

PUNTO GAMER

2026

Media Kit & Services

Lima, Perú

+51 921774954

press@puntogamerlatam.com

www.puntogamerlatam.com

PUNTO GAMER

Punto Gamer LATAM is a Peruvian digital media outlet focused on video game coverage for Spanish-speaking audiences across Latin America.

We create editorial content for TikTok, Instagram, YouTube, YouTube Shorts and Facebook, using formats designed to showcase new releases, explain indie game concepts, cover updates, DLCs and events, and spark conversation within the gaming community.

Our social media presence continues to grow steadily, with over 300K combined views across platforms.

We work with an organic, clear and direct approach: content designed to inform, generate interest and connect video games with communities looking for what to play next.

We also provide coverage links and post-campaign metrics when applicable, maintaining professional communication with studios, publishers and PR agencies.

PUNTO GAMER

PUNTO GAMER LATAM

Individual services

Starting prices, subject to agreed scope.

3 Reasons

From US$40

A 1–2 minute vertical video with three reasons to discover or return to a game.

Spotlight

From US$50

A 1–2 minute vertical video and an editorial post.

Social Feature

From US$70

An extended video of around 3 minutes and an editorial post.

YouTube Review

From US$100

A video of around 10 minutes, a reel cutdown and an editorial post.

business@puntogamerlatam.com

PUNTO GAMER LATAM

Packages

Starting prices, subject to agreed scope.

Starter

From US$70

3 Reasons + Spotlight + Coordinated editorial post

Growth

From US$90

Spotlight + Social Feature + Coordinated editorial post

Pro Coverage

From US$120

Spotlight + YouTube Review + Coordinated editorial post. Cutdown included in the YouTube review.

Full Impact

From US$160

3 Reasons + Spotlight + Social Feature + YouTube Review + Coordinated editorial post. Cutdown included in the YouTube review.

Additional organic reuse licence: US$40

A licence to republish content on your brand's channels. Assets, term and channels are agreed separately; this is not automatically included in production.

10% off a second paid collaboration. Organic reach is not guaranteed. Paid advertising, whitelisting and editable files are quoted separately.

business@puntogamerlatam.com

Mission

At Punto Gamer LATAM, our mission is to connect players with new video games through clear, dynamic and strategic content designed to drive discovery, interest and engagement across digital platforms.
We turn each game into an accessible and engaging experience, helping audiences find what to play while supporting developers in positioning their titles in the market.

PUNTO GAMER



Vision

To become a leading digital video game media outlet in Latin America for the discovery of new titles, especially within the indie scene.
We aim to stand out through viral-driven content, accessible analysis and the ability to create real impact in a game's visibility.



Carlos Alcedo

"At Punto Gamer, we do not just create content. We build bridges between games and the people who are ready to discover them."

"We are not here to follow trends. We are here to help define how video games are discovered in Latin America."

"We believe in the power of interactive stories, and our purpose is to bring them to the right audiences with clarity, impact and vision."