

# DEPORTRECE MEDIA KIT

Deportrece is a fast-growing digital sports media outlet based in Mexico, focused on delivering high-impact coverage, exclusive reporting, and original storytelling for a highly engaged sports audience.

## DIGITAL REACH

**Website traffic:** Over **3 million monthly users**, generating strong visibility and consistent engagement across major sporting events.

## SOCIAL MEDIA COMMUNITY

Platform	Audience
Instagram	11,000 followers
Facebook	90,000 followers
TikTok	20,000 followers
X (Twitter)	11,000 followers
YouTube	30,000 subscribers

## WHY DEPORTRECE?

- 100% organic growth
- Strong presence in football, Olympic sports, and international events
- Proven experience covering top-level competitions in Mexico and abroad
- Direct connection with a young, digital-first audience

## REPRESENTATIVE

**Alejandro Orellana**  
Head of News & Reporter  
Deportrece