criptofacil.com	PT	Brazil	0.4071	0.455	0.0002	0.0403	0.0957	20.07	6	54	0	10	18	0	7	0	0
8	CRY	portaldobitcoin.uol.com.br	PT	Brazil	0.3743	0.5716	0	0.0372	0.0154	36.31	55	12	0	0	0	12	0	0	21
9	CRY	cryptomkt.com	ES, PT	Chile/Argentina	0.6541	0.274	0.0002	0.0417	0.0275	9.98	14	0	0	57	16	1	0	0	0
10	CRY	criptotendencia.com	ES	Mexico/Colombia/Spain	0.5733	0.205	0.0001	0.2005	0.0199	5.49	87	0	0	0	13	0	0	0	0
11	CRY	cointimes.com.br	PT	Brazil	0.612	0.2042	0.0075	0.0491	0.1237	14.3	0	2	5	93	0	0	0	0	0
12	CRY	cripto247.com	ES	Argentina/Mexico/Venezuela/Chile	0.3295	0.3651	0.0001	0.0472	0.2572	0	53	0	47	0	0	0	0	0	0
13	CRY	br.beincrypto.com	PT	Brazil	0.4254	0.3523	0.0002	0.1681	0.0422	7.75	57	0	0	14	4	24	0	0	0
14	CRY	criptoinforme.com	ES, EN, PT	Argentina/Costa Rica/Peru/SistemaLa	0.2619	0.6666	0.0001	0.0473	0.0209	53.11	85	0	0	15	0	0	0	0	0
15	CRY	blog.bitso.com	ES, EN	Mexico/Colombia/Argentina	0.4467	0.5004	0.0002	0.0365	0.0151	84.52	100	0	0	0	0	0	0	0	0
16	CRY	crypto-economy.com	EN/ES	Argentina/US/UK	0.4425	0.3193	0.0006	0.1856	0.0477	0	48	14	0	12	0	0	0	26	0
17	CRY	portalcripto.com.br	PT	Brazil	0.3968	0.4709	0.0007	0.0977	0.0293	7.78	66	7	0	0	0	0	0	0	27
18	CRY	tynmagazine.com	ES	Mexico/Spain/Argentina	0.2931	0.5775	0.0005	0.0486	0.0604	0	35	0	16	0	0	29	20	0	0
19	CRY	observatorioblockchain.com	ES	Spain/Ecuador/Mexico	0.3289	0.4544	0.0002	0.0763	0.136	32.47	2	19	0	0	0	79	0	0	0
20	CRY	cryptoid.com.br	PT	Brazil	0.2654	0.6697	0.0005	0.0446	0.0156	5.45	80	0	0	0	0	10	0	0	0
21	CRY	cointradermonitor.com	PT	Brazil	0.4779	0.4228	0	0.0234	0.0712	0	68	32	0	0	0	0	0	0	0
22	CRY	criptonizando.com	PT	Brazil	0.3018	0.6289	0.0001	0.0523	0.0147	33.48	10	0	0	0	0	0	0	0	0
23	CRY	criptotendencias.com	ES	Mexico/Spain/Argentina	0.2506	0.4908	0.0006	0.0617	0.1939	0	75	0	0	0	25	0	0	0	0
24	CRY	criptoeconomia.com.br	PT	Brazil	0.6704	0.1497	0	0.0373	0.1406	0	14	86	0	0	0	0	0	0	0
25	CRY	br.coingape.com	PT	Brazil	0.2455	0.6194	0.0002	0.068	0.0637	38.41	65	0	0	35	0	0	0	0	0
26	CRY	bitnoticias.com.br	PT	Brazil	0.338	0.5957	0.0001	0.0485	0.0147	64.74	100	0	0	0	0	0	0	0	0
27	CRY	blocknews.com.br	PT	Brazil	0.4039	0.5071	0.0001	0.067	0.0166	0	100	0	0	0	0	0	0	0	0
28	CRY	es.coingape.com	ES	Argentina	0.3866	0.2355	0.0019	0.3669	0.0069	45.61	100	0	0	0	0	0	0	0	0
29	CRY	webitcoin.com.br	PT	Brazil	0.3143	0.5954	0	0.0688	0.016	0	100	0	0	0	0	0	0	0	0
30	CRY	panoramacrypto.transfero.com	PT	Brazil	0.3257	0.5975	0.0001	0.0594	0.0149	0	100	0	0	0	0	0	0	0	0
31	CRY	guiadobitcoin.com.br	PT	Brazil	0.3521	0.5827	0	0.0474	0.0146	0	100	0	0	0	0	0	0	0	0
32	CRY	tododecripto.com	ES	Mexico	0.1722	0.7132	0	0.0498	0.0564	0	83	0	0	0	0	0	17	0	0
33	CRY	bitcoin.com.mx	ES	Mexico	0.3526	0.5436	0.0006	0.077	0.0211	0	100	0	0	0	0	0	0	0	0
34	CRY	blockchainsummit.la	ES	Mexico/Colombia/Argentina	0.1977	0.5603	0.0073	0.0672	0.1592	0	100	0	0	0	0	0	0	0	0
35	CRY	tecnologia.press	ES	Spain/Mexico/Peru	0.3141	0.5648	0.0009	0.0747	0.0374	0	100	0	0	0	0	0	0	0	0
36	CRY	criptomonedas.eu	ES	Argentina/Spain	0.3161	0.4879	0.0109	0.1198	0.0524	0	100	0	0	0	0	0	0	0	0
37	CRY	pt.cryptonews.com	PT	Brazil	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
38	CRY	99cripto.com.br	PT	Brazil/Portugal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AVERAGE % PER OUTLET					38.87	47.18	0.10	7.51	5.92	15.67	58.67	13.28	4.72	8.25	2.11	5.81	1.44	0.83	1.33
TOTAL TRAFFIC					3,596,706	3,599,599	2,479	474,042	496,763	79,144	88,725	209,671	66,074	49,877	13,416	40,098	10,824	4,185	1,976
SHARE %					43.93	43.97	0.03	5.79	6.07	0.97	17.86	42.21	13.30	10.04	2.70	8.07	2.18	0.84	0.40

Broader Media

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39	FIN	ambtlo.com	ES	Argentina	0.431	0.4521	0.0019	0.0305	0.0839	54.17	0	20	9	27	30	0	0	4	0
40	FIN	informoney.com.br	PT	Brazil	0.5016	0.4251	0.0003	0.0372	0.0343	38.42	0	9	17	17	29	11	0	0	0
41	FIN	moneytimes.com.br	PT	Brazil	0.4457	0.4616	0	0.0295	0.0617	24.11	0	8	0	45	20	8	0	0	7
42	FIN	valorinveste.globo.com	PT	Brazil	0.4265	0.3722	0	0.1671	0.0332	1.74	0	16	0	0	0	33	9	11	18
43	FIN	bloomberglinea.com	ES, EN, PT	Argentina/Colombia/Mexico	0.3194	0.5606	0	0.0383	0.0804	35.57	0	31	12	4	0	44	4	0	0
44	FIN	iproup.com	ES	Argentina	0.262	0.5101	0	0.1016	0.1255	7.4	0	16	0	29	13	15	12	0	0
45	FIN	fxstreet.es	ES +14	Spain/Colombia/Peru	0.4279	0.5145	0.0001	0.0337	0.0215	36.03	15	0	16	54	6	9	0	0	0
46	FIN	economiaempauta.com.br	PT +6	Brazil	0.2043	0.7113	0	0.0484	0.035	0	48	0	0	0	26	0	10	16	0
47	FIN	spacemoney.com.br	PT	Brazil	0.4026	0.5281	0.0001	0.048	0.0197	21.19	46	30	0	0	0	13	11	0	0
48	FIN	economiasustentable.com	ES	Argentina	0.3955	0.4082	0.0001	0.1763	0.0165	6.33	100	0	0	0	0	0	0	0	0
49	FIN	guiadoinvestidor.com.br	PT	Brazil	0.5889	0.2995	0.0001	0.0662	0.041	19.64	71	0	23	0	0	0	0	0	6
50	FIN	moneyinvest.com.br	PT	Brazil	0.3777	0.5643	0.0002	0.0424	0.0126	0	100	0	0	0	0	0	0	0	0
51	FIN	compracciones.com	ES	Spain/Mexico	0.3381	0.5187	0.0019	0.1138	0.0213	0	100	0	0	0	0	0	0	0	0
52	FIN	pt.fxstreet.com	PT	Brazil	0.5459	0.3468	0.0028	0.086	0.0137	0	100	0	0	0	0	0	0	0	0
53	GNE	iprofesional.com	ES	Argentina	0.3779	0.4556	0.0001	0.0418	0.124	38.53	0	24	16	16	14	0	13	0	0
54	GNE	diario.mx	ES	Mexico	0.4365	0.3736	0	0.0173	0.1724	26.97	0	5	90	2	1	0	0	2	0
55	GNE	seudinheiro.com	PT	Brazil	0.3363	0.5545	0.0003	0.0551	0.0523	34.98	0	14	0	35	25	15	7	0	0
AVERAGE % PER OUTLET					40.10	47.39	0.05	6.67	5.58	20.30	34.12	10.18	10.76	13.47	9.65	8.71	3.88	1.94	1.82
TOTAL TRAFFIC					114,882,093	116,349,432	265,328	9,694,160	21,792,577	3,709,658	11,567	3,633,549	5,332,707	4,361,398	4,543,790	554,112	540,730	536,513	91,705
SHARE %					43.65	44.21	0.10	3.68	8.28	1.41	10.08	16.67	24.47	20.01	20.85	2.54	2.48	2.46	0.42

Audience Engagement for Breakout Publishers

DOMAIN	AVERAGE UNIQUE VISITS	VISIT DURATION, MIN	PAGES / VISIT	BOUNCE RATE
criptoinforme.com	19,935	0.57	1.75	53.04%
criptoeconomia.com.br	10,078	0.17	1.19	87.30%
crypto-economy.com	16,874	6.54	4.13	38.62%
bitnoticias.com.br	4,048	0.36	1.63	62.89%
cointradermonitor.com	4,530	1.42	1.5	78.74%

- CRYCrypto News Media
- FINFinancial News Media + Crypto Coverage
- GENEGeneral News Media + Crypto Coverage