



Media Kit

Q1 2022

About Us

The media platform for the **next generation** of investing.

CoinDesk is exploring how cryptocurrencies and digital assets are contributing to the evolution of the global financial system. Its mandate is to inform, educate, and connect the global investment community through news, data, events and education.

CoinDesk.com UVs



9m[^]

Twitter Followers



2 million+*

Newsletter Subscribers



322,000+*

unduplicated subscribers

Podcast Downloads



1.5 million+*

Consensus



Leading annual event in crypto

Sources: Google Analytics, Twitter, Internal data, *October 2021, ^3Q 2021 average



Audience Profile



60%

manage their own investments*



70%

identify crypto understanding as novice or intermediate*



71%

exploring/learning about blockchain technology*



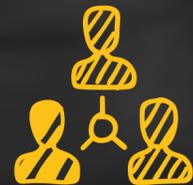
27%

are self-employed*



82%

male^



70%

between ages 18-44^



70%

mobile/tablet^



30%

desktop^

Sources: *Signet Research (January 2021); ^Google Analytics (3Q 2021)



Global Footprint

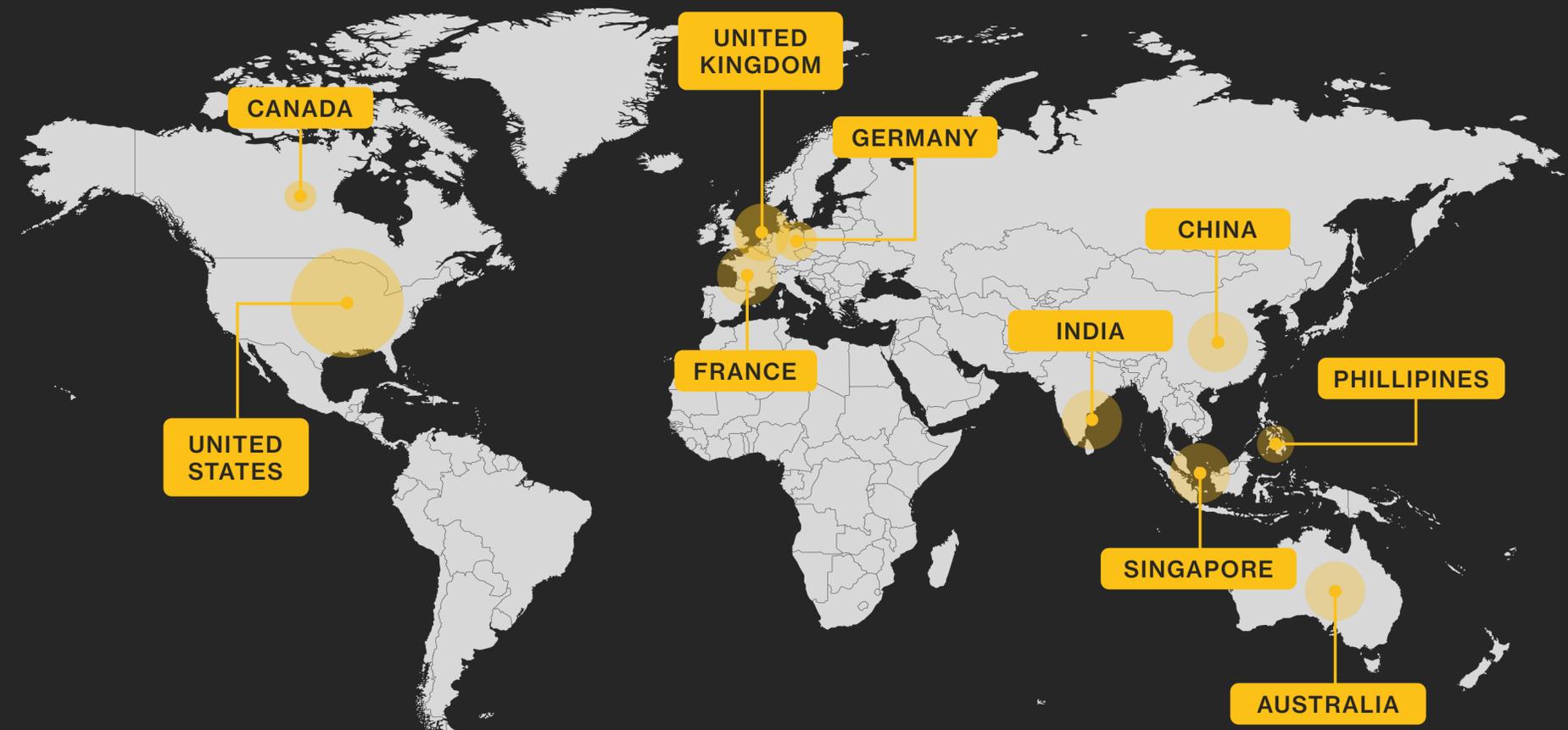
CoinDesk's journalistic aspiration is to own what we believe will be the biggest business story for the coming years and decades: the transformation of the global financial system that will be brought on by the rise of digital assets and decentralized protocols.

Global Readership



Source: Google Analytics (3Q 2021)

Top Ten Countries



Digital Display

Desktop Ad Sizes

Standard Banners - \$20 cpm

- 728x90
- 970x90
- 970x250
- 300x250

Sticky Banners - \$35 cpm

- 728x90
- 970x90

Trading Buttons - \$10 cpm

- 120x60

Sitewide Viewability

82%

*Ad sizes shown here for illustrative purposes. Positioning may vary.

Homepage

Price page

Digital Display

Mobile Ad Sizes

Standard Banners - \$20 cpm

- 300x250
- 320x50
- 320x100
- 300x50
- 300x100

Sticky Banners - \$35 cpm

- 320x50
- 300x50

Trading Buttons - \$10 cpm

- 120x60

Sitewide Viewability

82%

*Ad sizes shown here for illustrative purposes.
Positioning may vary.

Homepage



Coinbase Investment Could Now Be Worth \$500M: Sources

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor.

By Joe Doe

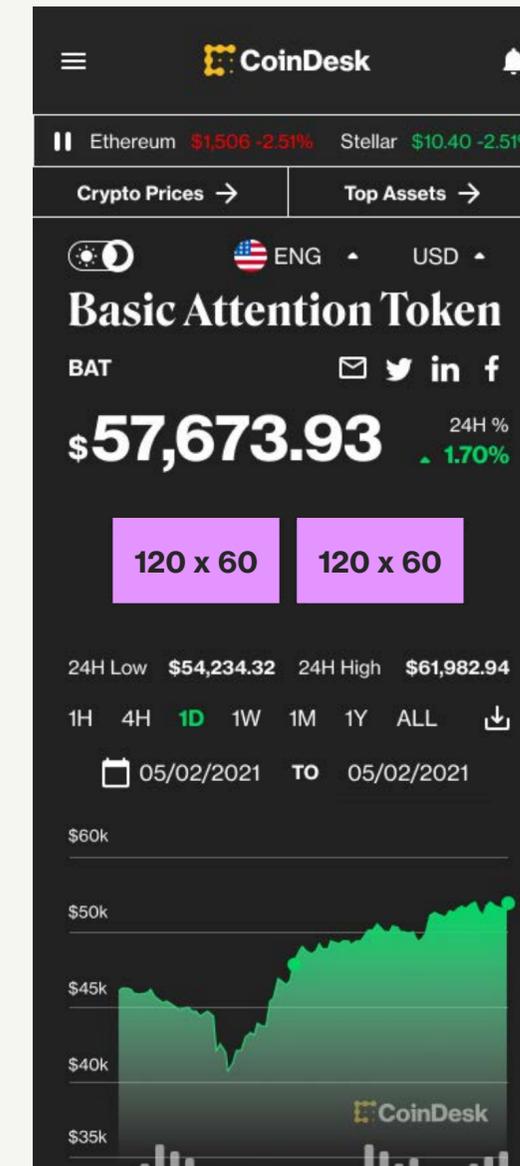
300 x 250

Bitcoin Gains Ahead of \$6B Options Expiry After Market Finds \$50K Floor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

By Joe Doe

Price page



High Impact Pushdown

Daily Sponsor

High impact advertisement appears above the main navigation and stays in view until the user scrolls away, disappearing behind the website. *Full site takeover is available; please inquire if interested.*

Guidelines

- Frequency cap: 2x user/day across the site
- Devices: Desktop and Mobile
- Desktop: 1250x260 / 970x250
- Mobile: 350x250
 - 320x100 / 320x50
 - 300x100 / 300x50

U.S. Only or Non-U.S.

- **\$12,000** per day
- **\$48,000** for a package of 5

Global

- **\$20,000** per day
- **\$80,000** for a package of 5

Desktop Ad Sizes

970 x 250 / 1250 x 260

CoinDesk

Markets Business Tech Policy **Ethereum** Indexes TV & Videos Podcasts Crypto Explainer+ Research Events About Thought Leadership

Bitcoin \$27,805 -2.51% Ethereum \$1,506 -2.51% Stellar \$10.40 -2.51% XRP \$0.848723 -2.51% Cardano \$1.10 -2.01%

Coming May 24th
50 : 09 : 25 : 20
CONSENSUS

Live Wire

2m ago Canadian Bank Launching Fiat-Backed Digital Currency in Claimed World First

2m ago Kentucky Approves Bills Providing Incentives for Crypto Miners

2m ago The 'One-Click' Client Installer Built for Eth 2.0 Stakers

Most Read

1 Market
Bitcoin's 'Rich List' Shrinks Amid Continued Price Rally
By Joe Doe

2 Business
Caitlin Long's Avanti Raises \$37M Ahead of Crypto Bank Launch

Money Reimagined: NFTs Can Learn From DeFi's Growth

Once the frenzy around NFTs subsides, the category will need new ways to grow. DeFi is one promising avenue, says CoinDesk's chief content officer.
By Michael J. Casey

Bitcoin Gains Ahead of \$6B Options Expiry After Market Finds \$50K Floor

Bitcoin rose for the first time in three days as traders looked past Friday's record \$6 billion expiration of option contracts to a stronger market next week as April begins.
By Joe Doe | CoinDesk Insights

Staking as an Asset Class? This Swiss Institutional Fund Is Jumping In

Persistence is helping institutions find yield with its white-labeled staking service.
By Ian Allison

Sponsored Content
Hut 8 Buys \$30M Worth of Nvidia's New Crypto Mining GPUs

Bitcoin \$47,7805.56

ETH \$2,345.56 +1.70%

BTC \$47,7805.56 +1.70%

UNI \$36.87 +1.70%

Opinion

Michael J. Casey
Money Reimagined: NFTs Can Learn From DeFi's Growth

Daniel Khun
The Node: Bitcoin Is 'Armageddon Insurance'?

Mobile Ad Sizes

350x250

320 x 50 / 320 x 100
300 x 50 / 300 x 100

CoinDesk

Ethereum \$1,506 -2.51% Stellar \$10.40 -2.51%

Crypto Prices → Top Assets →

Duke University's Early Coinbase Investment Could Now Be Worth \$500M: Sources

Lorem ipsum dolor sit amet, consectetur

Thought Leadership

View Thought Leadership

What is Thought Leadership?

Sponsor content is the product that allows partners to run thought leadership articles and posts that go beyond standard advertising. We apply journalistic rigor and dynamic storytelling to create content and connection opportunities between our top tier brand partners and the CoinDesk audience.

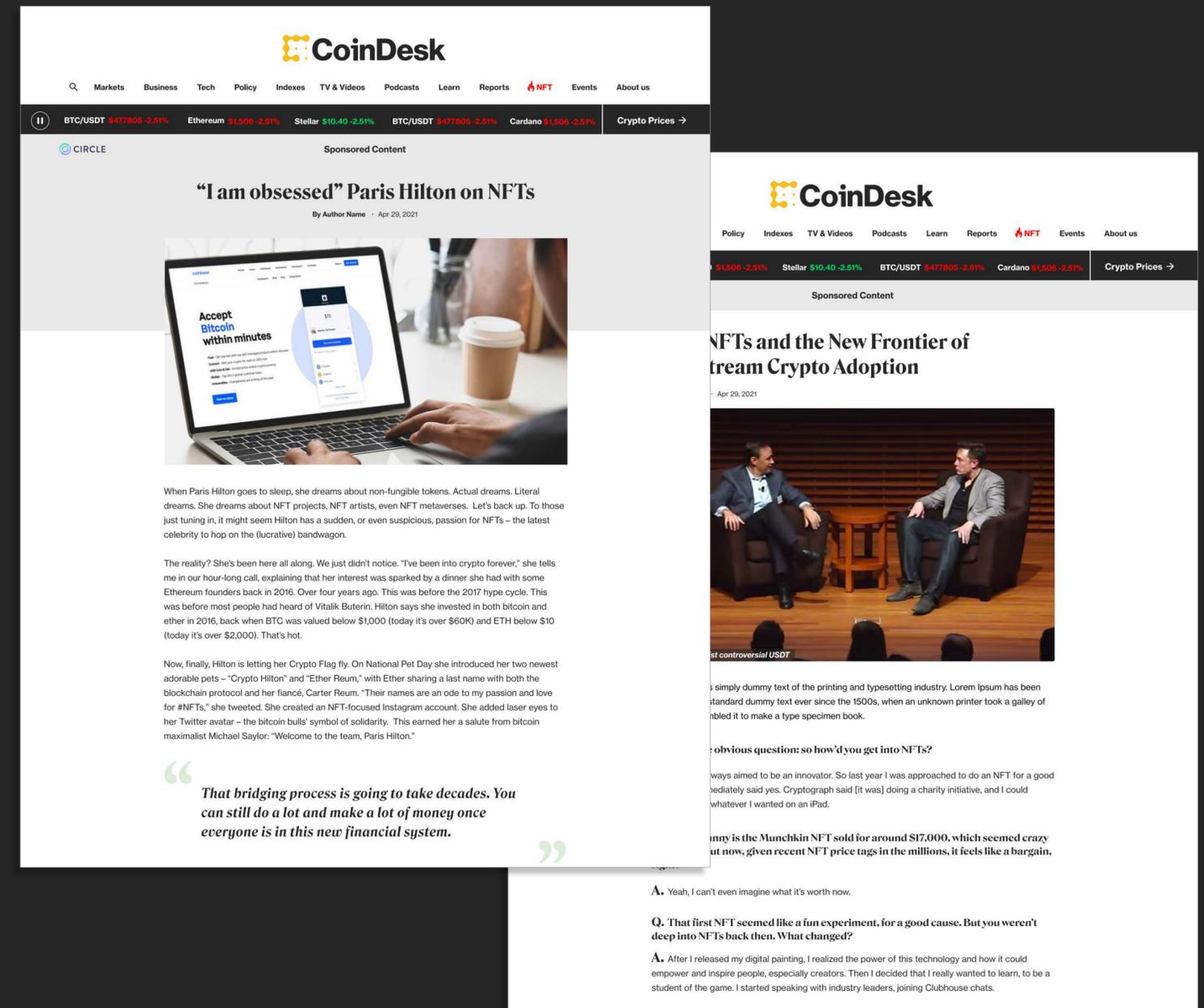
Clients achieve the best results when we work together to create authoritative messaging and insight driven narratives and then add compelling visual designs through one of our high performance content templates.

What's included?

CoinDesk Studios provides a turnkey service for Native Articles and amplification based on client KPIs.

Services include:

- Working with clients to craft a compelling narrative that will help you tell a story, share a point of view or highlight a solution
- Writing the custom content for your Native Articles
- Designing the look and feel of your content via our content templates or working on bespoke design solutions
- Hosting the content on the CoinDesk.com website
- Various ways to distribute the content across the full CoinDesk platform - CoinDesk.com website, email newsletters and Social



Thought Leadership

View Thought Leadership

Content Types

1. Standard Article
2. Q&A or A.M.A
3. Origin or Genesis Story
4. Predictions
5. Data Deep Dive

Prices

Post on CoinDesk.com page only

- No site or social promotion
- Core template 1
- Price **\$10,000**

Post & Client Link with amplification

- 500,000 guaranteed impressions or 1500 PageViews Minimum
- Choice of template 1 or 2 (3-5 available at 20% production premium)
- Price **\$12,500+**
- **\$5000** social boost includes 1 Twitter Post/1 LinkedIn Post/1Newsletter Mention per item

4+ articles purchased in advance gets client a landing page to aggregate all content and can feature current and upcoming posts

The image displays two overlapping screenshots of a CoinDesk article titled "I am obsessed" Paris Hilton on NFTs. The left screenshot shows the article's text, including a prediction about the typesetting industry and a quote from Michael Saylor. The right screenshot shows the article with a bar chart and a line graph.

Bar Chart Data (GDP per Year 1990):

Country	GDP per Year 1990
USA	~100k
China	~80k
Germany	~60k
France	~50k
UK	~40k
Japan	~30k
India	~20k
South Korea	~15k
Canada	~10k
Brazil	~5k
Russia	~5k

Line Graph Data (GDP per Year 1990):

Year	GDP per Year 1990
1990	~35k
1995	~40k
2000	~45k
2005	~40k
2010	~45k
2015	~50k
2020	~55k
2021	~50k

Podcasts: **The Breakdown with NLW**

[View The Breakdown](#)



The Breakdown, with host NLW is a daily analysis of macroeconomics, bitcoin, geopolitics and big-picture power shifts. NLW gathers the most relevant news and developments in crypto while addressing the crucial question of “Why?” On *The Breakdown*, headlines are not standalone: each story weaves together for a greater narrative, representing tonal shifts in politics, markets and more.

Sponsorship Includes:

- Sponsor mention at the start of each podcast
- 30-second recorded read approx. 1/2 into each podcast
- Sponsor information and link on the show notes page of the RSS feed

\$27,250 per week

\$87,200 per month

\$196,200 per quarter

Audience Profile



1.2 million+

September 2021
downloads



57%

of downloads in US



#3

Apple Podcasts
US Business ranking



28%

HHI of \$175,000+

Sources: Spotify, Chartable October 2021



Podcasts: **Markets Daily**

[View Markets Daily](#)



Markets Daily, hosted by CoinDesk Editor Adam B. Levine, is the go-to comprehensive daily guide to crypto news, market movements and industry developments. Levine collects the most impactful news of the day, so that listeners are well informed.

Sponsorship Includes:

- Sponsor mention at the start of each podcast
- 30-second recorded read approx. 1/2 into each podcast
- Sponsor information and link on the show notes page of the RSS feed

\$5,000 per week

\$15,800 per month

\$35,550 per quarter

Audience Profile



200,000+

September 2021
downloads



58%

of downloads in US



#4

Apple Podcasts
US Tech News
ranking



24%

HHI of \$175,000+



Podcasts: Money Reimagined & Speaking of Bitcoin



Money Reimagined

Each week, “Money Reimagined” co-hosts Michael Casey and Sheila Warren of the World Economic Forum take a deep dive into one topic within finance, human culture and governance. Joined by top experts in relevant fields, Casey and Warren address the biggest questions in each topic, leaving no stone unturned.

 **15,000+**
Sept. 2021
downloads

\$5,000 per month
\$11,250 per quarter



Speaking of Bitcoin

“Speaking of Bitcoin” (formerly known as Let’s Talk Bitcoin!) is the longest-running English language talk show on the ideas, people and projects surrounding the Bitcoin movement and Cryptocurrency phenomenon. Featuring analysis and discourse by hosts Andreas M. Antonopoulos, Dr. Stephanie Murphy, Adam B. Levine, and Jonathan Mohan, episodes feature friendly, in-depth discussions and even-handed interviews.

 **70,000+**
Sept. 2021
downloads

\$7,000 per month
\$15,750 per quarter

Sponsorship Includes:

- Sponsor mention at the start of each podcast
- 30-second recorded read approx. 1/2 into each podcast
- Sponsor information and link on the show notes page of the RSS feed

CoinDesk TV is a broadcast-quality digital video product that extends CoinDesk's reach as the top global news source for learning and investing in digital assets, the future of money, blockchain tech innovation and the people disrupting global finance. The must-see programs on CoinDesk TV will feature newsmakers, influencers and analysts.

2M+
views Sept. 2021

37%
views in U.S.

Sponsorships
\$20,000+

Pre-roll
\$10,000+



First Mover Weekdays • 9 a.m. ET

CoinDesk TV's flagship show focused on top news for global investors. Christine Lee, along with Lawrence Lewitinn and Emily Parker lead our coverage of the top global market, business & policy/regulatory news stories impacting cryptocurrency/digital assets & blockchain.



Money Reimagined Mondays • 10 a.m. ET

Macro look at the issues (and people) that are impacting, changing, influencing the future of money and economics as we know it. This is a taped video of the "Money Reimagined" podcast that Michael Casey and Sheila Warren host weekly.



The Hash Weekdays • 12 p.m. ET

Co-hosts Zack Seward, Naomi Brockwell, Will Foxley and Jennifer Sanasie choose five of the day's big stories to hash out, analyze and help connect the dots on why these stories matter to the crypto world.



Community Crypto Thursdays • 4 p.m. ET

A weekly show hosted by "Bitcoin and Black America" author Isaiah Jackson who will explore how crypto is creating and impacting various communities around the world.



All About Bitcoin Weekdays • 3 p.m. ET

A show dedicated to all things, questions and markets related to bitcoin & Bitcoin -- and to the collective journey to understand, apply and use this innovation. All bitcoin, all the time. Hosted by Christine Lee.



Word on the Block Weekly • 30 min

A weekly, 30-minute video program interviewing leading CEOs, policymakers, and thought leaders in the world of Blockchain in Asia. Produced from Asia by Coindesk partner Forkast News, and hosted by award-winning anchor Angie Lau.

Two new shows are coming on CoinDesk.TV and we have the opportunity to be the premiere advertising partner for both or either of them. Both shows are widespread cultural shows and lean towards a new discovery first audience.



New Money with Spencer & Solo

Our hosts NBA Star Spencer Dinwiddie and Ex-Wall Street financier Solo Ceesay explore what it means to be a part of the new “Creator Economy.” Athletes, Celebrities and Social Media stars share how they are deepening their relationships to their audiences, utilizing new financial models with Blockchain and Crypto and rewriting the rules of fandom.

Sponsorship Includes:

- Each episode will include ‘In partnership with’ branding
- Social asset with partner branding shared to all guests/hosts for their 40+MM followers
- Each podcast has a :30 pre-roll and :30 mid-roll spot
- Each TV episode has a :15 pre-roll and :15 post-roll spot
- The show debuts on CoinDesk.com and CoinDesks’ YouTube Channel.
- Includes 2,000,000 pre-roll views on CoinDesk TV
- Promotional social cut-downs spots CoinDesk’s social media channels (2.5MM+)
- ROS media promotion across CoinDesk.com during season
- CoinDesk Newsletter and Podcast media
- Promotion across host and guest social media

Watch New Money
Sizzle Reel

Sponsorships
\$225,000
per season (12 eps)



NFT All Stars

New tech meets classic animation as virtual hosts connect with live action guests to discuss the emerging creator economy. We explore the intersection of cryptocurrency trends and arts culture.

Sponsorship Includes:

- Each episode will include ‘In partnership with’ branding for client on opening slate
- Each episode has a :15 pre-roll spot placement (custom animation at extra cost)
- The show debuts on CoinDesk TV but also will be shared on CoinDesk’s YouTube Channel (50K+ subscribers) and Theta.tv (1 Million viewers)
- Each episode will also be distributed as a podcast with a 30-second sponsor read
- Includes 1,000,000 pre-roll views on CoinDesk TV
- Promotional cut-down spots will run across CoinDesk’s social media channels with sponsor tag (2.5MM+ followers)
- ROS media promotion across CoinDesk.com
- CoinDesk Newsletter & Podcast Promotion

Watch NFT All Stars
Sizzle Reel

Sponsorships
\$75,000
per season

Newsletters: **The Node**

[View The Node](#)

Daily Newsletter

Monday – Friday

The Node aims to be your daily pulse check for what matters in crypto and beyond. In every issue, you'll find a digestible summary of the day's most important news, a thoughtful take on current trends by one of our writers and, to wash it all down, our favorite trending meme or tweet. It's all part of a balanced information diet.

Sponsor Units

- **Primary** – Logos at the top of the newsletter, 500x250 as unit, 150 word text and destination URL
- **Secondary** – Logo, 75 word text and destination URL

 **180,000+**
subscribers

Primary
\$15,000 per week

Secondary
\$7,500 per week



Newsletters: **First Mover**

[View First Mover](#)

Daily Newsletter

Monday – Friday

From big moves to deep insights, *First Mover* hits your inbox every morning with everything you need to make sense of the crypto markets and beyond. Bradley Keoun leads a daily discussion with the CoinDesk Markets team around crypto asset prices, volatility, and other key indicators, with an emphasis on actionable insights.

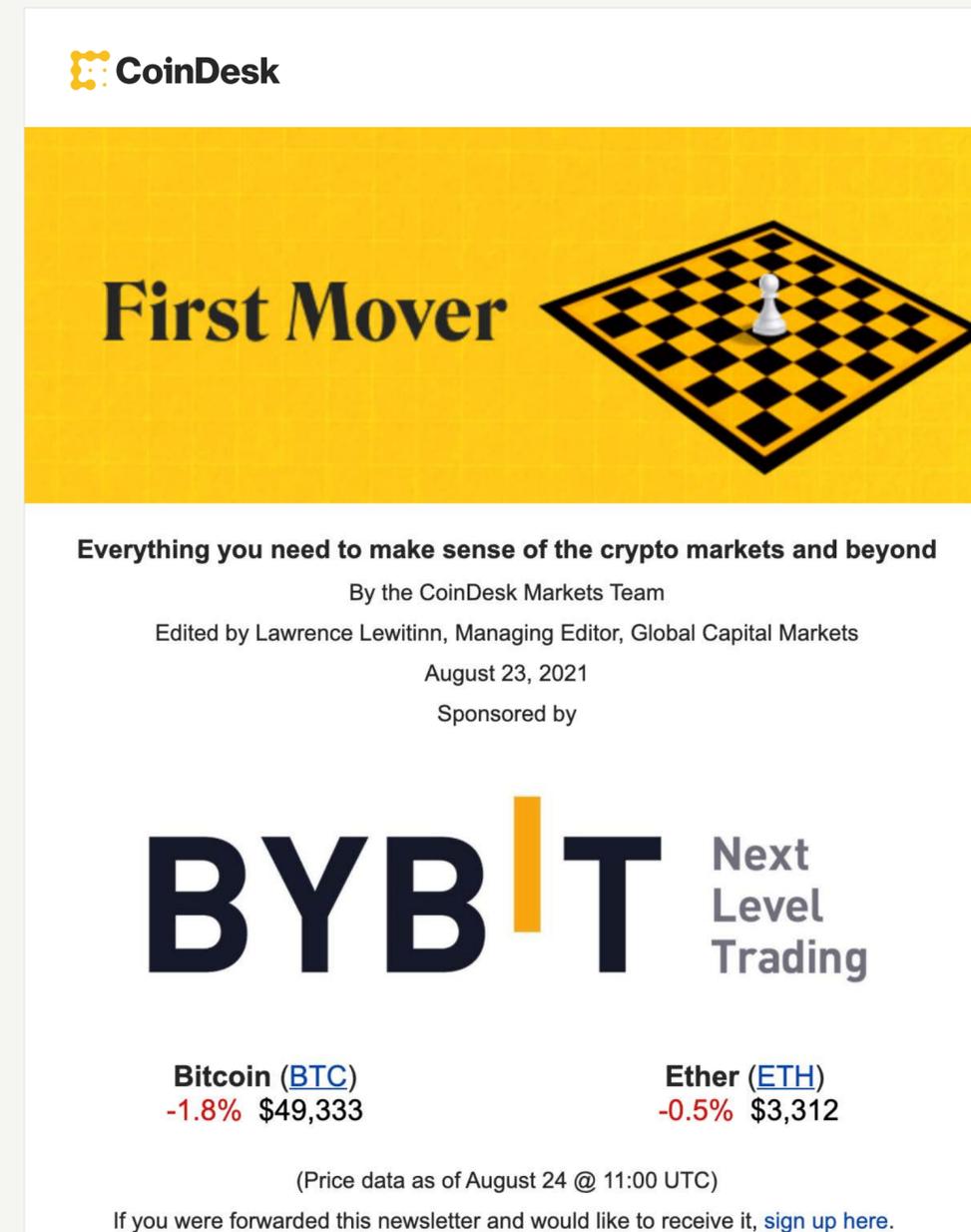
Sponsor Units

- **Primary** – Logos at the top of the newsletter, 500x250 as unit, 150 word text and destination URL
- **Secondary** – Logo, 75 word text and destination URL

 **135,000+**
subscribers

Primary
\$9,500 per week

Secondary
\$4,750 per week



Newsletters: **Crypto for Advisors**

[View Crypto for Advisors](#)

Weekly Newsletter

Every Thursday

The intricacies of cryptocurrencies and the markets built around them can be profoundly different from traditional assets. That learning curve keeps many people out of the market. *Crypto for Advisors* is a new CoinDesk newsletter defining crypto, digital assets and the future of finance for financial advisors new to and curious about crypto.

Sponsor Units

- **Primary** – Logos at the top of the newsletter, 500x250 as unit, 150 word text and destination URL
- **Secondary** – Logo, 75 word text and destination URL

Primary

\$5,000 per month

Secondary

\$2,500 per month



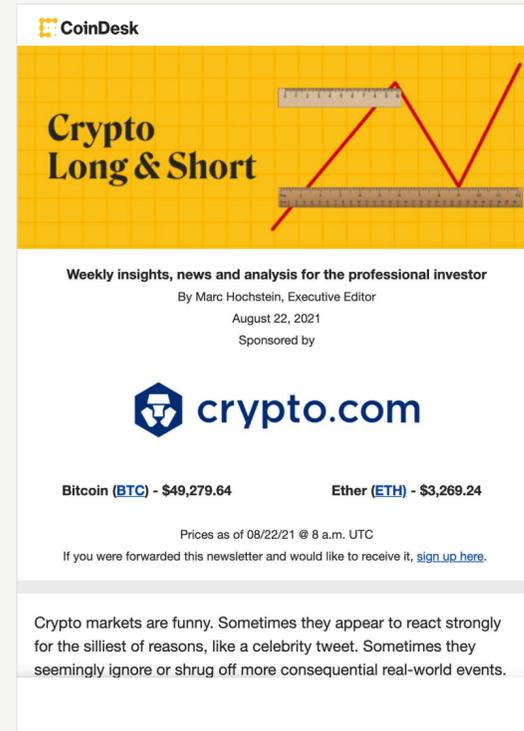
Newsletters

Crypto Long & Short

Weekly – Every Sunday

Crypto Long & Short is CoinDesk's weekly newsletter with insights and analysis tailored to the professional investor. We unpack the biggest stories in crypto to explore fundamental questions and concepts around digital assets, making sense of a volatile and rapidly evolving industry.

 **135,000+**
subscribers



Primary

\$8,700 / \$10,900 per month

Secondary

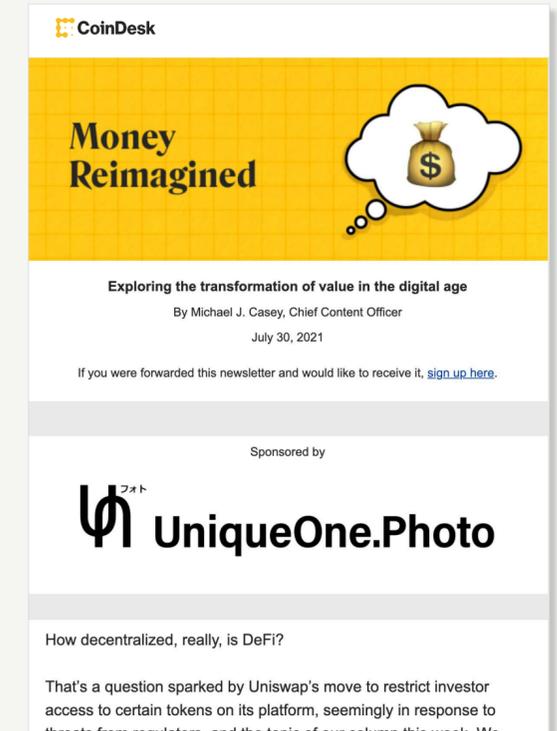
\$4,350 / \$5,450 per month

Money Reimagined

Weekly – Every Friday

Money Reimagined explores the transformation of value in the digital age. Michael Casey examines recent trends and events and ties them back to the fundamental story for our industry – how the cryptocurrency revolution is changing how we view money, store money, and transfer money.

 **105,000+**
subscribers



Primary

\$6,700 / \$8,500 per month

Secondary

\$3,350 / \$4,250 per month

Sponsor Units

- **Primary** – Logos at the top of the newsletter, 500x250 as unit, 150 word text and destination URL
- **Secondary** – Logo, 75 word text and destination URL

Newsletters

Valid Points

Weekly – Every Wednesday

Valid Points is a weekly deep dive into the status and network health of the new Ethereum 2.0 blockchain. This newsletter features charts, analysis, and commentary about the progress of Ethereum's live transformation into proof-of-stake. It also features updates about the progress of CoinDesk's own independent Eth 2.0 validator.

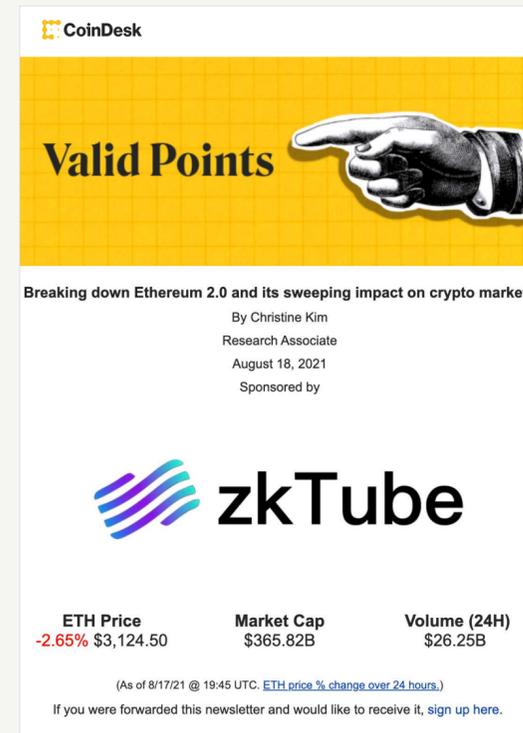
 **60,000+**
subscribers

Primary

\$5,000 / \$6,250 per month

Secondary

\$2,500 / \$3,125 per month



State of Crypto

Weekly – Every Tuesday

State of Crypto follows and unpacks the intersection of national and global regulations within the crypto sector. This weekly newsletter breaks down major actions and contextualizes how regulators approach the industry, as well as how the industry might impact upcoming regulations.

 **65,000+**
subscribers

Primary

\$6,900 / \$8,600 per month

Secondary

\$3,450 / \$4,300 per month



Sponsor Units

- **Primary** – Logos at the top of the newsletter, 500x250 as unit, 150 word text and destination URL
- **Secondary** – Logo, 75 word text and destination URL

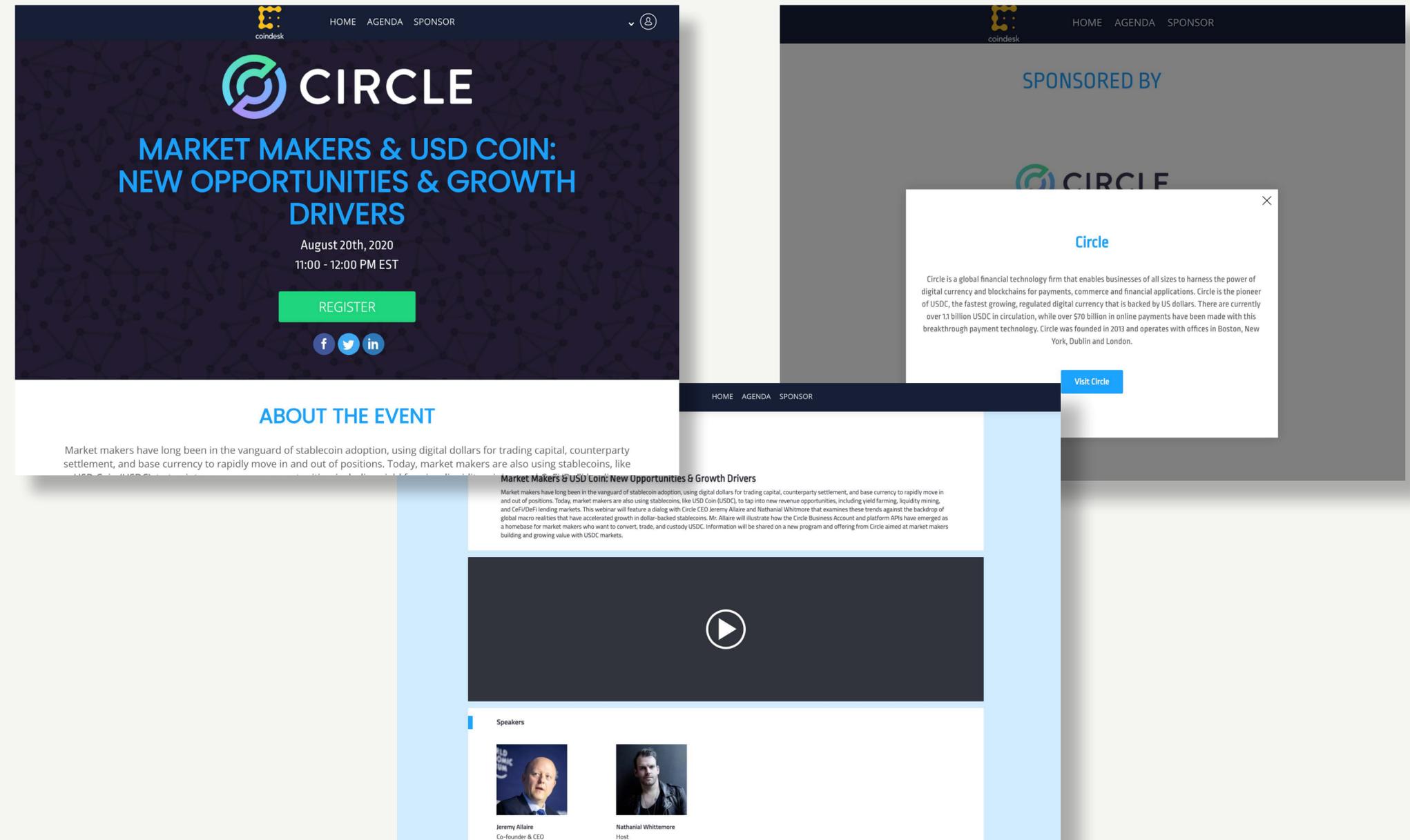
Custom Webinar

Create a 30-60 minute long webinar on the subject of your choosing, with CoinDesk approval. CoinDesk will market the webinar to its audience, moderate the webinar, and host the video for VOD replay.

Sponsor Integration

- Sponsor chooses panelists
- Sponsor branding on webcast landing page and VOD
- CoinDesk is GDPR compliant; as a result, only opt-in registrations are shared with sponsor

\$16,500 per webinar



Digital Magazine

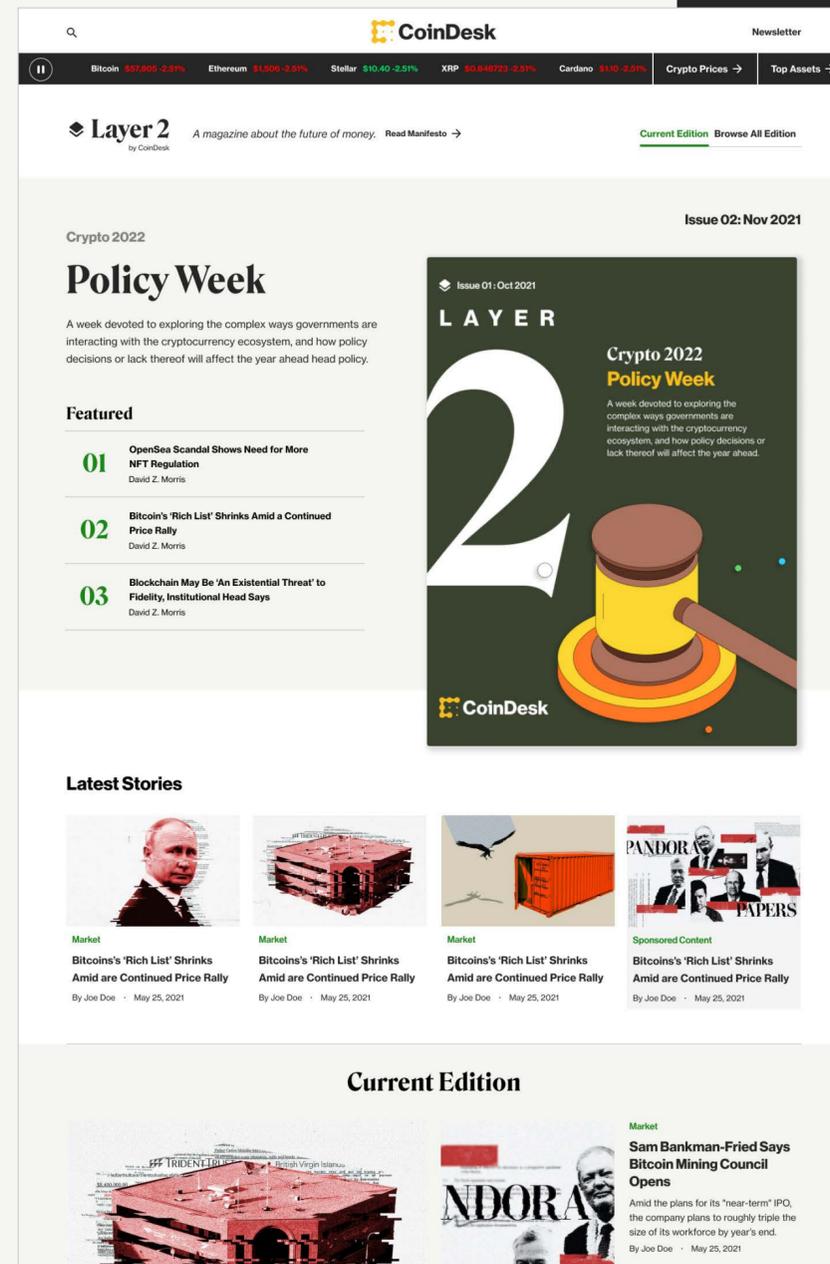
2022 Release Schedule

Introducing

Layer 2

A Magazine About the Future of Money

Even though CoinDesk is a purely digital media platform, we find the language of old, analog media helps to explain what we are doing here. We think of our flagship newswire service as an up-to-the-minute, comprehensive “paper of record” while Layer 2 by CoinDesk is a “magazine of ideas.”



	DATES	TOPICS	
JAN	1/24 - 1/28	Privacy Week	Q1
FEB	2/21 - 2/25	Tax Week	
MAR	3/21 - 3/25	Mining Week	
APR	4/25 - 4/29	Payments Week	Q2
MAY	5/23 - 5/27	Currency of Culture Week	
JUN	6/20 - 6/24	Best Crypto Companies to Work For	Q3
JUL	7/25 - 7/29	Sports Week	
SEP	9/19 - 9/23	Top Universities for Blockchain by CoinDesk	
OCT	10/24 - 10/28	Trading Week	Q4
NOV	11/14 - 11/18	Entrepreneur Week	
DEC	12/5 - 12/9	Most Influential 2022	
	12/12 - 12/16	Crypto 2023	

Quick Links

Contact Info

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Ad Specs

Coindesk.com

- Available Sizes:

- 1250x260 High Impact (Desktop)
- 320x100 High Impact (Mobile)
- 970x250 Billboard
- 728x90 Leaderboard
- 300x250 Medium Rectangle
- 320x50 Mobile Leaderboard
- 300x50 Mobile Leaderboard
- 120x60 Button

Newsletters

- Primary Sponsorship
 - Logo: No size requirement
 - 500x250: 250k max
 - Text: 150 word maximum

- Max file size: 150k
- Animation: Yes (:30 seconds / 3 loops max)
- Site served creative formats accepted: JPG, .GIF, .PNG, HTML5
- Client may also provide 1x1 imp/click trackers or 3rd party tags (html, javascript)
- The max initial load for creatives served via a 3rd party is 50k
- Ads are due 5 business days before campaign runs

- Secondary Sponsorship
 - Logo: No size requirement
 - Text: 75 word maximum

Quick Links

CoinDesk TV Ad Specs

General Guidelines

- Length: 6 - 15 seconds pre-roll
- Video should be trimmed to length; do not include slates or countdowns

Locally Hosted Video

- Video Resolution: 16:9 - 1920x1080 (recommended) or 640x380 (minimum)
- Video Bitrate: 1500 kbps min or 600 kbps, respectively
- Video Codec: H.264 MP4 or MOV
- Video Frame Rate: 30 fps
- Audio Bitrate: 128 kbps minimum
- Audio Codec: AAC, MP3 or MP4
- Max File Size: 200 MB

3rd Party Served VAST

- IAB VAST 3.0 and 4.0 supported
- Video Codec: H.264, MP4
- Video Resolution: 1920x1080 or 640x360
- Video Bitrate: 1500 kbps min or 600 kbps, respectively
- Video Frame Rate: 30 fps
- Audio Bitrate: 128 kbps minimum
- Audio Codec: AAC, MP3 or MP4
- Max File Size: 5 MB
- Maximum of 5 wrappers
- VAST tag must not have browser, geo or other targeting on the 3rd Party side

CoinDesk Advertising Policies

- CoinDesk does not sell nor accept press releases
- CoinDesk does not accept 3rd party articles or guest posts.
- CoinDesk's editorial team is independent and does not sell articles nor coverage. They maintain the highest journalist ethical standards. The Partnerships team cannot and does not influence the editorial nor the events content teams.
- CoinDesk events are not pay-to-play. Speakers are chosen independently by the events content team and are not sold as part of sponsorships.
- Token promotion is not allowed in advertising nor sponsorships, including any reference to a token in banners nor on a landing page.
- CoinDesk does not accept any advertising or sponsorships for guns, adult content, crypto gambling, or any unregulated products.
- Minimum commitment of \$10,000 for banner campaigns.

Rate Card

Display Ads

ROS - Starting at
\$20
cpm

High Impact
\$12,000+
per day

Email Newsletters

The Node
\$15,000
per week

First Mover
\$9,500
per week

Money Reimagined
\$6.700+
per month

Crypto Long & Short
\$8,700+
per month

State of Crypto
\$6,900+
per month

Valid Points
\$5,000
per month

Crypto for Advisors
\$5,000
per month

Thought Leadership

Four Articles
\$40,000

Eight Articles
\$72,000

Twelve Articles
\$96,000

Podcasts

The Breakdown with NLW
\$27,250
starting rate

CoinDesk Markets
\$15,800
per month

Money Reimagined
\$5,000
per month

Speaking of Bitcoin
\$7,000
per month

Webinar

\$16,500
per webinar

All prices subject to change.

