LA MATATENA

La Matatena publishes written and video news, reviews, editorial pieces, interviews, tops, and listicles related to the world of hobby board games. All the content is in Spanish.

We are a Mexican couple that want to share the hobby with other people, in our language.

The blog started in December 2016. We published two or three articles per week. Since we started, we have interviewed designers (such as Reiner Knizia), artists (like Sergi Marcet-Rovirá), publishers (Jaime Stegmaier), and personalities (Rahdo).

YouTube Channel

After focusing on written content, La Matatena started creating high-quality video content focusing on the same editorial line: having something more than reviews.

These videos have made La Matatena one of the most important content creators in Mexico and Latin America, winning awards and being recognized by traditional media.

BLOG STATISTICS

17K
MONTHLY UNIQUE VISITORS

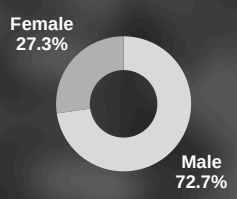
40K
MONTHLY PAGE VIEWS

3K
AVERAGE VIEWS PER ARTICLE

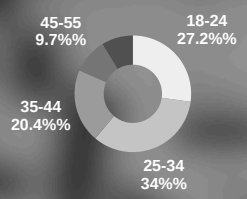
350+
PUBLISHED ARTICLES

Audience

Gender



Age Groups



Countries

- Spain 37%
- Mexico 16%
- United States 13%
- South America 30%

SOCIAL MEDIA STATISTICS

2,700

7,000+

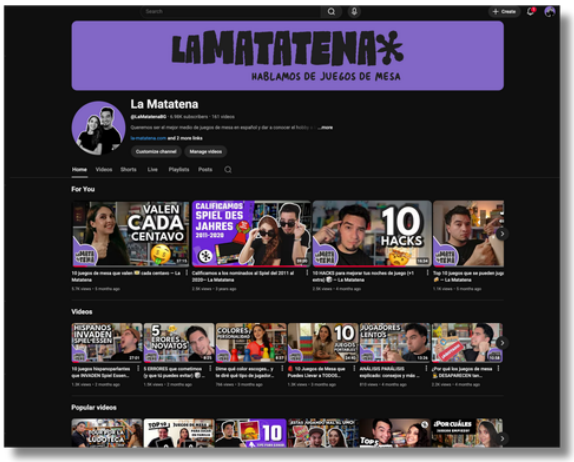
contacto@la-matatena.com

Munich, DE

YouTube Presence

YouTube is where most of our social media interactions happen. We have built a participative fanbase willing to share our articles and publications. You can find us at **youtube.com/lamatatenaBG**

This is an insight of our performance in YouTube:



6,990
SUBSCRIBERS

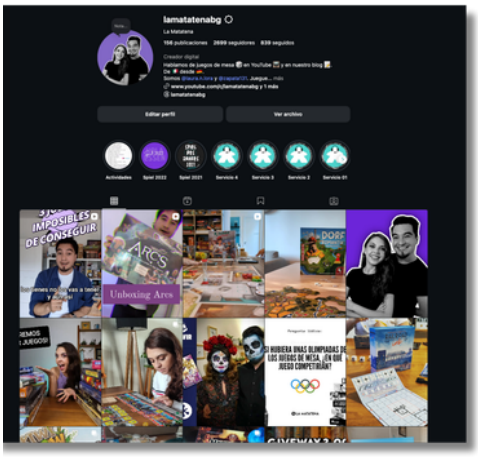
2,500
AVG. MONTHLY INTERACTIONS WITH PUBLICATIONS

6,500
AVG. MONTHLY AUDIENCE

70,000
AVG. MONTHLY IMPRESSIONS

Instagram

We use Instagram to talk about designers, illustrators, news, and interact with our readers. You can check some of these explorations in the highlights in our instagram profile, **@lamatatena.GDL**.



Collaboration

There are different ways to collaborate with us:

- We can **review your game**, send a review copy to the address shown right and send an email (we also have an address for Mexico).
- We can **cover your game or publishing house** as an interview, Instagram Story, or editorial article.
- We can **cover an event related to hobby board games** in Mexico, the Americas, or Germany or Europe.
- We give talks about the history of board games, modern board games, or content creation.
- We can also be part of your podcast, blog, or YouTube channel (we speak Spanish, English, and a little bit of German).

Please contact us via email for any inquiries.

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