



LA VOZ DIGITAL DE LOS CUBANOS

Cibercuba has created a community of readers/users who actively enjoy and participate in content and information.

Cibercuba is a plural space, whose purpose is to be the place of confluence, information and debate of all Cubans.

All, regardless of their ideology and interests, have a place to learn about what is happening and concerns Cuba.

And they can, in turn, freely and uncensally express their points of view.

A photograph of a city skyline at sunset, with silhouettes of people and a vintage car in the foreground. The sky is a warm, golden-orange color, and the water in the background reflects the light. The silhouettes of the people and the car are dark against the bright background.

NEW TIMES REQUIRE
NEW SOLUTIONS
AND CIBERCUBA RESPONDS
TO ALL OF THEM

GLOBAL AUDIENCE

17.500.000

PAGES VIEWS / MONTH

4.800.000

USERS / MONTH WEB

50.000

USERS/MONTH APP



2,5M



52K



15K



167K

CIBERCUBA.COM

17.500.000

PAGES VIEWS / MONTH

4.800.000

USERS / MONTH



Alexa

3.212

GLOBAL RANK

SEX



48%



52%

AGE

5%

18 TO 24

17%

25 TO 34

28%

35 TO 44

26%

45 TO 54

17%

55 TO 64

7%

65+

CTRY.

55%

USA

10%

SPAIN

6%

MEXICO

2%

ITALY

2%

CANADA

30%

OTHERS

DISP.



88%



9%



3%

Source: Google Analytics and Quantcast. Monthly annual average 2019

CIBERCUBA APP

50.000
USERS / MONTH

RATING **4,6**



+150.000
DOWNLOADS

80.000
DOWNLOADS

SEX



AGE



CTRY.



Source: Google Analytics and own data. Monthly annual average 2019

USA AUDIENCE

6.300.000

PAGES VIEWS / MONTH

2.000.000

USERS / MONTH WEB

23.000

USERS/MONTH APP



2,5M



52K

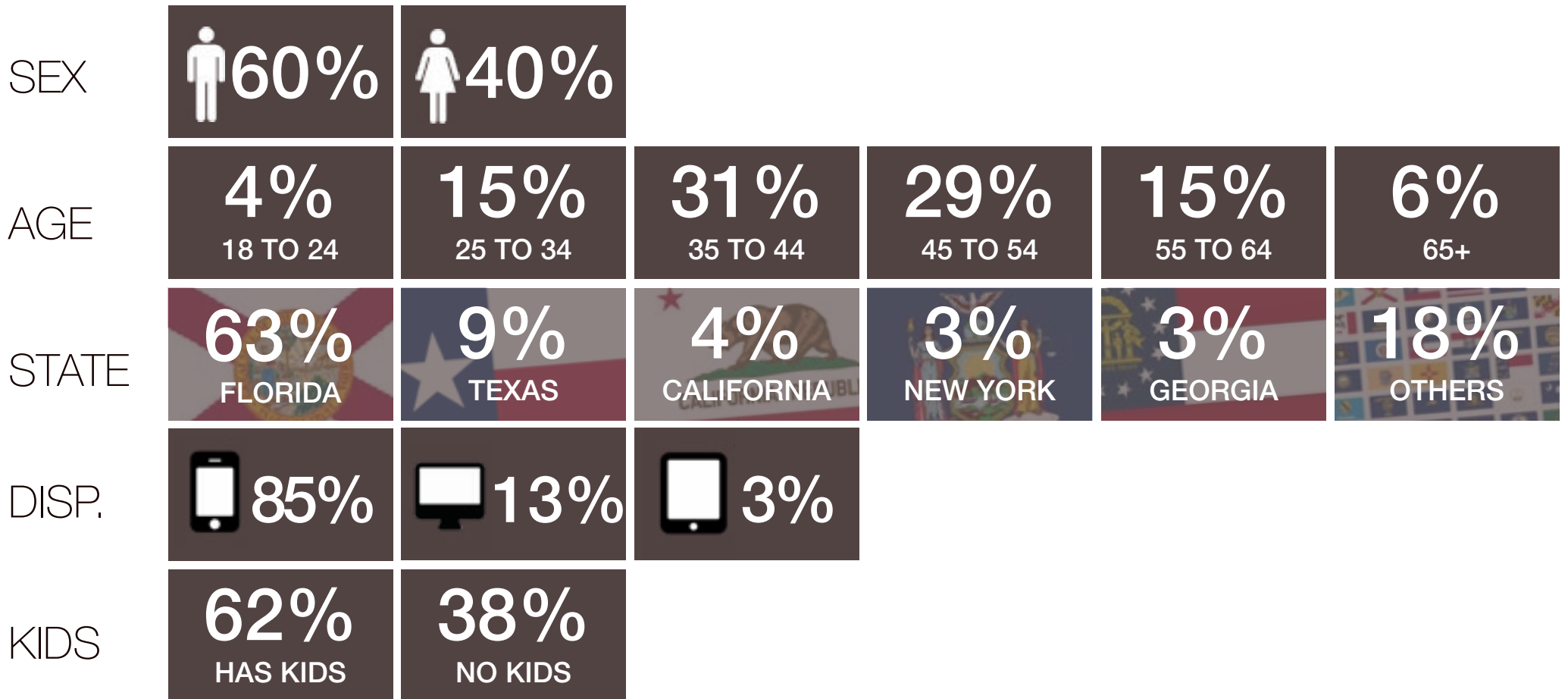


15K



167K

CIBERCUBA IN USA



SOCIAL MEDIA

CiberCuba manages a dozen social media pages, with more than two millions followers.



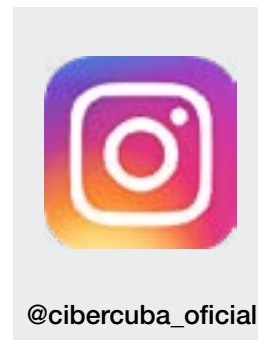
967.000
followers



167.000
subscribers



15.000
followers



52.000
followers



257.000
followers



160.000
followers



133.500
followers



137.783
followers



120.757
followers



86.000
followers



79.000
followers



52.000
followers

INNOVATION

We are innovative. Cibercuba is a pioneer in offering the latest in advertising and customized solutions.

It uses the latest tools and formats, in different platforms like Instant Articles or Google AMP, with the objective of obtaining the best results.



BRANDED CONTENT

Transmit the values and knowledge of your company through cibercuba.com.

Each project is different, tailored to each need.

In all the projects we prioritize the audience, the quality of the content, the arrival to the final public and the achievement of the objective.



POSITIONS

The screenshot displays the CIBERCUBA videos website interface. At the top, there is a navigation bar with the logo and menu items: Inicio, Todos, Política, Cultura, Deportes, Música, Humor, Cultura, Sociedad, Loguearse, Registrarse, and Más. Below the navigation bar, the main content area is divided into several sections:

- PREROLL:** A large green rectangular area with the text "PREROLL" and "728x90" below it, indicating a video ad position.
- 300x600:** A vertical green rectangular area with the text "300x600", indicating another video ad position.
- Los muros que ya existen entre México y Estados Unidos:** A news article with a sub-header "Cancun (EFE) - Según informó ayer el ministro de Cultura de Venezuela, Andrés Bello, el Gobierno venezolano realizará una serie de televidios sobre la vida del fallecido presidente venezolano Hugo Chávez, que podrá llamarse 'Chávez de verdad'." Below the text, there is a green rectangular area with the text "300x250", indicating a video ad position.
- Lo más leído:** A section titled "Lo más leído" featuring three video thumbnails with play buttons and titles: "Cancun admitió a refugiados haitianos por temor a Trump", "Logaron a Fidel Castro en el campo de batalla de New York", and "Se incendia un avión de pasajeros en el aeropuerto de Heathrow".
- VIDEOBANNER VAST:** A large green rectangular area with the text "VIDEOBANNER VAST" and "728x90" below it, indicating a video ad position.

At the bottom of the page, there is a small text snippet: "Maduro celebró el anuncio al tiempo que se refirió a una serie 'para tratar de deslegitimar' la".



El portal de los olvidados en La Habana

Por: [Judith M.](#) · hace 16 horas [Noticias](#)

Muchos cubanos viven con el peligro pendiendo de sus cabezas, sin que puedan hacer nada para evitarlo, o peor, intentando evitarlo pero sin conseguir la llamar la atención de las autoridades que pueden ayudarlos.

Así sucede en una antigua edificación de La Habana, sita en Avenida de María Cristina entre Romay y Concha, relativamente cerca del Mercado de Cuatro Caminos.

Anuncios (seguir leyendo a continuación)



En ese lugar, un creciente peligro de derrumbe amenaza a más de veinte familias desde hace décadas.



Puerto de Florida cancela acuerdo con Cuba

Escrito el 26/01/2017
Judith M.

Tras las amenazas del Gobernador de Florida, Rick Scott, de **"restringir" los fondos estatales a los puertos floridianos** que negociaran con "la dictadura cubana" —según palabras textuales del Gobernador— **Port Everglades ha cancelado su firma de acuerdo con las autoridades cubanas.**



GLOSSARY

Alexa: Alexa is a website that provides traffic data, global classifications and other information on 30 million websites.

Banner: Depending on how it's used, a banner is either a graphic image that announces the name or identity of a site or is an advertising image.

DB: Database

Branded content: Is the practice of marketing via the creation of content that is funded or outright produced by an advertiser.

Impressions: In the context of online advertising, is when an ad is fetched from its source, and is countable. Each time an ad is fetched, it is counted as one impression.

Page views: A request to load a web page of an Internet site.

Preroll: A pre-roll ad is a promotional video message that plays before the content the user has selected.

Push: Is a message that is "pushed" from backend server or application to user interface, like mobile applications and desktop applications.

User: Unique visitor is a term used in Web analytics to refer to a person who visits a site at least once within the reporting period.



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CIBERCUBA

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