



coindesk<sup>®</sup>

Q2 2021 Media Kit



## 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



5.1m<sup>^</sup>

### Twitter Followers



1 million+<sup>\*</sup>

### Newsletter Subscribers



477,000+<sup>\*</sup>

### Podcast Downloads



985,000+<sup>\*</sup>

### Event Registrants



30,000

### Bitcoin & Eth Price on Google search



#1 position

Sources: Google Analytics, Twitter, Internal data, \*January 2021, ^4Q 2020 average

# Audience Profile



82%

individual investors\*



56%

identify as crypto curious\*\*



\$137,544

mean HHI\*



23%

own their own company\*\*



85%

male^



66%

between ages 18-44^



74%

mobile/tablet^



26%

desktop^

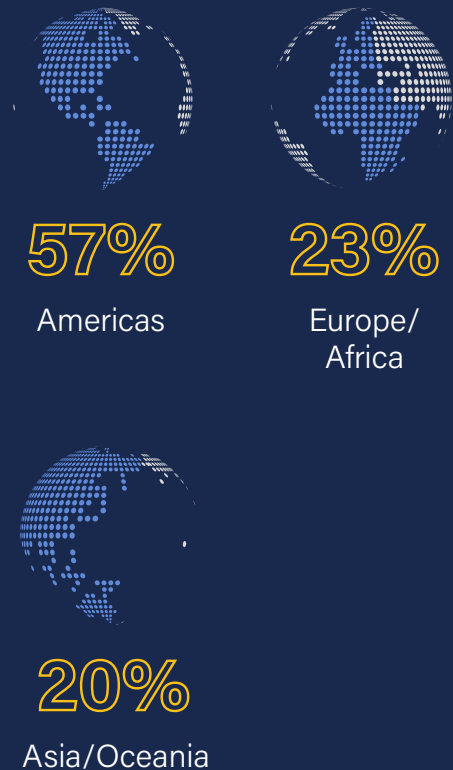
Sources: \*Nielsen (2019); ^Google Analytics (4Q 2020); \*\*Internal CoinDesk.com Survey (Nov 2020)

# 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



## Top Ten Countries



Source: Google Analytics (4Q 2020)

## Desktop Ad Sizes

### Billboard

970x250 - \$25 CPM

### Leaderboard

728x90 - \$20 CPM

### Sticky Units

Desktop 728x90 - \$40 CPM

Mobile 320x50 - \$40 CPM

### Medium Rectangle

300x250 - \$25 CPM

### Mobile Leaderboard

320x50 - \$20 CPM

### Trading Buttons

120x60 - \$10 CPM

### Sitewide Viewability

80%

\*970x250 billboard only on homepage and article pages. Billboard included here for illustrative purposes.

120x60  
(trading button  
desktop & mobile)

## Mobile Ad Sizes

# 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.

### Guidelines

- Frequency cap: 2x user/day across the site
- Devices: Desktop and Mobile
- Dimensions: 1250x260 on desktop; 350x250 on mobile

### U.S. Only

**\$8,000** per day

**\$32,500** for a package of 5

### Non-U.S.

**\$10,500** per day

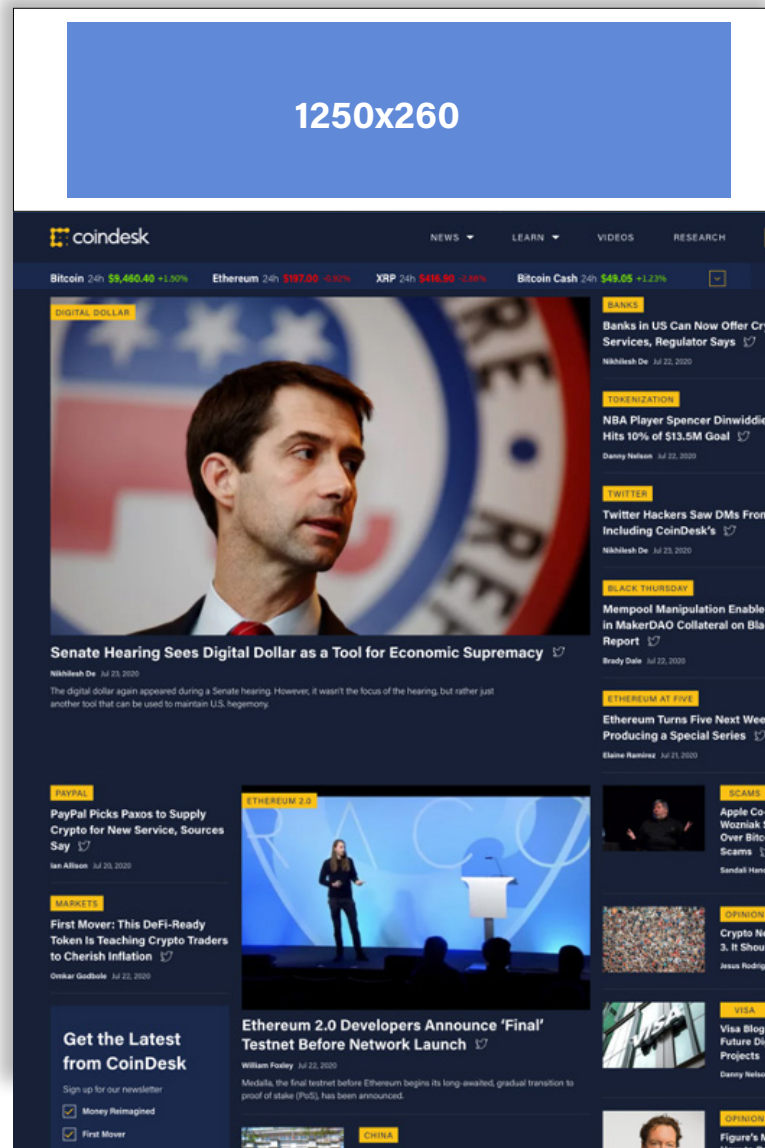
**\$42,000** for a package of 5

### Global

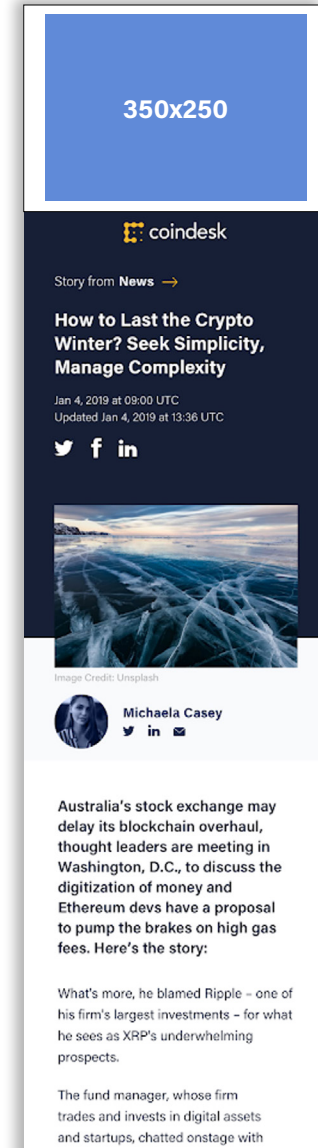
**\$15,000** per day

**\$60,000** for a package of 5

## Desktop Ad Sizes



## Mobile Ad Sizes



# Podcasts: CoinDesk Presents Feed



The CoinDesk Podcast Network is a fast-growing creator, curator and distributor of top podcast programs featuring top news, smart perspectives and in-depth analysis of the exciting cryptocurrency and blockchain world and the mind-blowing innovation happening in the space. The expanding slate of podcasts offer understandable, fun and engaging conversations whether you're already invested in digital assets or just crypto curious.

## The Breakdown

This is the premiere daily podcast focusing on how Bitcoin and cryptocurrency intersect with a broader economy gone topsy-turvy. Featuring prominent guests from crypto, macroeconomics, and geopolitics. Hosted by Nathaniel Whittemore, better known as @NLW.



## Sponsorship Includes:

- Sponsor mention at the top of each podcast
- 30-second recorded read 1/3 into each podcast
- Sponsor information and link in show notes
- Sponsor logo and link on CoinDesk.com podcast landing page

**\$20,500** per week

**\$24,500** per week (product launch sponsor)

**\$70,000** per month

**\$157,500** per quarter

## Audience Profile



**907,000+**

January 2021  
downloads  
(79% in month episodes)



**64%**

of downloads in US



**#7**

Apple Podcasts  
US Business  
ranking

Sources: Spotify, Chartable Jan 2021



# Podcasts: Markets Daily Feed



## Markets Daily

Tune in as Coindesk Editor Adam B. Levine and Intern Lyllah Ledesma run down daily action in bitcoin markets and some of the most important recent industry development.



## On Purpose

The rules are changing for growth-focused investors – but what comes next? Join independent registered investment advisor Tyrone Ross as he explores, educates and explains the emerging world of bitcoin and cryptocurrency for the modern financial professional.

## Audience Profile



49,000+

January 2021  
downloads

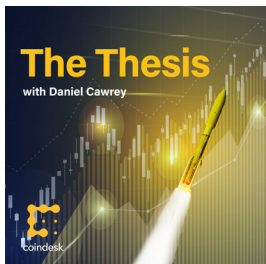
## Sponsorship Includes:

- Sponsor mention at the top of each podcast
- 30-second recorded read 1/3 into each podcast
- Sponsor information and link in show notes
- Sponsor logo and link on CoinDesk.com podcast landing page

**\$5,000** per month



# Podcasts: CoinDesk Reports Feed



## The Thesis

Everyone's got a theory about how best to play the cryptocurrency opportunity, but who's right? Join CoinDesk Markets Deputy Editor Daniel Cawrey for an insider's view of the most important financial innovation of the modern era.



## Money Reimagined

Through high-profile interviews and thought-provoking analysis, join CoinDesk's Michael Casey, formerly of the Wall Street Journal and Sheila Warren of the World Economic Forum as they follow the trail from bitcoin and conventional economics, to Modern Monetary Theory, Central Bank Digital Currencies and beyond.



## Opinionated

CoinDesk's opinion section features some of the crypto space's wildest commentators. Join CoinDesk Features Editor, Ben Schiller, as we take the conversation further, giving writers a chance to discuss their work and react to criticism. This show is the place for strong ideas, hot takes, freewheeling debate and the odd controversy.



## Borderless

Bitcoin is the first truly borderless money and its story is one of global disruption. Join CoinDesk's Global Macro reporters Nik De, Danny Nelson and Anna Baydakova as they discuss, dissect and put in perspective the five most impactful recent bitcoin or cryptocurrency stories from around the world.

## Audience Profile



28,000+

January 2021  
downloads

## Sponsorship Includes:

- Sponsor mention at the top of each podcast
- 30-second recorded read 1/3 into each podcast
- Sponsor information and link in show notes
- Sponsor logo and link on CoinDesk.com podcast landing page

**\$2,800** per month

## Daily Newsletter

Monday - Friday

Blockchain Bites is CoinDesk's digest of the top stories that matter the most in the context of the disruption of the global financial system — not just blockchain and crypto, but how macro topics are intersecting with digital assets and decentralization. Come for the daily summary, stay to find out who won the day on Crypto Twitter.

## Sponsor Units

- **Primary** - Logo at the top of the newsletter, 500x250 ad unit, 150 word text, destination url, and 100% SOV on website related content
- **Secondary** - Logo, 75 word text and destination url



179,000+

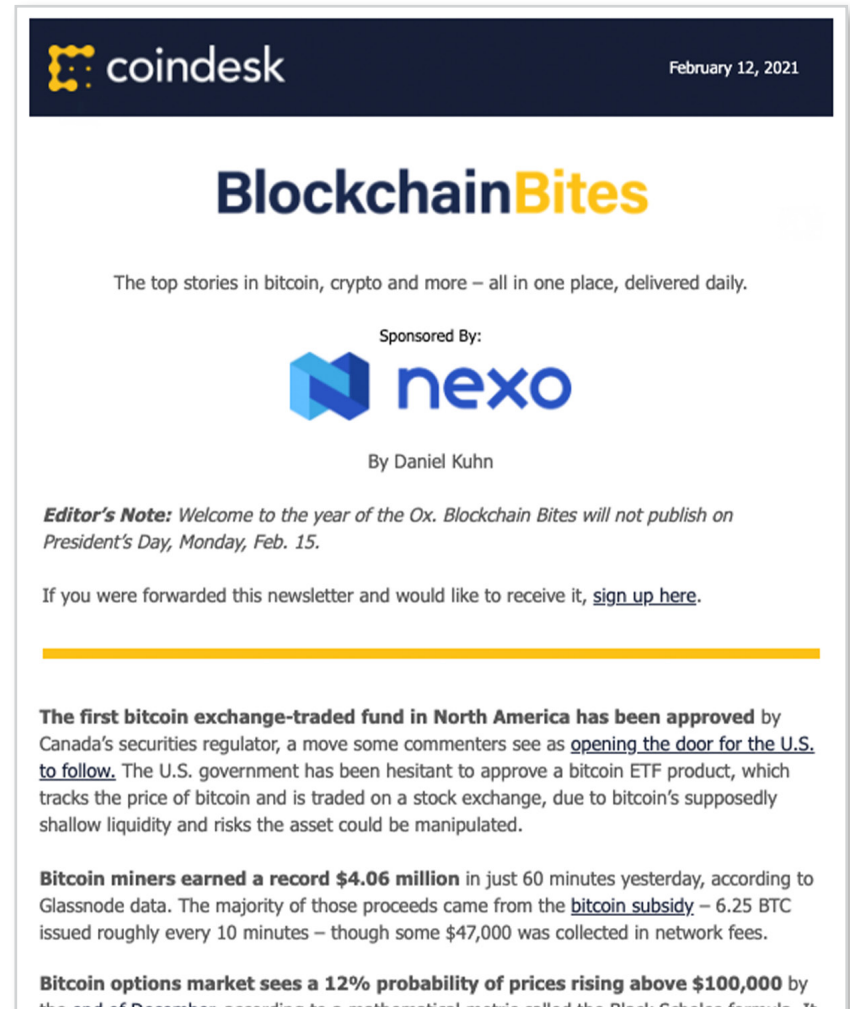
subscribers

**Primary**

**\$14,500** per week

**Secondary**

**\$6,600** per week



[View Blockchain Bites](#)

## 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** - Logo at the top of the newsletter, 500x250 ad unit, 150 word text, destination URL, and 100% SOV on website related content
- **Secondary** - Logo, 75 word text, and destination URL



105,000+

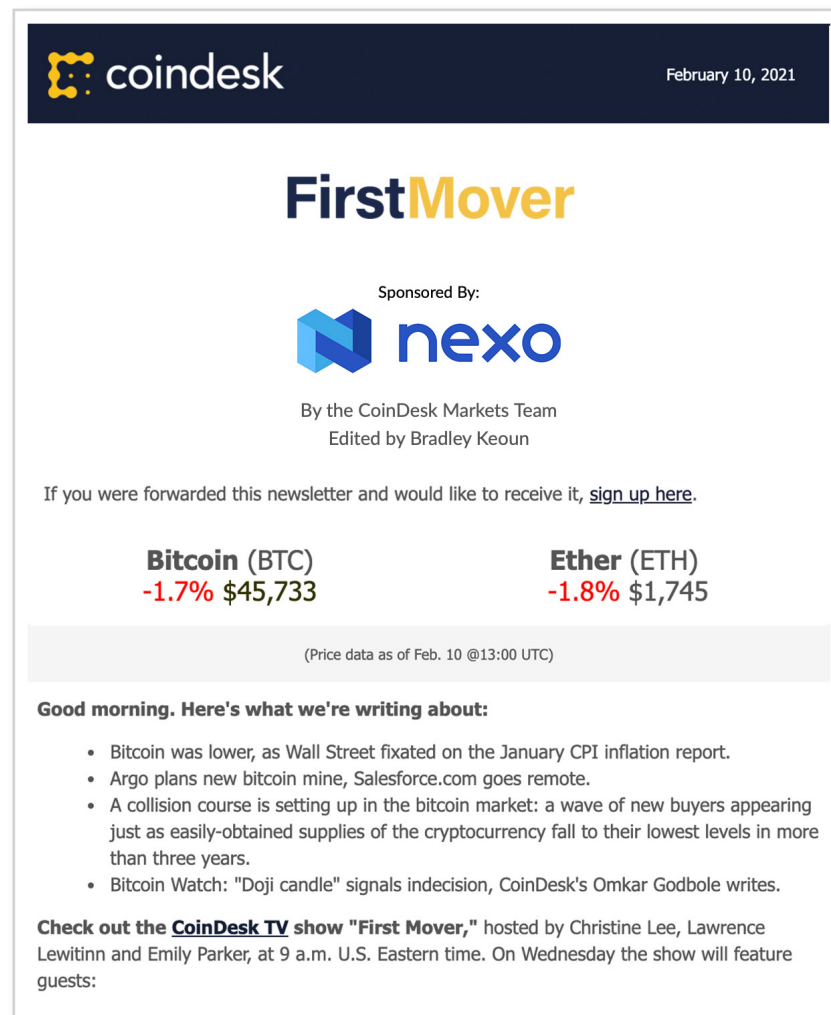
subscribers

**Primary**

**\$6,700** per week

**Secondary**

**\$2,800** per week



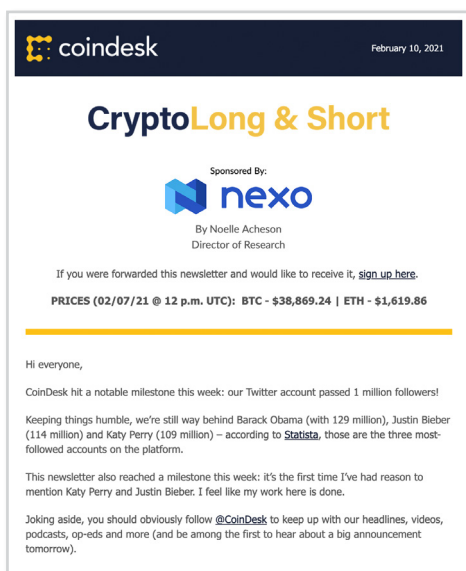
[View First Mover](#)

# Newsletters



## CryptoLong & 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.



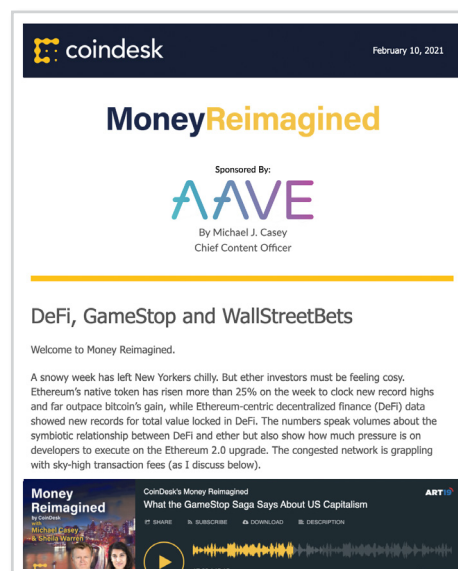
 97,000+ subscribers

**Primary:**  
\$5,000 / \$6,250 per month

**Secondary:**  
\$2,500 / \$3,125 per month

## MoneyReimagined 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.



 76,000+ subscribers

**Primary:**  
\$3,800 / \$4,750 per month

**Secondary:**  
\$1,900 / \$2,375 per month

## Sponsor Units

- **Primary** - Logo at the top of the newsletter, 500x250 ad unit, 150 word text, destination URL, and 100% SOV on website related content
- **Secondary** - Logo, 75 word text, and destination URL

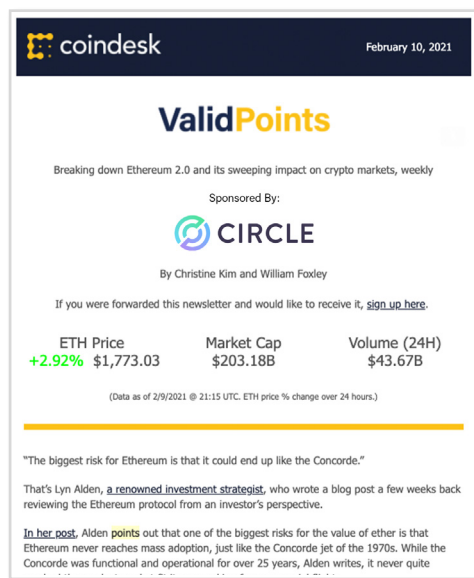
# Newsletters



## ValidPoints

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.



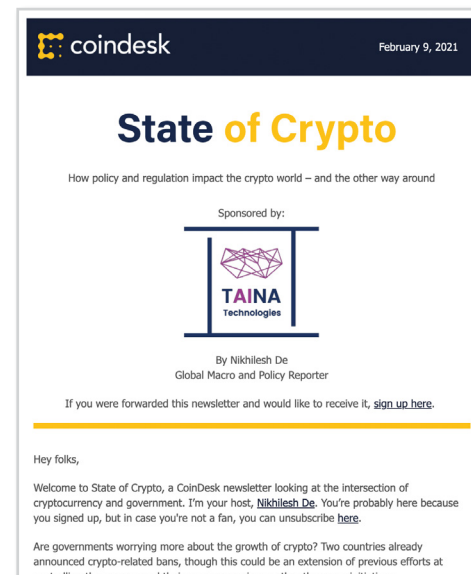
 1,000+ subscribers

\$1,000 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.



 3,000+ subscribers

\$1,200 per month

## Sponsor Units

- **Primary** - Logo at the top of the newsletter, 500x250 ad unit, 150 word text, destination URL, and 100% SOV on website related content

# Custom Webinar



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

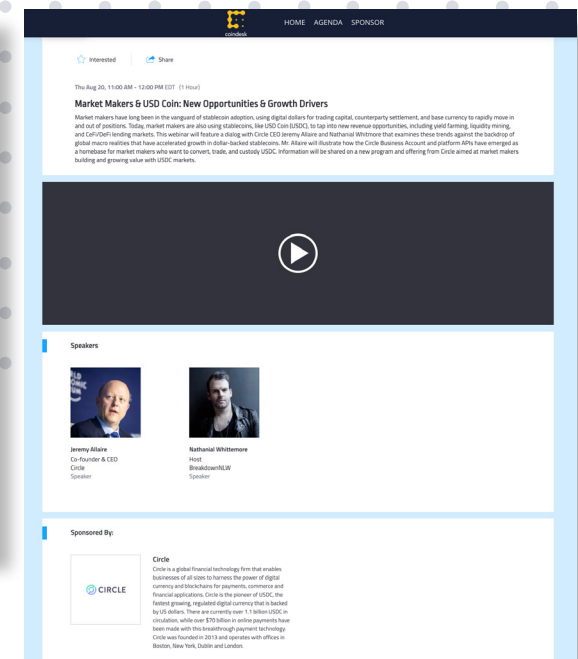
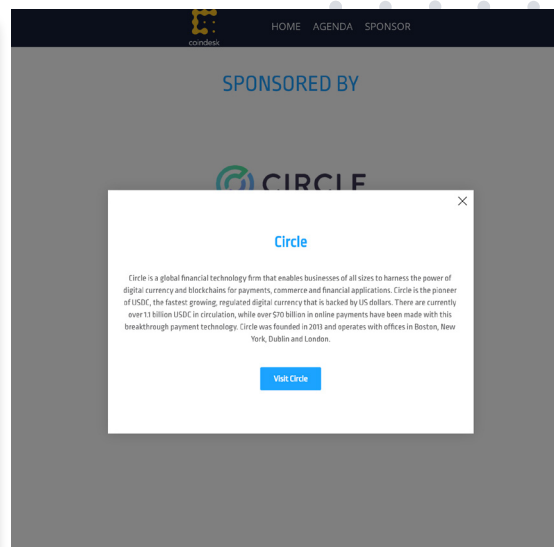
## Sponsor Integration

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



### ABOUT THE EVENT

Market makers have long been in the vanguard of stablecoin adoption, using digital dollars for trading capital, counterparty settlement, and base currency to rapidly move in and out of positions. Today, market makers are also using stablecoins, like USD Coin (USDC), to tap into new revenue opportunities, including yield farming, liquidity mining, and Cefi/DeFi lending markets. This webinar will feature a dialog with Circle CEO Jeremy Allaire and Nathaniel Whittemore that examines these trends against the backdrop of global macro realities that have accelerated growth in dollar-backed stablecoins. Mr. Allaire will illustrate how the Circle Business Account and platform APIs have emerged as a homebase for market makers who want to convert, trade, and custody USDC. Information will be shared on a new program and offering from Circle aimed at market makers building and growing value with USDC markets.



**\$15,000** per webinar



## What is Thought Leadership?

Thought leadership goes beyond standard advertising to help tell your brand's story in a way that is engaging and solution-oriented to meet the needs of the audience. Clients achieve the best results when they present an authoritative message, compelling visual design and consistency by showcasing different content types over time.

### What's Included:

CoinDesk Thought Leadership Studio provides a turnkey service for Native Articles. Each article is guaranteed to attract 1,500 views.

### Services include:

- Crafting 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
- Hosting the content on the CoinDesk.com website
- Marketing the content across the full CoinDesk platform - CoinDesk.com website, email newsletters and social.

**\$40,000+** for a package of 4 articles





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.

Sponsorships starting at **\$20,000**

Pre-roll starting at **\$10,000**

## Daily Shows

Monday - Friday, LIVE



### First Mover - 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.



### The Hash - 12 p.m. ET

Co-hosts Zack Seward, Naomi Brockwell, Will Foxley, Jennifer Sanasie, and Benjamin Powers 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.



### All About Bitcoin - 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.

## Weekly Shows



### Coin Toss

Wednesdays, 10:30 a.m. ET

A debate format covering one to three topics per show. Adam B. Levine serves as the moderator featuring two guests with opposing views.



### Community Crypto

Thursdays, 5 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.



### Money Reimagined

Saturdays, 12 p.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.

Sponsorships starting at **\$20,000**

Pre-roll starting at **\$10,000**

# Licensing



## CoinDesk offers a daily feed of 20+ stories, in two available RSS formats:

- **Full text:** Includes full text of all articles for use on licensed property. License fee model.
- **Headline links:** Includes headline + first line, linking to full story at CoinDesk. No fee model.

## Daily news production covers:

- Latest company and sector news, from crypto startups to global corporations embracing blockchain and digital payments
- Technology development across the crypto sector and implications for broader market
- Crypto asset market news and analysis, including relevant commentary for institutional investors
- Government policy and legislative actions as well as central bank digital currency news from around the world

# International Partnerships



CoinDesk is telling the story of disruption to the worldwide financial system and to do so effectively, we partner with leading media companies in territories where the fastest crypto and blockchain developments are taking place. These partnerships result in local editions of CoinDesk, produced in local language and tailored to the needs of local audiences.







**May 24-27, 2021**

Consensus by CoinDesk May 24-27, 2021 unites professionals across the globe for an immersive virtual experience aimed at exploring the evolution of cryptocurrency and blockchain technology. As CoinDesk's largest event of the year, this four-day experience will bring together more than 10,000 attendees across a variety of educational panels, workshops, keynotes, fire-side chats, networking experiences and more for an up-close look at the good, the bad, the ups, the downs, the excesses and the optimism of crypto.



**Keynote Speaker 2021**

**Ray Dalio**

Founder, Co-Chairman & Co-CIO  
Bridgewater Associates

Previous speakers reflect the richness and diversity of the Consensus crowd, ranging from titans of Wall Street and rulers of the Fortune 500, to pioneering cryptographers and the core developers who power the world's most valuable cryptocurrencies.

### **Past Speakers Include**

- Hester Peirce, SEC Commissioner
- Jack Dorsey , Founder & CEO of Square
- Jay Clayton, Former Chairman of the US Securities Exchange Commission
- Carlota Perez, Distinguished Author
- Brian Brooks, Former Acting Comptroller of the Currency
- Cameron & Tyler Winklevoss, Investors & Founders of Gemini
- ... And many more

**[View Consensus Prospectus](#)**

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& Africa  
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## Ad Specs

### Coindesk.com

- Available Sizes:

1250x260	High Impact (Desktop)
350x250	High Impact (Mobile)
970x250	Billboard
728x90	Leaderboard
300x250	Medium Rectangle
320x50	Mobile Leaderboard
120x60	Button
- 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

### Newsletters

- Primary Sponsorship
  - Logo: No size requirement
  - 500x250: 250k max
  - Text: 150 word maximum
- Secondary Sponsorship
  - Logo: No size requirement
  - Text: 75 word maximum

# Rate Card



## Display Ads

ROS - Starting at

**\$20**

cpm

High Impact

**\$8,000+**

per day

## Webinar

**\$15,000**

per webinar

## Thought Leadership

Four Articles

**\$40,000**

Eight Articles

**\$72,000**

Twelve Articles

**\$96,000**

## Email Newsletters

Blockchain Bites

**\$14,500**

per week

First Mover

**\$6,700**

per week

Crypto Long & Short

**\$5,000+**

per month

Money Reimagined

**\$3,800+**

per month

State of Crypto

**\$1,200**

per month

Valid Points

**\$1,000**

per month

CoinDesk Presents  
Podcast Feed

Rates start at

**\$20,500**

Coindesk Markets  
Podcast Feed

**\$5,000**

per month

CoinDesk Reports  
Podcast Feed

**\$2,800**

per month

All pricing subject to change.