



## MEDIA KIT

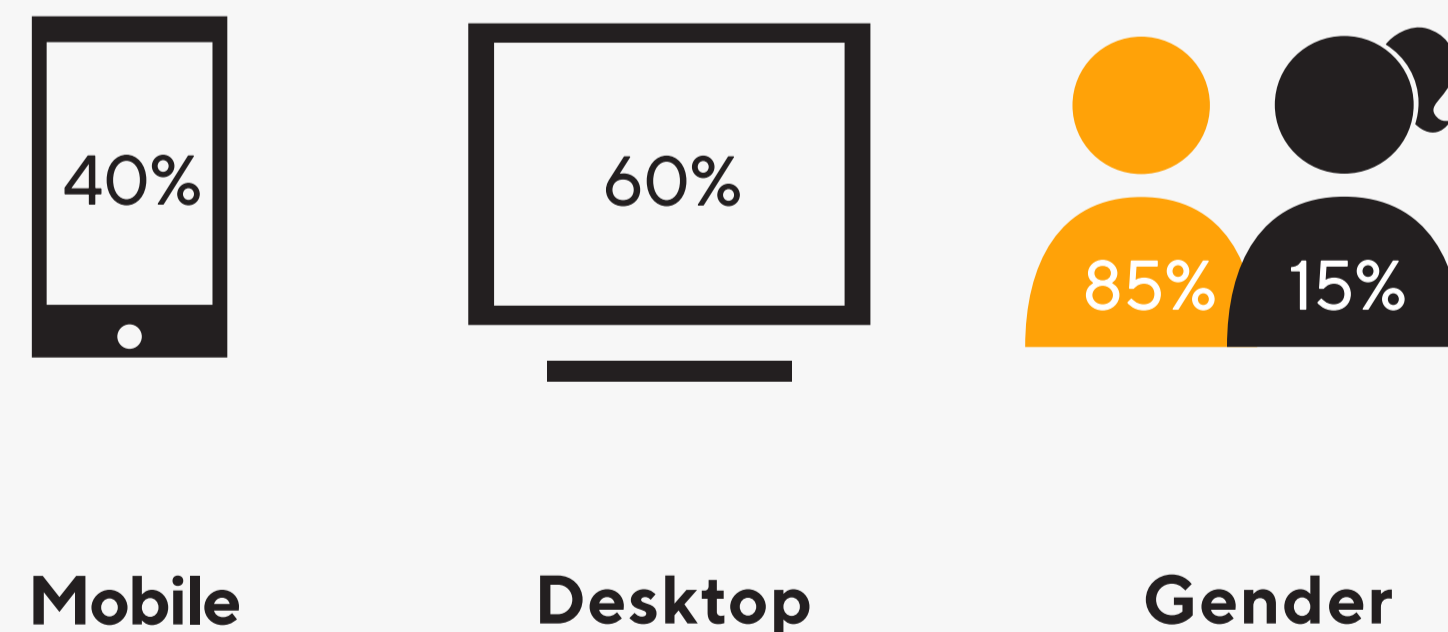
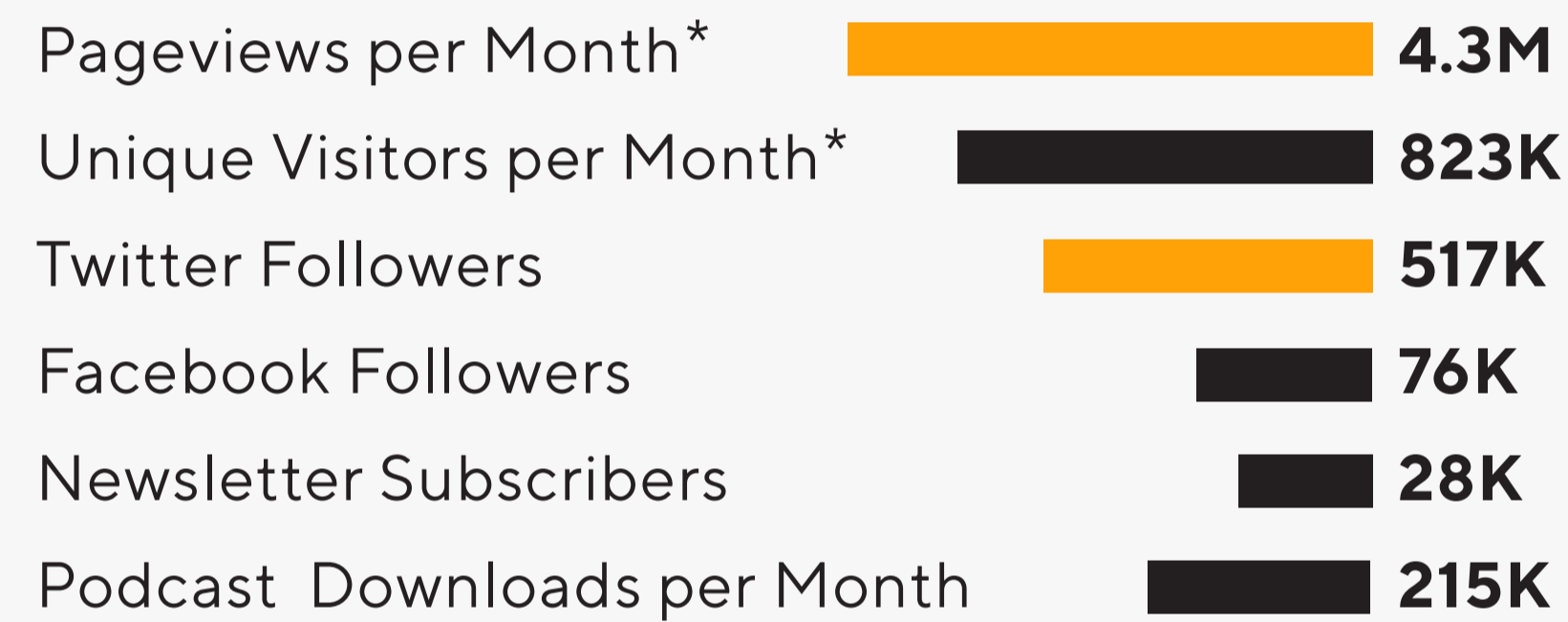
✉ [coyn@btcmedia.org](mailto:coyn@btcmedia.org) / [billy@btcmedia.org](mailto:billy@btcmedia.org)



## 2018 Media Kit – Bitcoin Magazine

# Audience Profile on BitcoinMagazine.com

### BitcoinMagazine.com

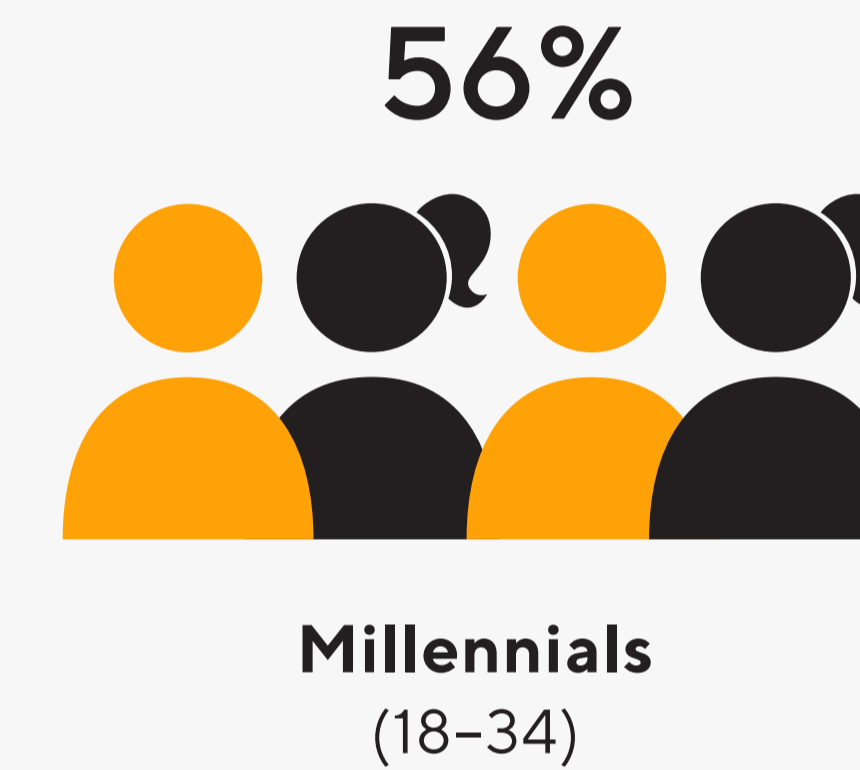


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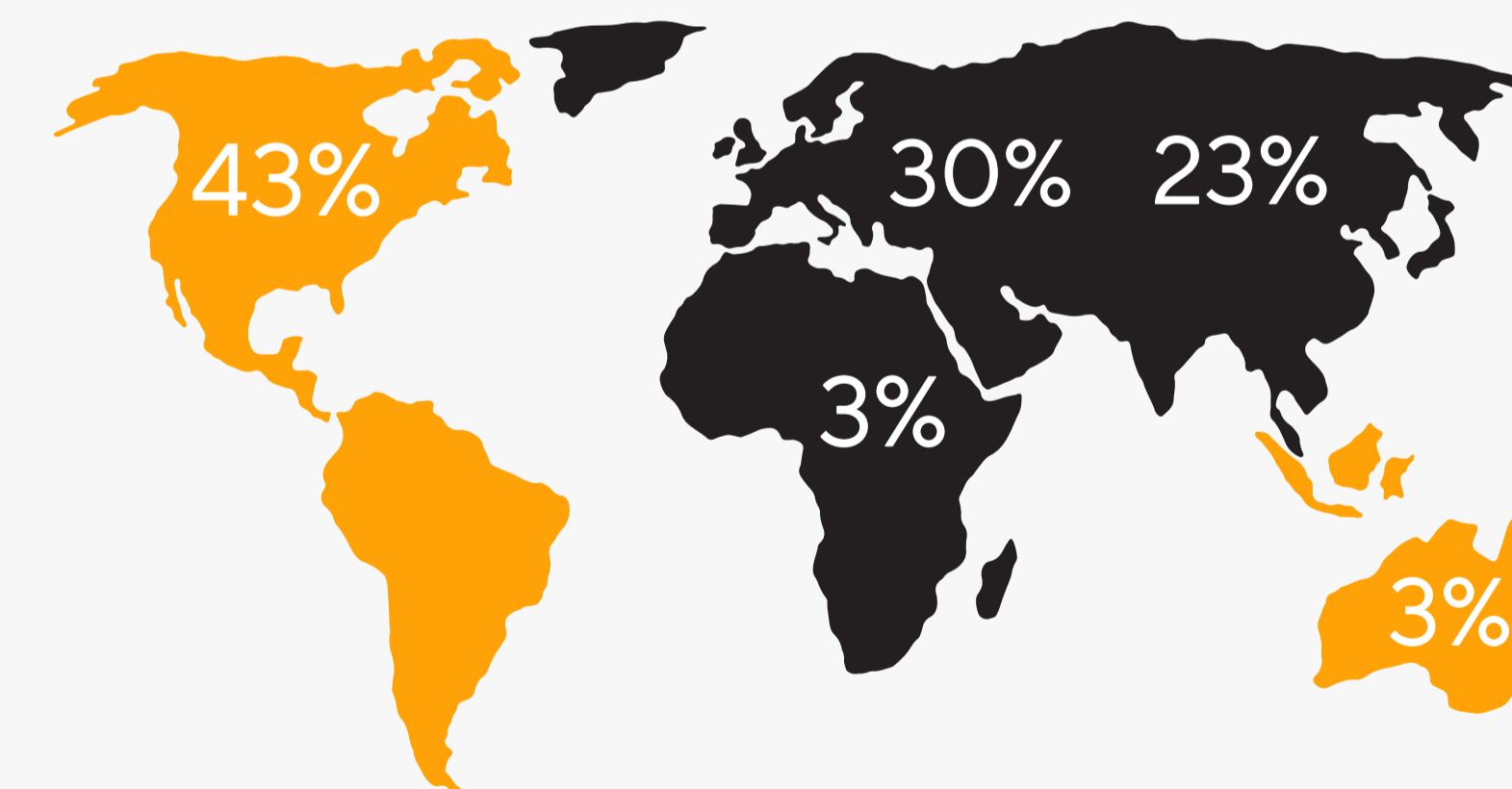


As a global leader in cryptocurrency and blockchain technology news, Bitcoin Magazine reaches the most dedicated audience in the industry. Leverage our unique reach to increase brand awareness, boost site traffic and drive more leads.

### Age



### Continent

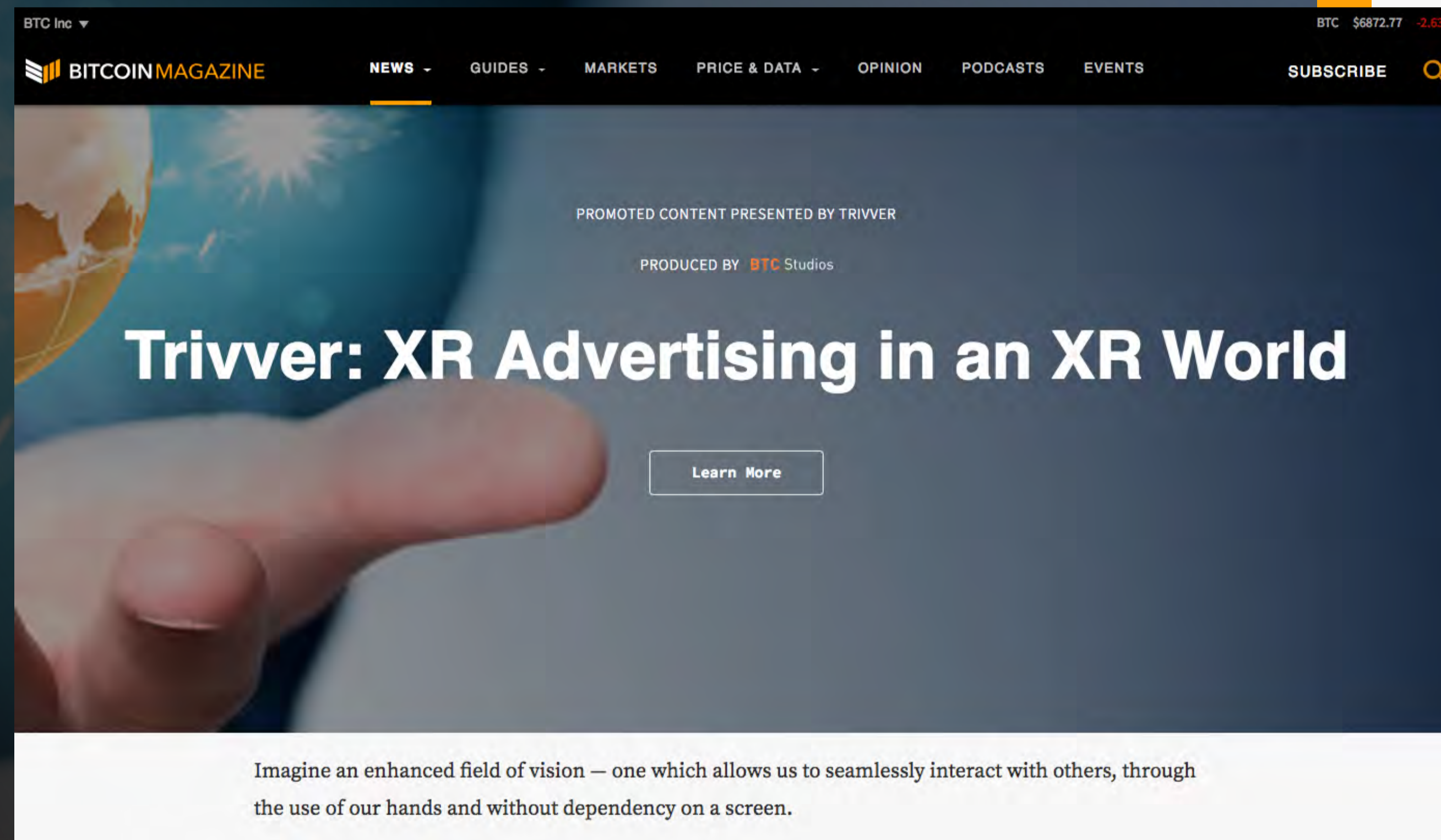


\*Data pulled from Google Analytics January 2018



2018 Media Kit – Bitcoin Magazine

# Sponsored Content on BitcoinMagazine.com



**BTC Media will work with your marketing team to develop an original piece of content that engages the reader with interesting story angles while effectively promoting your company (or its product/service).**

## Bitcoin Magazine Audience:

- 1.6M Page Views
- 360K Unique Visitors
- 517K Twitter Followers

Sponsored articles are listed as “Promoted” and are posted, above the fold, along the left hand rail of the **BitcoinMagazine.com** homepage, where they will stay in place for a minimum of seven days. Thereafter, the pieces remain permanently archived for enhanced SEO benefit

Additionally, we'll retweet the article via Twitter, reaching our 517K+ loyal Twitter followers.

Please see <https://bitcoinmagazine.com/articles/verady-ignites-new-age-digital-asset-assurance/> as an example



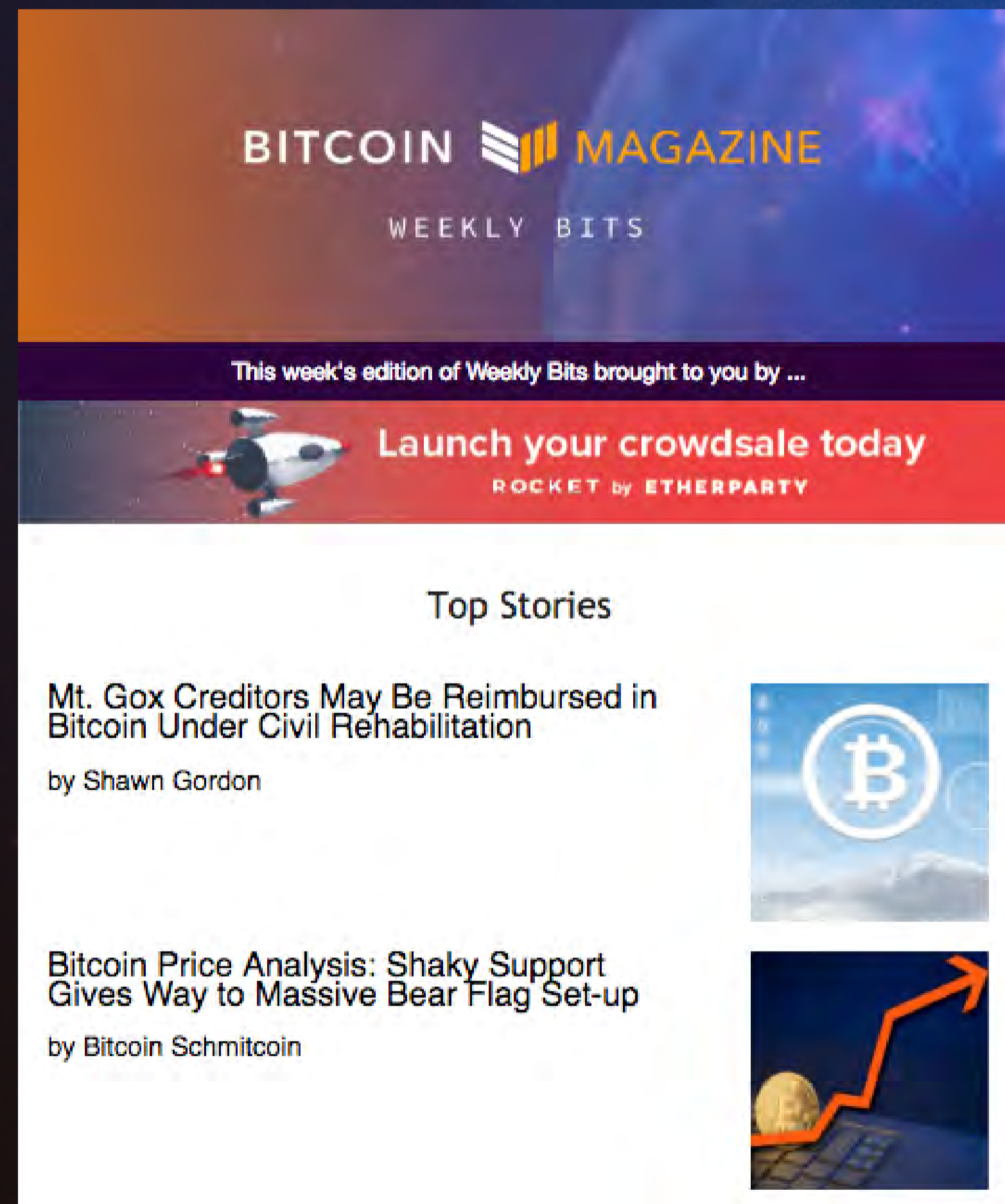
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# Sponsored Email Newsletters on BitcoinMagazine.com



[coyn@btcmedia.org](mailto:coyn@btcmedia.org) / [billy@btcmedia.org](mailto:billy@btcmedia.org)



Each week we send out a digest email newsletter to over 28,000 subscribers who have opted in and been verified.

From an execution standpoint, we offer a "Presented By" designation on the email header with your brand (and link) as well as a **header and footer leaderboard banner** (728x90), which encapsulates the content offerings for that week's newsletter.



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# Digital Campaign on BitcoinMagazine.com



**We offer standard digital banner campaigns on the most trusted Bitcoin news and information website online.**

We specialize in offering high-impact campaigns to our audience of bitcoin enthusiasts, professionals and insiders.

Our standard banner units include the 300x250 "medium rectangle" and the 728x90 "leaderboard." Our high impact units include the 970x250 "billboard", 160x600 "skyscraper" and 300x600 "half page banner" units.

Note that the half page banner can run as a "sticky" unit on the right rail of our article pages. We offer roadblock executions for specific channels or content areas based on commitment levels.



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# Podcast Network Ads on BitcoinMagazine.com

The advertising process is a seamless one as well; our writers work with the advertiser to script an engaging ad, the podcaster then reads/runs and produces the advertisement for the allotted time, and we then verify the running of the ad, reporting this to the advertiser. Additional metrics can be obtained upon request.

### Our Podcast Network

- LTB
- The Tatiana Show
- The Bitcoin Game
- The Crypto Show
- Safe Crossroads
- What Bitcoin Did
- Epicenter
- Bitcoins & Gravy

### Podcast Network Audience:

215K Podcast Network Downloads per Month  
8K Podcast Listeners per Episode

## NPR reports that, on average, 75 percent of its podcast listeners took action on advertisements they heard.

Ad Type	Pricing
30-Second Ad Spot	(4 per month; minimum of one-month order) •10% discount on 8-month orders •20% discount on 12-month orders •25% discount on 16-month orders
1-Minute Ad Spot	(4 per month; minimum of one-month order) •10% discount on 8-month orders •20% discount on 12-month orders •25% discount on 16-month orders



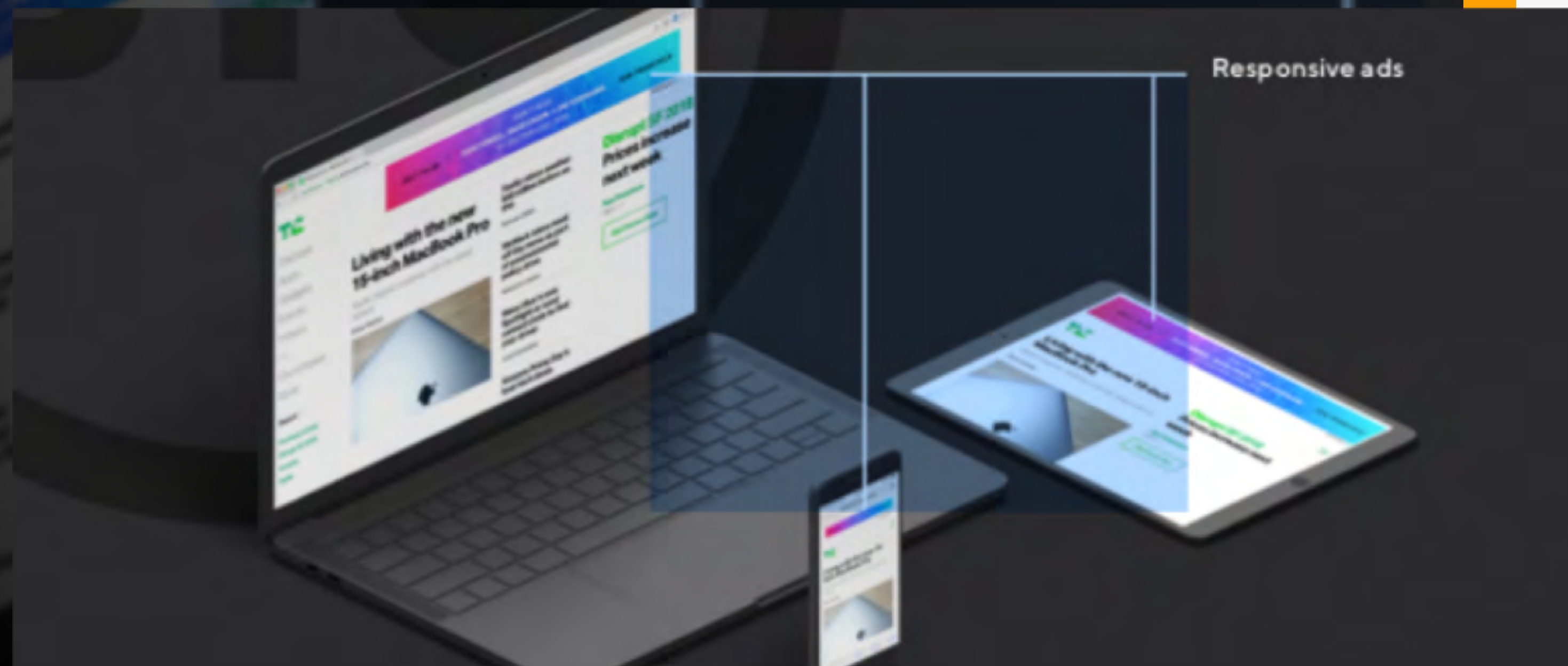
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# BTC Inc Private Distributed Ad Network on BitcoinMagazine.com



- 60M worldwide users
- Location based targeting
- Cross device targeting
- Transparent reporting

The BTC Inc Distributed Ad Network, the first of its kind, is a people-based ad platform built on MAD's blockchain technology. The robust network, which is composed of 60M+ users worldwide, leverages the first-party data of visitors from BTC Inc's leading crypto/blockchain technology news sites: BitcoinMagazine.com, Distributed.com and the Distributed Event Series websites.

Available ad formats include display banners, rich media, and video.



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