



MEDIA KIT

Bitcoinist.com is one of the most recognised media entities in the digital currency sector.

On average, Bitcoinist has 2,000,000+ unique visitors a month with 4,000,000 page views, and both of those numbers are climbing monthly.

WHY CHOOSE BITCOINIST.NET?

Our site enables companies and advertisers the best channel to reach their potential customers. We are publishing content specifically for Crypto Currency and Blockchain enthusiasts.

We deliver the best campaigns and results for our clients.



1.500.000+
USERS / MONTH



4.000.000+
PAGE VIEWS / MONTH



00:01:10
TIME ON SITE



65.000+
FOLLOWERS



33.000+
FOLLOWERS



8000+
SUBSCRIBERS



9000+
FOLLOWERS



AGE

18 - 24	28%
25 - 34	33%
35 - 44	15%
45 - 54	12%
55 - 64	6%
65+	6%

INTERESTS

FINANCE & INVESTING	25%
NEWS & BUSINESS	11%
ONLINE COMMUNITIES	7%
SPORTS	7%
ARTS & ENTERTAINMENT	3%
OTHERS	47%

BANNERS		IMPRESSIONS		
		1 MILL	3 MILL	5 MILL
TOP HEADER	1200X90 PX	\$6.000	\$15.000	\$20.000
Banner is located on the top of the pages, on the main page as well as the article pages				
MAIN PAGE	1200X90 PX	\$4.000	\$10.000	\$13.000
Located under the featured top 3 / newest articles. This banner only appears on the main page.				
TOP CONTENT	728X90 PX	\$5.000	\$12.500	\$16.000
Located in the middle of the articles after the second paragraph. Only appears on the article pages.				
MIDDLE CONTENT	728X90 PX	\$4.000	\$10.000	\$13.000
Located in the middle of the articles after the fifth paragraph. Only appears on the article pages.				
UPPER SIDEBAR	300X250 PX	\$5.000	\$12.500	\$16.000
Located only on the article pages right next to the articles on the top of the sidebar				
LOWER SIDEBAR	300X250 PX	\$4.000	\$10.000	\$13.000
Located only on the article pages right next to the articles in the middle of the sidebar				

MAIN PAGE

The screenshot shows the Bitcoinist main page. At the top is a green header with the text 'TOP HEADER - 1200X90 PX'. Below it is the Bitcoinist logo and navigation menu. A central banner features three articles: 'The Debate Over Toxic Bitcoin Maximalism Rages On, Both Arguments After The Jump', 'Nifty Gateway Wallet-to-Wallet Feature To Save 75% On Ethereum Gas Fees', and 'Crypto Analyst Says Bitcoin Could See A Parabolic Rally'. Below the banner is another green header 'MAIN PAGE - 1200X90 PX'. The main content area is divided into several sections: 'Latest News' with three article thumbnails, a 'Crypto Market Analysis: December 6, 2021' section, and a 'Press Releases' section. On the right side, there are several green boxes labeled 'UPPER SIDEBAR - 300X250' and 'LOWER SIDEBAR - 300X250'. At the bottom, there are more green boxes labeled 'MIDDLE CONTENT - 728X90 PX'.

ARTICLE PAGE

The screenshot shows the Bitcoinist article page. At the top is a green header with the text 'TOP HEADER - 1200X90 PX'. Below it is the Bitcoinist logo and navigation menu. A large central image shows several Bitcoin coins with the text 'How Did Bitcoin's "Big Week" Turn Out?'. Below the image is another green header 'TOP HEADER - 1200X90 PX'. The main content area is divided into several sections: 'Related Reading: Anthony Scaramo... Urges Investors To Buy Bitcoin, Says It's Halted For \$200K', 'VanEck Moves Forward', and a line graph showing Bitcoin's price movement. On the right side, there are several green boxes labeled 'UPPER SIDEBAR - 300X250' and 'LOWER SIDEBAR - 300X250'. At the bottom, there are more green boxes labeled 'MIDDLE CONTENT - 728X90 PX'.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE MEANING OF IMPRESSIONS?

We work on a pre-paid CPM based model which means you buy impressions instead of timeframes. One impression means one banner ad displayed on one page to one user .

WHAT DOES 1 MILLION IMPRESSIONS MEAN?

If you purchase 1 million banner impressions that means your ad will be displayed one million times guaranteed. If you purchase 5 million banner impressions your ad will show up 5 million times guaranteed.

WHAT IS THE MINIMUM PURCHASE?

The minimum purchase is 1 million impressions. According to our historical data this is the minimum impressions what can give a significant amount of traffic to our customers. With 1 million impressions we can serve great results to our customers. Please note we do not provide test periods.

WHEN WILL YOU SEE THE BANNER?

Our banners are rotating, so the more impressions you buy the more times your banner will show up. Normally one million impressions lasts for one month with average priority, however if needed we can serve the impressions in just 10 days.

WHAT IS THE AVERAGE CTR?

The average CTR on Bitcoinist.com is a bit above industry average, because we provide 24/7 news to blockchain / crypto enthusiasts. However the CTR depends on a lot of factors like banner image, banner content, banner placement and even the Bitcoin price too. Overall our advertisers are happy with the results and we're always happy to make recommendations regarding banner content, type etc.

CAN I SEE THE STATS?

We can provide the stats at the end of the banner campaign, and we can provide one time in the middle of the advertisement campaign. We use AdButler.com as an engine so statistics are based on a 3rd party, industry leading application.

CAN I CHANGE THE BANNERS?

Yes, you will be able to change the banner any time during the campaign.

WHAT FILE FORMAT DO I NEED TO SEND?

You will need to provide a .gif, a .jpg, or a .png file format.

We can add .html banners too.

CONTENT

Our Company offers different content marketing tools and materials like Sponsored Articles, Press Releases or Dedicated Newsletters.

WHAT IS A PRESS RELEASE?

A press release is an official statement delivered to members of the news media for the purpose of providing information, creating an official statement, or making an announcement directed for public release. Press releases are also considered a primary source, meaning they are original informants for information. A press release is traditionally composed of nine structural elements, including a headline, dateline, introduction, body, and other components. Press releases are typically delivered to news media electronically, ready to use.

On Bitcoinist.com the Press Release appears only under the “Press Releases” menu item so not on the Homepage.

You need to provide Press Release content that can contain 1 image. We do not provide further support after it is published, so you won't be able to make changes after publication.

You will find the Press Release published on our site within 24 hours after payment or on your preferred publishing time – we won't provide the link after publishing, you will find the release under the „Press Releases“ menu item.

WHAT IS A SPONSORED ARTICLE?

A Sponsored Article is more of a promotional news piece that appears on our Homepage. After you purchase a Sponsored Article you will be connected to one of the Bitcoinist Editors. You will need to provide the topics that you would like to cover in the Article and our Team will write a draft. The Sponsored Articles can contain unlimited images, but we advise to have maximum 2 for the best results.

After the draft you will have the opportunity to change the content before publishing. Once you approve the draft we will publish it in 24 hours. You will find the article on Bitcoinist.com, we won't be able to provide a link. Important: you won't be able to make changes after publishing, so you need to make sure to approve the draft as a final version.

SO WHAT IS THE DIFFERENCE BETWEEN THE PRESS RELEASE AND THE SPONSORED ARTICLE?

Press Release:

You need to provide the content and the Press Release will only appear under the "Press Release" menu item so NOT ON THE HOMEPAGE.

Sponsored Article:

We will produce the content and the Article will appear like a regular article of ours so YOU WILL FIND IT ON THE HOMEPAGE AS WELL.

WHAT IS A NEWSLETTER?

A Newsletter is a short, maximum 600 words content piece that we send out to our newsletter subscribers. It's a dedicated newsletter, so only your content will be in it. Important: you need to provide the content.

WHAT ABOUT SOCIAL SHARING?

We only share Sponsored Articles on our social platforms as per request.

CONTENT TYPE	1 ARTICLE	5 ARTICLES	MORE
SPONSORED ARTICLE	\$2.500	\$10.000	On request
PRESS RELEASE ARTICLE	\$750	\$2.500	On request
NEWSLETTER	\$1.500	\$5.000	On request

MISCELLANEOUS

For Sidebar logos, Menu items or other forms of advertising please email sales@bitcoinist.com

PACKAGES

BANNER PACKAGE

- ▶ 1 M Top Header Banner impressions
 - ▶ 1 M Top Sidebar Banner impressions
 - ▶ 1 M Main Page Banner
 - ▶ \$15.000
-

BANNER + CONTENT PACKAGE

- ▶ 1 M Top Header Banner impressions
 - ▶ 1 M Top Sidebar Banner impressions
 - ▶ 2 Sponsored Articles
 - ▶ \$15.000
-

ONLY CONTENT PACKAGE

- ▶ 5 Sponsored Articles
- ▶ \$10.000

PRESS RELEASE PACKAGE

- ▶ 5 Press Releases
- ▶ \$2.5000

CONTACT

sales@bitcoinist.com

We only provide support on this email address, so not on Telegram or Skype.

Please beware of the scammers.