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**2026**



# **COLLABORATION PROPOSAL**

**Puntodebreak.com is the most-read Spanish-language tennis website in the world.** For more than a decade, we have been part of the history of Spanish-speaking tennis. We cover breaking news from ATP, WTA and Grand Slam tournaments, closely follow young rising talents, and offer exclusive interviews, in-depth analysis, videos, full statements, match reports and much more daily content.

We are the strongest tennis website in Spanish, which makes us a strategic partner for collaborations and advertising campaigns. This is a unique opportunity to increase visibility and generate revenue with a passionate and highly engaged tennis audience.

## **PUNTOBREAK.COM POSITIONING**

In 2025, Puntodebreak.com closed the year with **42,705,845 page views** and an average of **more than 840,000 monthly unique users**.

In addition, during Grand Slam tournaments, Puntodebreak.com significantly increases its web audience.

### **Key benefits of our audience:**

- **Precise targeting:** An audience with a genuine interest in tennis.
- **High level of engagement:** Active and loyal users.
- **Continuous coverage: Guaranteed impact throughout the entire season, ensuring presence at key moments of the year.**
- Constant exposure in a well-known, high-reach media outlet.
- Direct connection with an audience interested in what you offer.
- Brand reinforcement at key moments of the year to boost visibility.

**This collaboration ensures high impact within the tennis community.**

# CURRENT SITUATION

**+ 6.9 MILL**

*total users in 2025*

**4 MIN Y 15 S**

*average interaction time in 2025*

**+ 42.7 MILL**

*total page views in 2025*

**+ 26.6 MILL**

*total sessions in 2025*



**+93,8K**  
*SUBSCRIBERS*



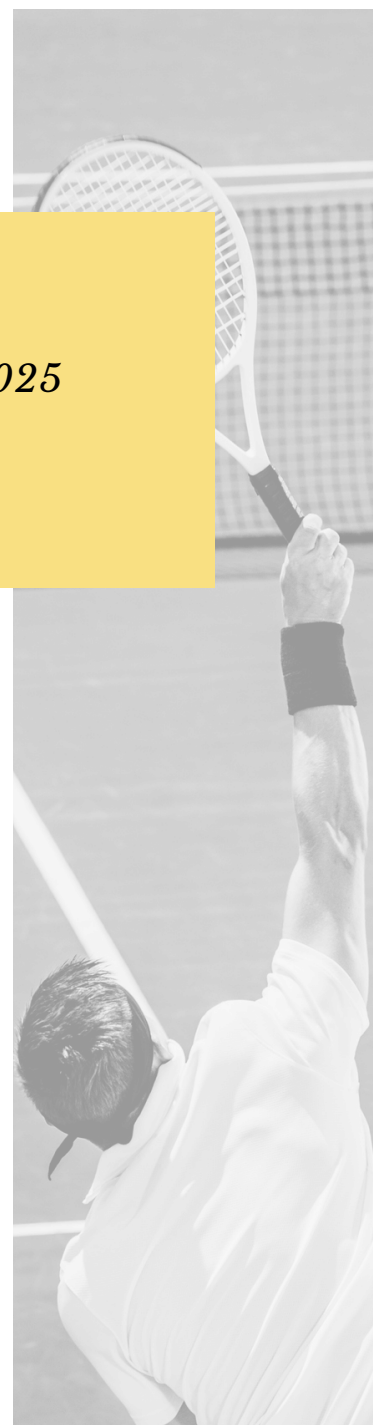
**60.005**  
*FOLLOWERS*



**+31K**  
*FOLLOWERS*



**22,3K**  
*FOLLOWERS*



*ADVERTISING PRODUCTS*  
**2026**

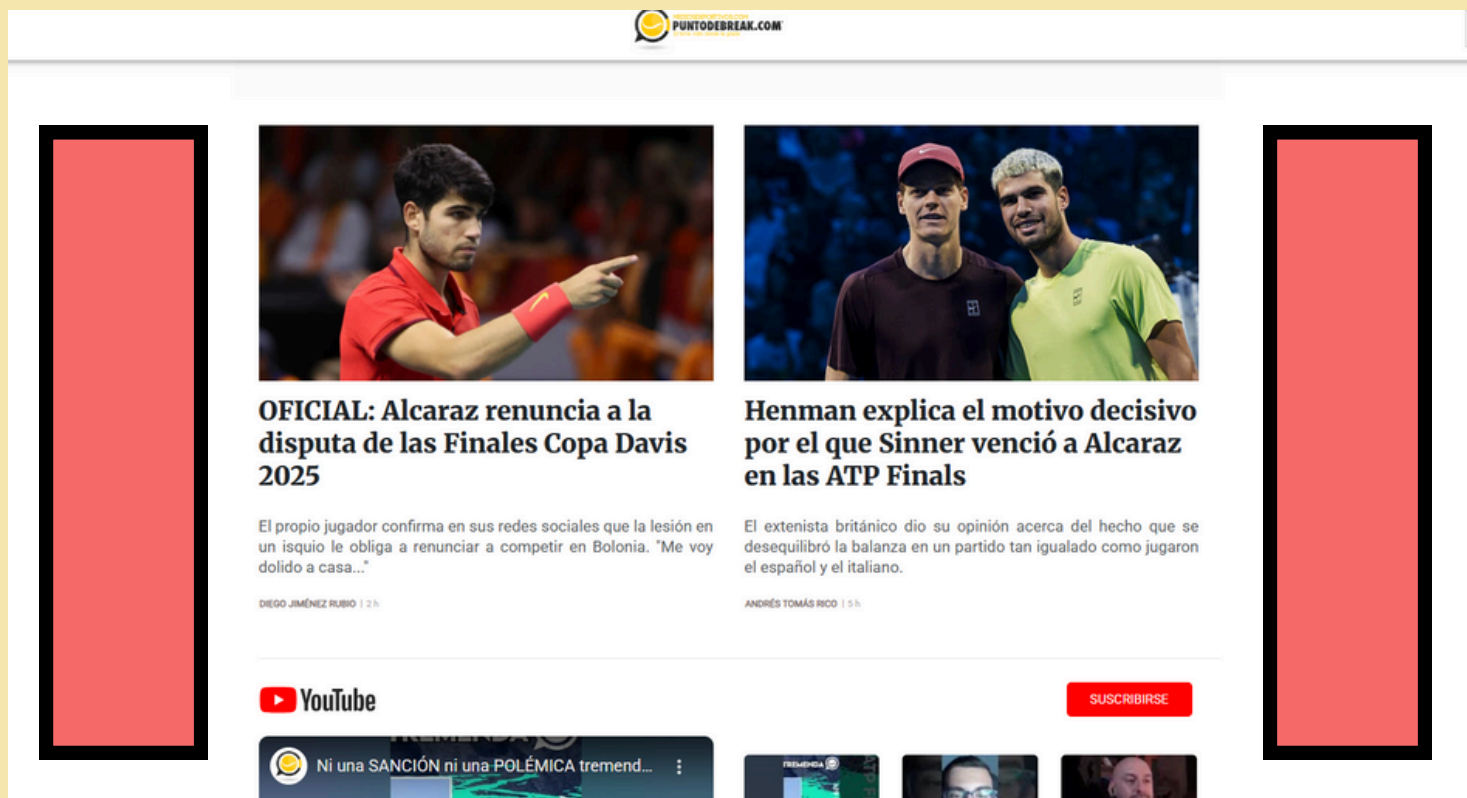
# SIDE SKINS

## Description

High-visibility format placed in a strategic position: premium side skins in prominent areas on the homepage and inside pages on desktop.

## Benefits

- Maximum brand exposure in high-traffic locations.
- Significant increase in impressions and visibility.
- Ideal formats for branding campaigns at specific times of the year.



# INTERSTITIAL / POP-UP (MOBILE AND DESKTOP)

## Description

Advertising impacts in pop-up windows, available on both mobile and desktop versions.

## Benefits

- Guaranteed high visibility rate.
- Perfect for launches, promotions or immediate messages.
- Segmentation by device to optimise performance.



# BRANDED CONTENT

## Description

We create content together with your brand to offer useful and interesting information to the reader, not direct advertising.

Our editorial team writes and publishes the article with the same style as the rest of Puntodebreak.com. The content is shared on our social media channels and clearly marked as "Sponsored", following IAB Spain rules. All links include the "nofollow" attribute.

## Benefits

- Non-intrusive format with strong reader interest.
- Helps improve brand image in a specialised tennis environment.
- Natural integration that builds trust with the audience.

# REVIEW (WITH OR WITHOUT VIDEO)

## Description

Show your products to a very focused tennis audience. We test the product on court, with or without video. This includes photos, filming and video editing to show real performance.

Our editorial team writes a clear and professional review. The content is published on Puntodebreak.com and shared on social media.

## Benefits

- Clear and honest presentation of product features.
- Ideal format for launches, increasing visibility and consumer confidence.
- Trusted content for users who want advice before buying sports equipment.

# PUSH NOTIFICATION (MOBILE AND DESKTOP)

## Description

This format supports sponsored articles and reviews. It promotes content or brands through direct notifications sent to subscribed users.

It has a 2.41% open rate, which brings fast traffic and quick brand visibility.

## Benefits

- Direct reach to interested users.
- Immediate visits to sponsored content.
- High visibility thanks to a strong open rate.
- Simple and non-intrusive format.
- Ideal for launches and promotions.



# SPONSORED LIVE STREAM

## Description

Your brand or product appears during our most popular live streams. Our journalists mention it naturally during the broadcast, interact with the audience and show the sponsor's logo on screen.

## Benefits

- Natural presence in popular live content.
- High engagement thanks to live interaction.
- Messages and format adapted to your goals.

# SPONSORED VIDEO

## Description

Sponsored video included in our editorial content. Our journalists present your brand or product in a dynamic format, including an advertising clip of up to 30 seconds.

The sponsor's logo is visible during the whole video. The content is published on our channel and receives constant views, with monthly peaks of over one million views.

## Benefits

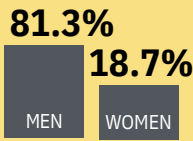
- Connection with high-performing content.
- Modern and attractive format.
- Message adapted to your marketing goals.

# YOUTUBE DATA

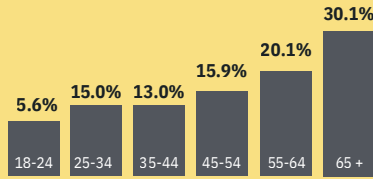
TOTAL VIEWS IN 2025

18,610,771

## GENDER



## AGE



## TOP COUNTRIES

1. SPAIN 55,8%
2. MEXICO 5,4%
3. CHILE 5,0%
4. ARGENTINA 4,9%
5. COLOMBIA 3,9%

## TOP 10 VIDEOS 2025

| Contenido                      |   | Impresiones ↓ | Visualizaciones ▲ | Duración media de las visualizaciones | Tiempo de visualización (horas) |
|--------------------------------|---|---------------|-------------------|---------------------------------------|---------------------------------|
| Duración                       | Fecha de publicación                              |               |                   |                                       |                                 |
| <input type="checkbox"/> Total |   | 56.415.278    | 9.827.595         | 4:23                                  | 719.356,0                       |
| <input type="checkbox"/> 19:09 | TONI NADAL REVELA EL TRUCO DE DJOKOVIC PARA ...   | 705.062       | 54.213 0,6 %      | 5:57                                  | 5.387,6 0,8 %                   |
| <input type="checkbox"/> 14:56 | MEDVEDEV PIERDE LA CABEZA: EL ESPECTÁCULO M...    | 603.167       | 187.395 1,9 %     | 2:59                                  | 9.360,6 1,3 %                   |
| <input type="checkbox"/> 17:15 | EL MOTIVO POR EL QUE A SINNER LE CUESTA TANTO...  | 567.143       | 60.304 0,6 %      | 6:39                                  | 6.684,5 0,9 %                   |
| <input type="checkbox"/> 31:56 | VERDADES Y MENTIRAS DE LA RUPTURA ENTRE ALC...    | 502.179       | 43.411 0,4 %      | 14:01                                 | 10.144,9 1,4 %                  |
| <input type="checkbox"/> 23:09 | "ESTO ES UN ESCÁNDALO" - CHILE SUFRE UNO DE LO... | 451.585       | 56.058 0,6 %      | 5:43                                  | 5.350,2 0,7 %                   |

## TOP 10 LIVE 2025

| Contenido                        |  | Impresiones | Visualizaciones ↓ ▲ | Duración media de las visualizaciones | Tiempo de visualización (horas) |
|----------------------------------|--|-------------|---------------------|---------------------------------------|---------------------------------|
| Duración                         | Fecha de publicación                           |             |                     |                                       |                                 |
| <input type="checkbox"/> Total   |  | 22.101.950  | 5.286.191           | 6:41                                  | 590.082,2                       |
| <input type="checkbox"/> 7:30:48 | CARLOS ALCARAZ - JANNIK SINNER [FINAL ROLA...  | 816.914     | 310.135 5,9 %       | 6:03                                  | 31.289,2 5,3 %                  |
| <input type="checkbox"/> 5:03:18 | CARLOS ALCARAZ - JANNIK SINNER [FINAL WIMB...  | 944.335     | 288.001 5,5 %       | 5:37                                  | 26.982,6 4,6 %                  |
| <input type="checkbox"/> 5:02:30 | CARLOS ALCARAZ - JANNIK SINNER [FINAL US OP... | 914.896     | 276.550 5,2 %       | 5:40                                  | 26.193,4 4,4 %                  |
| <input type="checkbox"/> 5:43:22 | JANNIK SINNER - NOVAK DJOKOVIC [SEMIFINALE...  | 554.130     | 152.016 2,9 %       | 6:56                                  | 17.566,2 3,0 %                  |
| <input type="checkbox"/> 3:31:38 | CARLOS ALCARAZ - NOVAK DJOKOVIC [SEMIS US ...  | 408.636     | 134.674 2,6 %       | 6:16                                  | 14.102,5 2,4 %                  |

# GRAND SLAM COLLABORATION OPPORTUNITY

**TAKE US TO A GRAND SLAM AND YOU WILL BE THE EXCLUSIVE SPONSORS OF ALL CONTENT PUBLISHED FROM THE HOST CITY.**

**THE ONLY COST REQUIRED IS THE FLIGHTS AND A MINIMUM OF THREE NIGHTS OF ACCOMMODATION FOR ONE PERSON.**

## **CONTENT SPONSORSHIP**

**BE THE SPONSOR OF ALL CONTENT PUBLISHED ON THE WEBSITE DURING THE DAYS WE ARE PRESENT IN THE HOST CITY OF THE TOURNAMENT.**

- Content labelled as “Sponsored” (recommended by IAB Spain)
- Promotion of content on social media
- Brand mention throughout the article

## **BANNERS**

**HIGH-QUALITY SPACE WITH STRONG BRAND VALUE.**

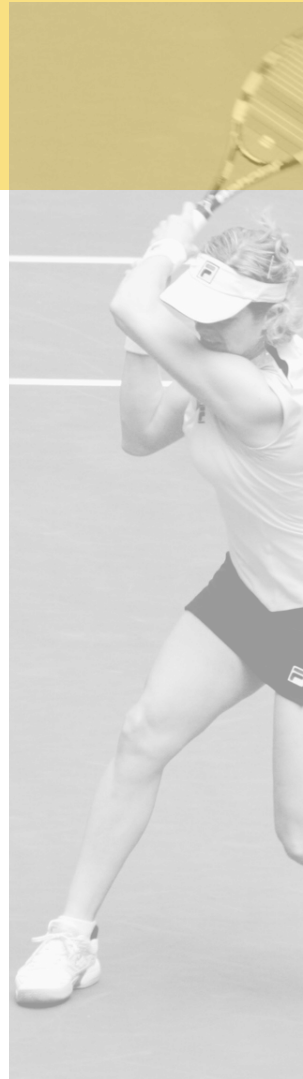
- Fixed and personalised space, ensuring constant impact
- Destination URL chosen by the brand
- Option for us to create the creative material or for the brand to provide it
- Available formats: side skins (desktop and tablet) and fixed 300x250 px banner (desktop, tablet and mobile)

*If you are interested in collaborating with us, please do not hesitate to get in touch. We will be happy to provide further details, including rates.*

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## **CONTACT DETAILS**

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# **THANK YOU VERY MUCH!**