



coindesk<sup>®</sup>

Q4 2020 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



3.7m<sup>^</sup>

### Twitter Followers



886,000\*

### Newsletter Subscribers



313,000\*

### Podcast Downloads



300,000\*

### Event Registrants



30,000

Sources: Google Analytics, Twitter, Internal data, \*October 2020, ^3Q average

# Audience Profile



82%

Individual Investors\*



29%

of investable assets are in crypto\*



\$137,544

Mean HHI\*



\$332,809

Mean Net Worth\*



83%

male^



71%

between ages 18-44^



73%

mobile/tablet^



27%

desktop^

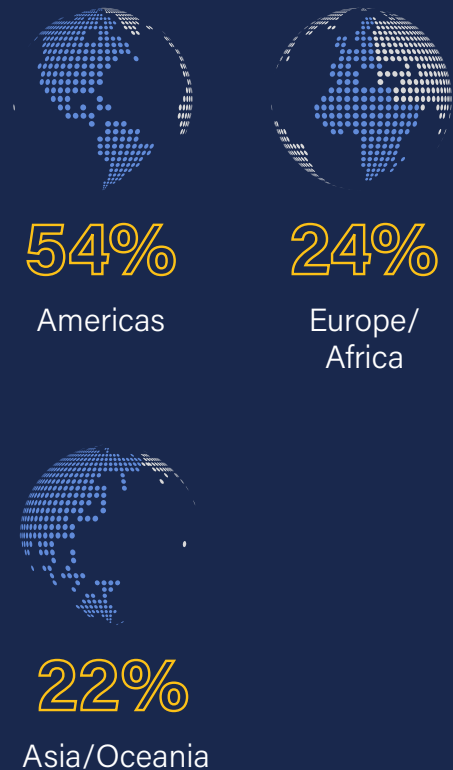
Sources: \*Nielsen (2019); ^Google Analytics (3Q 2020)

# Global Footprint

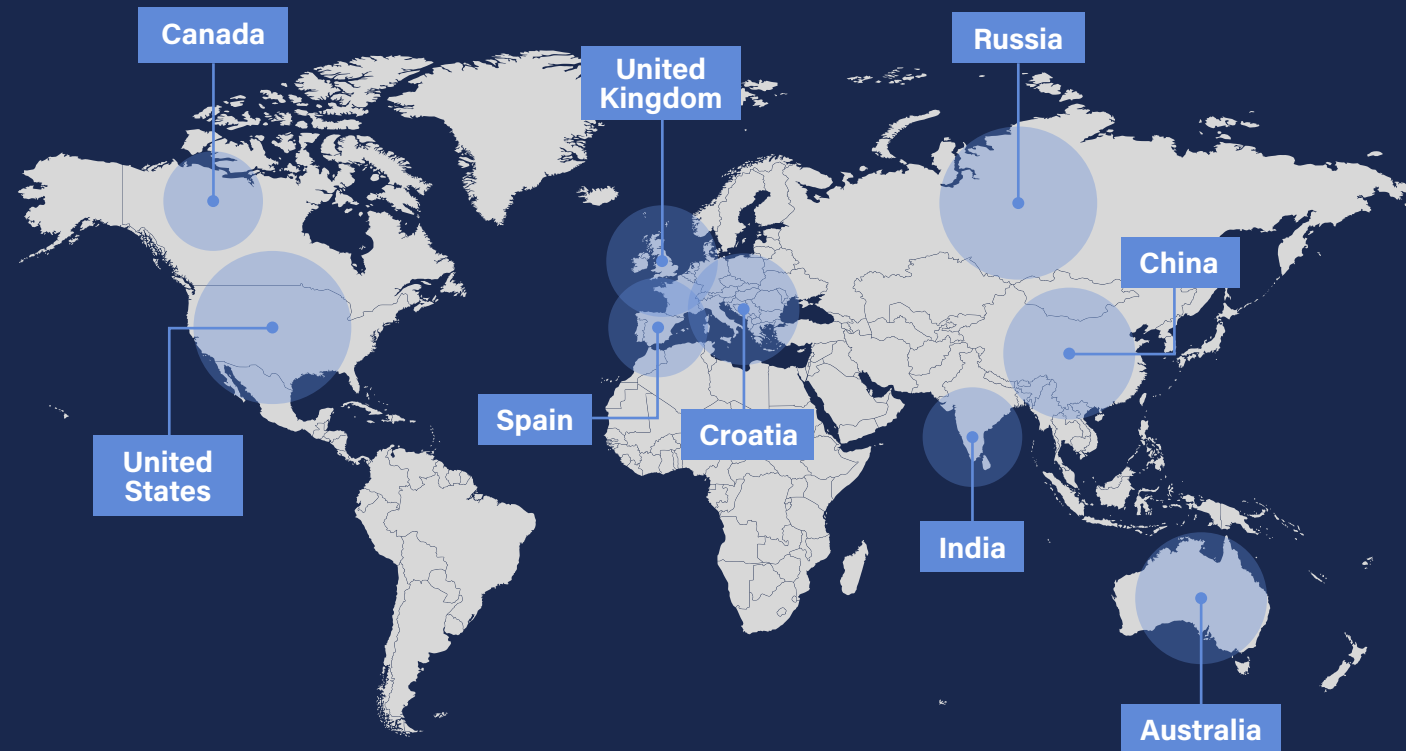


CoinDesk's journalistic aspiration is to own what we believe will be the biggest business story for the coming years and decades: the transformation of the global financial system that will be brought on by the rise of digital assets and decentralized protocols.

## Global Readership



## Global News Coverage



Source: Google Analytics (3Q 2020)

# Digital Display



## Desktop Ad Sizes

### Billboard

970x250 - \$30 CPM

### Leaderboard

728x90 - \$20 CPM

### Medium Rectangle

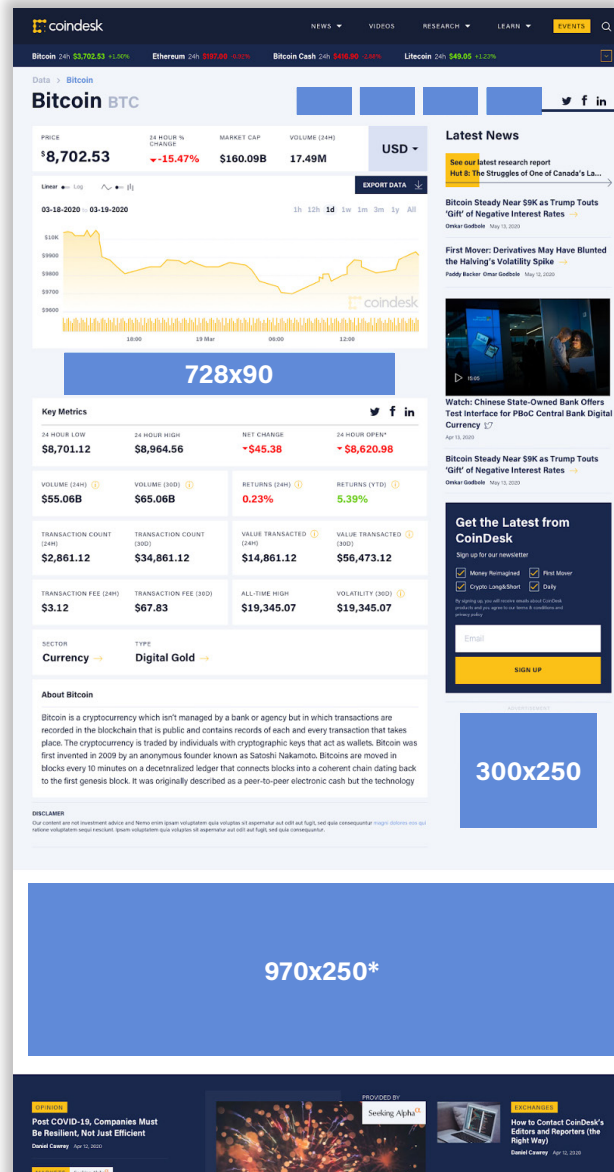
300x250 - \$20 CPM

### Mobile Leaderboard

300x50 - \$20 CPM

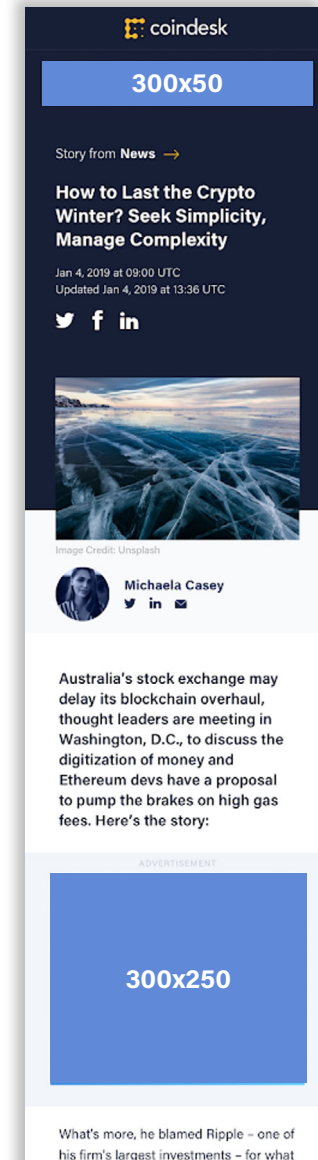
### Trading Buttons

120x60 - \$5,000 per month



120x60  
(trading button  
desktop &  
mobile)

## Mobile Ad Sizes



\* billboard advert only visible on homepage

# High Impact



1250x260

The screenshot shows a grid of news articles on the CoinDesk website. The largest article is titled "Senate Hearing Sees Digital Dollar as a Tool for Economic Supremacy" by Nikhilesh De, dated July 23, 2020. Below it is a smaller article "PayPal Picks Paxos to Supply Crypto for New Service, Sources Say" by Ian Allison. Other visible headlines include "Ethereum 2.0 Developers Announce 'Final' Testnet Before Network Launch", "China's Supreme Court Calls for Better Protection of Digital Currency Rights", and "Apple Co-Founder Steve Wozniak Sues YouTube Over Bitcoin Giveaway Scams". A newsletter sign-up form is visible at the bottom left of the grid.

## 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

**\$6,000 per day**

# Podcast Network: CoinDesk Presents



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.

## Audience Profile



**270,000+**  
October  
downloads



**68%**  
of downloads  
in US



**67%**  
Apple Podcasts

## Network Shows Include:

(Available 7 days a week)

### The Breakdown

This is the premiere daily podcast focusing on where 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.



**Starting at \$32,000 per month**

Sources: Spotify, Chartable

# Podcast Network: **Markets Daily**



## **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**



**\$3,150 per month**



# Podcast Network: **CoinDesk Reports**



## **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. Each episode features sophisticated analysis and investment-thesis focused interviews with top crypto fund managers.



## **Opinionated**

CoinDesk's opinion section features some of the crypto space's wildest commentators, from Nic Carter and Hasu to Jill Carlson and Leah Callon-Butler. 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 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.



## **Money Reimagined**

Money is changing...so where do we go from here? 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.

## **Audience Profile**



**20,000+**

January  
downloads

**\$2,600 per month**

## Daily Newsletter

(Monday through 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.

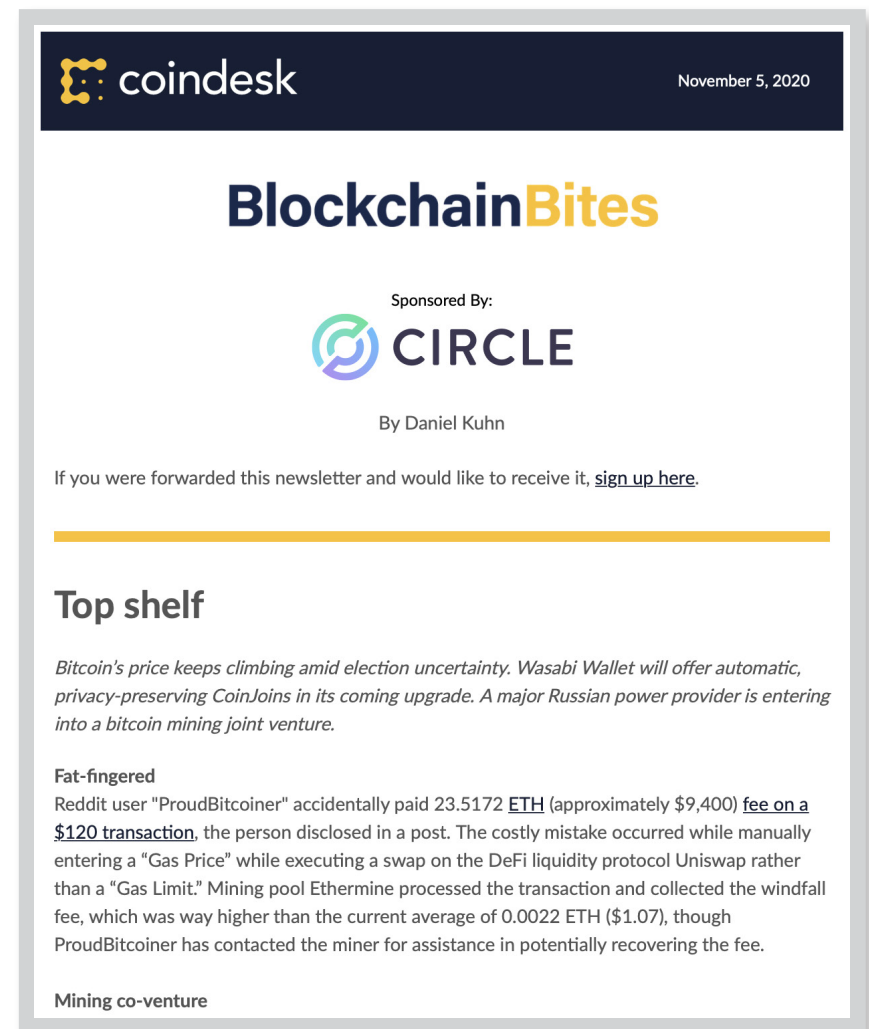
## Sponsor Units

- **Primary** - Logo at the top of the newsletter plus 500x250 ad unit, 150 word text and destination url
- **Secondary** - 75 word text and destination url



133,000+  
subscribers

**\$7,000 per week**



## Daily Newsletter

(Monday through Friday)

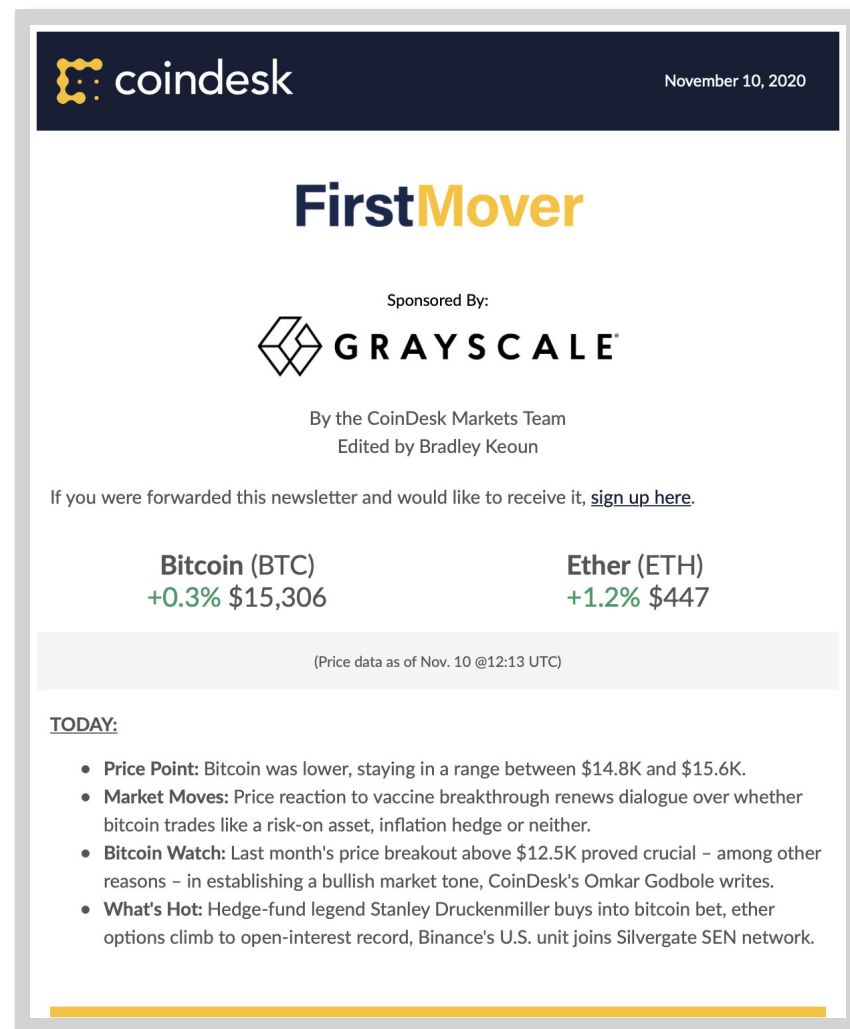
From big moves to deep insights, First Mover hits your inbox every morning with everything you need to make sense of the crypto markets and beyond. Bradley Keoun leads a daily discussion with the CoinDesk Markets Team around crypto asset prices, volatility, and other key indicators, with an emphasis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

## Sponsor Units

- **Primary** - Logo at the top of the newsletter plus 500x250 ad unit, 150 word text and destination url - x4 or x5 issues
- **Secondary** - 75 word text and destination url - x4 or x5 issues

 68,000+ subscribers

**\$3,850 per week**



# CryptoLong & Short



## Weekly Newsletter

(Every Sunday)

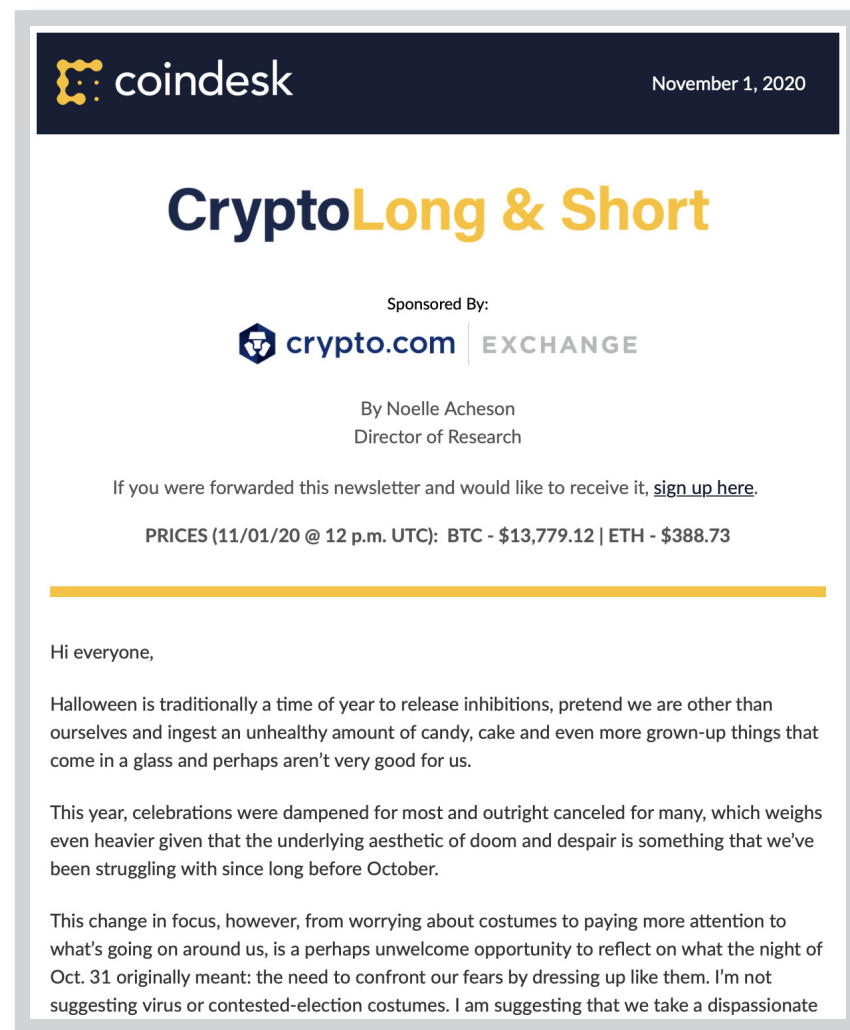
Crypto Long & Short is CoinDesk's weekly newsletter with insights and analysis tailored to the professional investor. We unpack the biggest stories in crypto to explore fundamental questions and concepts around digital assets, making sense of a volatile and rapidly evolving industry.

## Sponsor Units

- **Primary** - Logo at the top of the newsletter plus 500x250 ad unit, 150 word text and destination url - x4 or x5 issues
- **Secondary** - 75 word text and destination url - x4 or x5 issues

 66,000+  
subscribers

\$5,000+ per month



## Weekly Newsletter

(Every Friday)

Money Reimagined explores the transformation of value in the digital age. Every week, 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.

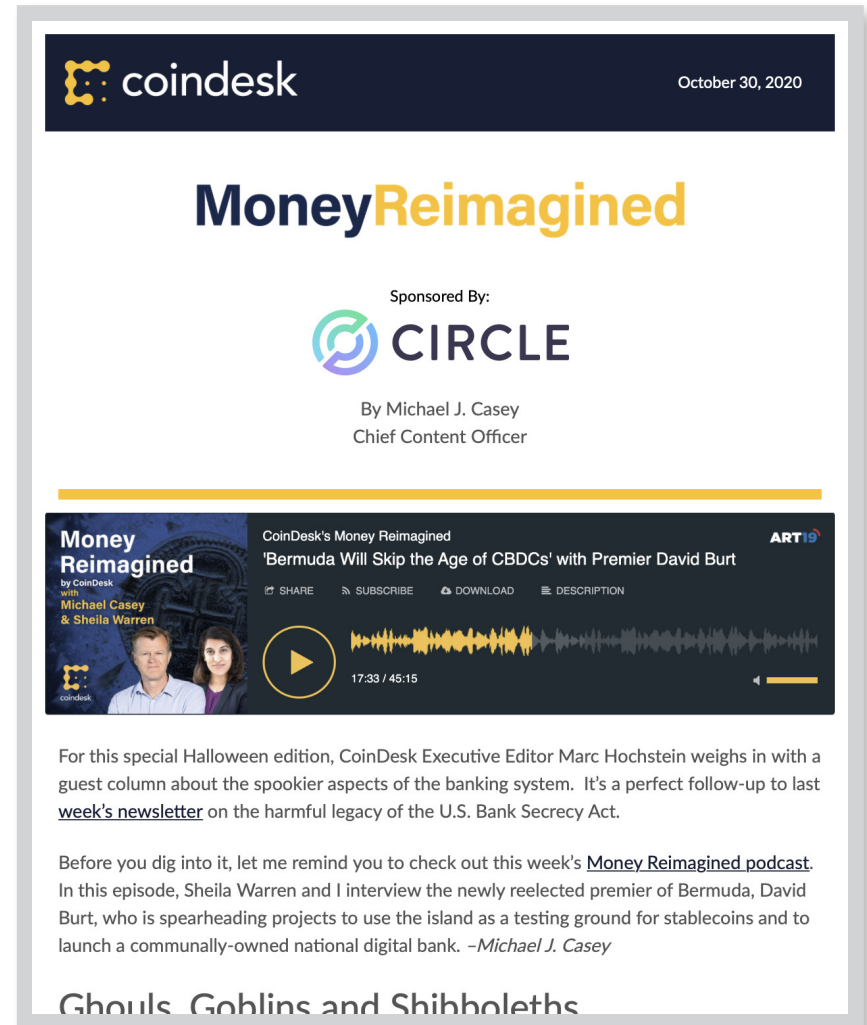
## Sponsor Units

- **Primary** - Logo at the top of the newsletter plus 500x250 ad unit, 150 word text and destination url - x4 or x5 issues
- **Secondary** - 75 word text and destination url - x4 or x5 issues



44,000+  
subscribers

\$2,000+ per month



The screenshot shows the newsletter layout. At the top is the CoinDesk logo and the date "October 30, 2020". Below is the "MoneyReimagined" title. A sponsor section features the CIRCLE logo and text: "Sponsored By: CIRCLE By Michael J. Casey, Chief Content Officer". A video player is embedded with the title "CoinDesk's Money Reimagined 'Bermuda Will Skip the Age of CBDCs' with Premier David Burt" and a play button. Below the video, there is a paragraph of text: "For this special Halloween edition, CoinDesk Executive Editor Marc Hochstein weighs in with a guest column about the spookier aspects of the banking system. It's a perfect follow-up to last week's newsletter on the harmful legacy of the U.S. Bank Secrecy Act." Another paragraph follows: "Before you dig into it, let me remind you to check out this week's Money Reimagined podcast. In this episode, Sheila Warren and I interview the newly reelected premier of Bermuda, David Burt, who is spearheading projects to use the island as a testing ground for stablecoins and to launch a communally-owned national digital bank. -Michael J. Casey". The bottom of the screenshot shows the start of a new section titled "Ghouls, Goblins and Shihboleths".

# 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.

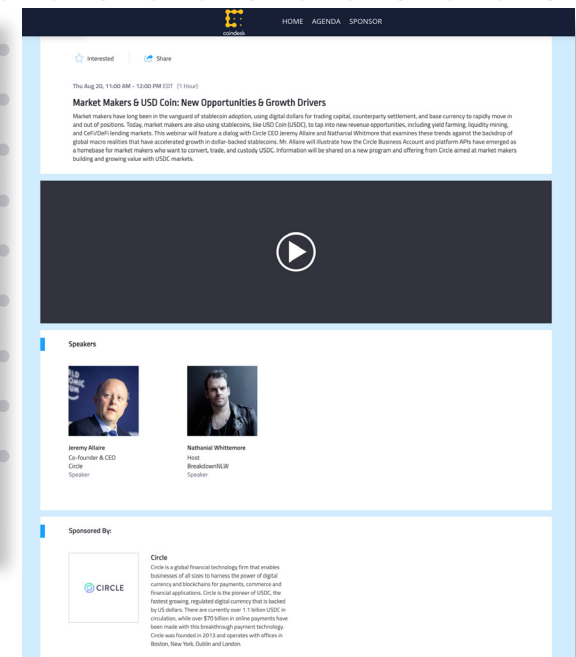
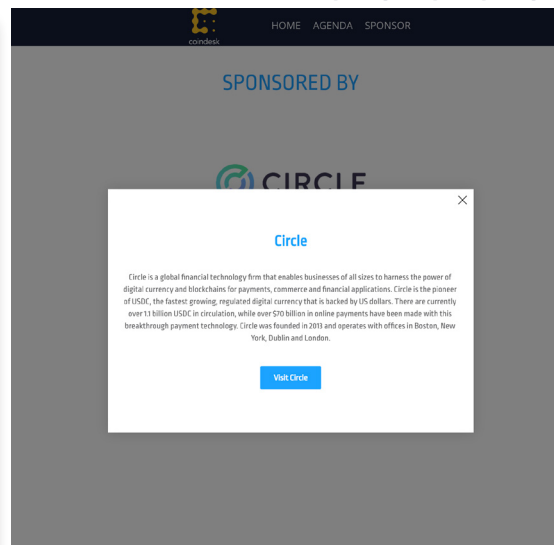
## Sponsor Integration

- Sponsor chooses panelists
- Sponsor branding on webcast landing page and VOD



### 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?

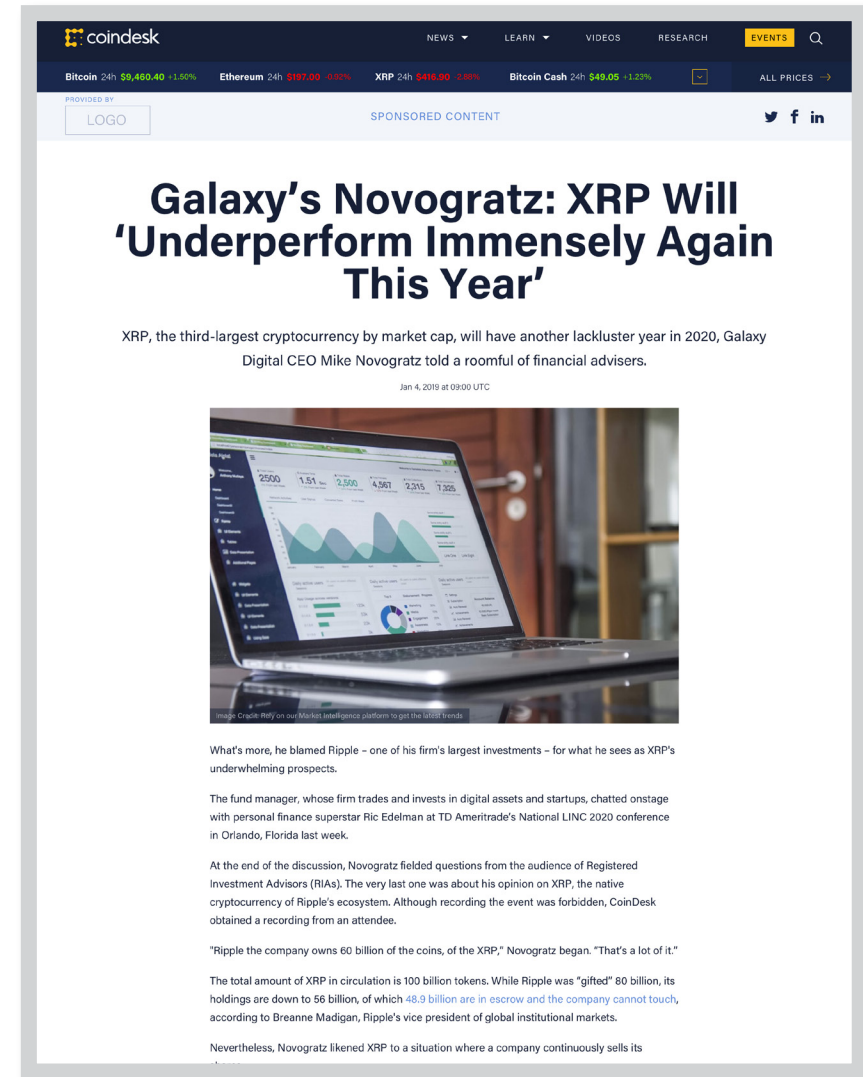
Thought leadership goes beyond standard advertising to help tell your brand's story in a way that is engaging and solution-oriented to meet the needs of the audience. Clients achieve the best results when they present an authoritative message, compelling visual design and consistency by showcasing different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

## What's Included:

CoinDesk's Thought Leadership Studio provides a turnkey service for Native Articles, Videos, Explainer Videos and Infographics.

## 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 or the script for your Video or Explainer Video
- 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.



The screenshot shows a CoinDesk article page. At the top, there's a navigation bar with 'NEWS', 'LEARN', 'VIDEOS', 'RESEARCH', and 'EVENTS'. Below that, a market ticker shows Bitcoin at \$9,460.40 (+1.50%), Ethereum at \$197.00 (-0.62%), XRP at \$416.00 (-2.68%), and Bitcoin Cash at \$49.05 (+1.23%). The article title is 'Galaxy's Novogratz: XRP Will 'Underperform Immensely Again This Year''. The sub-headline reads: 'XRP, the third-largest cryptocurrency by market cap, will have another lackluster year in 2020, Galaxy Digital CEO Mike Novogratz told a roomful of financial advisers.' The date is 'Jan 4, 2019 at 09:00 UTC'. There is an image of a laptop displaying a dashboard with charts. Below the image, the text discusses Novogratz's views on XRP and Ripple, mentioning a conference in Orlando, Florida, and the total amount of XRP in circulation (100 billion tokens) compared to Ripple's holdings (56 billion tokens, with 48.9 billion in escrow).

# Thought Leadership

## Engagement

Thought Leadership/Custom Content that is published on industry leading media platforms are:



**+44%**  
more likely to be trusted on an industry leading media platform vs social media\*



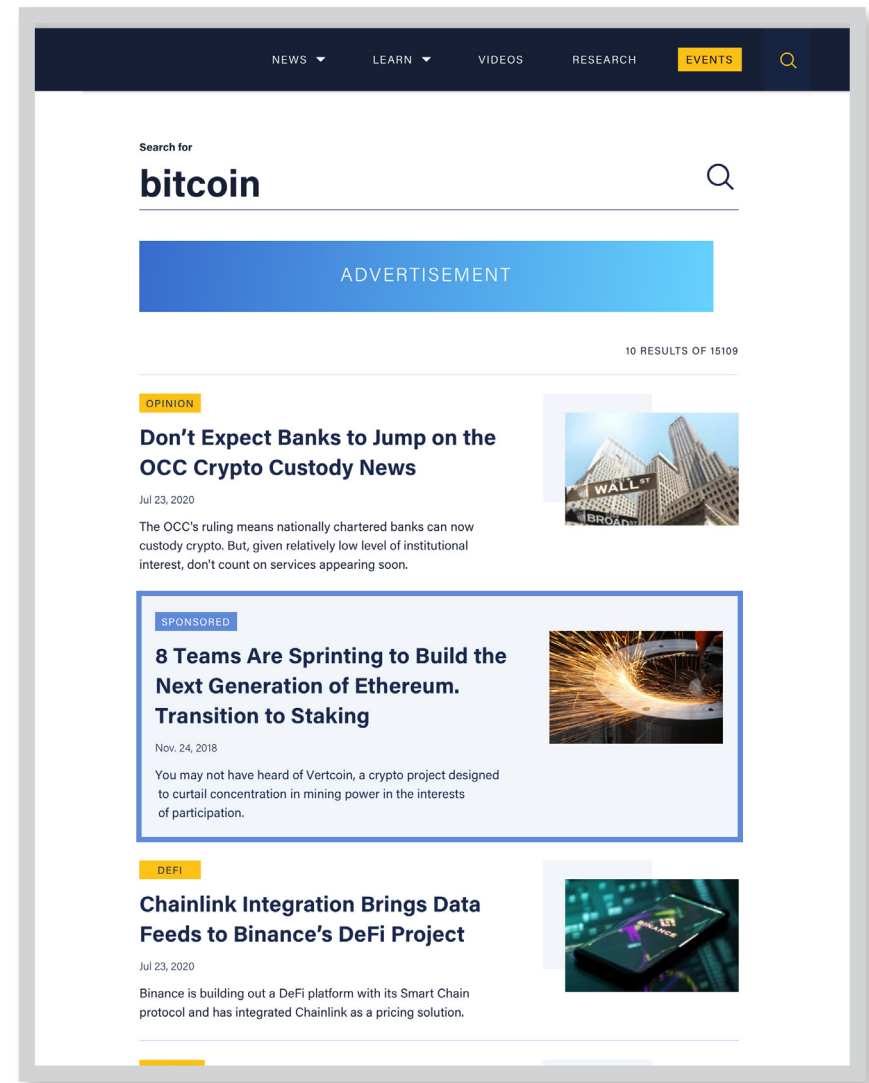
**+21%**  
more likely to be clicked on an industry leading media platform vs social media\*



**+24%**  
more likely to lead to future purchases on and industry leading vs social media\*

**Starting at \$40,000**

\*Source: Outbrain and Lumen





# Research Reports

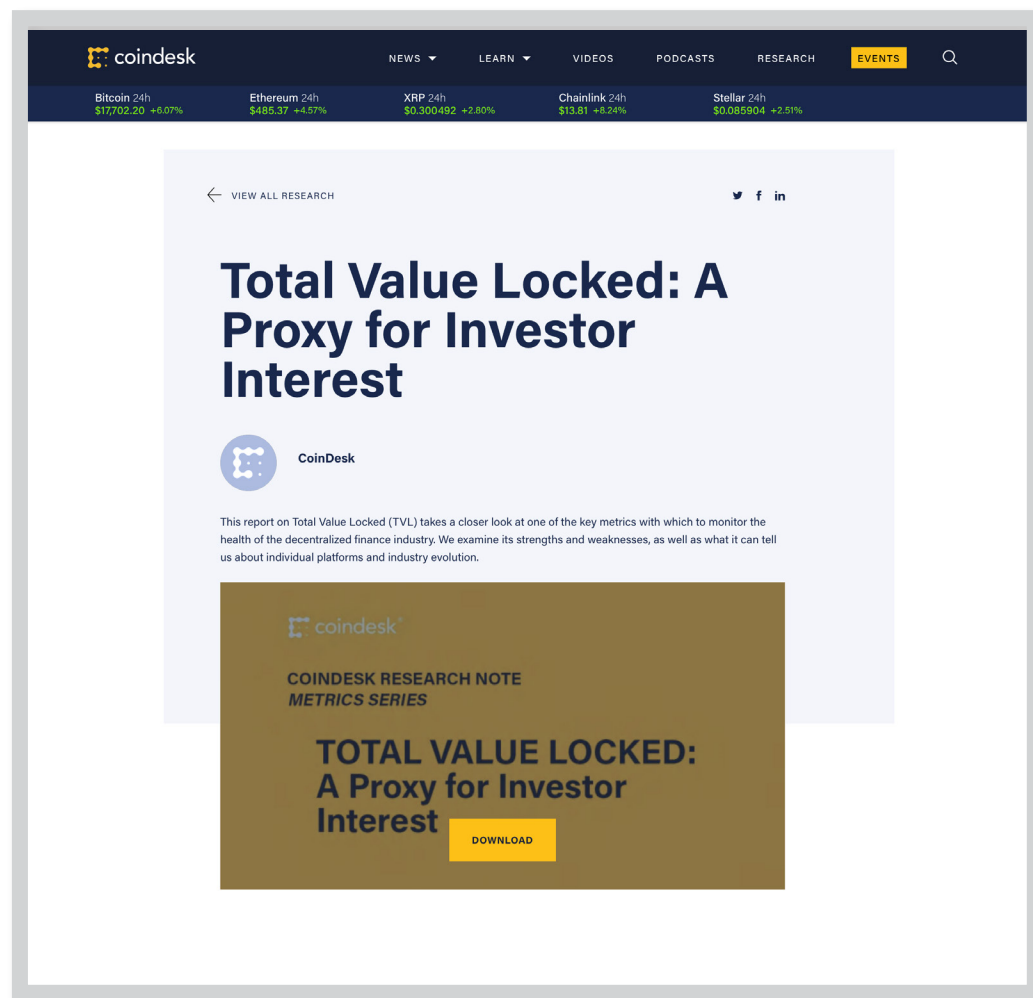
## What's included

- Sponsor logo and "Sponsored by" on first page of report
- Dedicated sponsor page with messaging of sponsor's choosing
- Each report to have a dedicated webinar.
- Exclusive sponsorship

## Schedule

### 1Q 2021

- 4Q Quarterly Review
- How to Value Crypto Assets (Special Series)
- Monthly Reviews



**\$25,000 per report**

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.

**LAUNCHING**  
**2021**

## Sponsored Segments

Pre-roll and Mid-roll

### Working Show Titles:



CoinDesk Global



Block Change



The Trust Factor



Money  
Reimagined



CoinDesk 101

# 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 is the leading annual gathering of the cryptocurrency and blockchain technology world. Since 2015, Consensus has attracted every major company, developer, founder and investor in the cryptocurrency and blockchain world to engage in an annual discussion about the future of the industry. Consensus is designed to be a big tent for the industry and the discovery audience alike. It convenes industry participants ranging from enterprise consortia to cypher punks. This convening power breaks down the barriers that separate companies in the industry and allows everyone working on the technology to spend three days learning from their peers. 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.

These include names like:

- FedEx's Fred Smith
- Fidelity's Abigail Johnson
- Square's Jack Dorsey
- Chairman of the US Securities Exchange Commission, Jay Clayton
- Whitfield Diffie, co-creator of public-key cryptography
- David Chaum, investor of the first digital cash
- ...And many more

## Contact Info

### David Bickford

Managing Director, Partnerships  
david@coindesk.com

### Jeremy

jeremy@coindesk.com

## Ad Specs

### Coindesk.com

- Available Sizes:

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

- |                                                                                                                                                                                                       |                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Primary Sponsorship<ul style="list-style-type: none"><li>Logo: No size requirement</li><li>500x250: 250k max</li><li>Text: 150 word maximum</li></ul></li></ul> | <ul style="list-style-type: none"><li>Secondary Sponsorship<ul style="list-style-type: none"><li>Logo: No size requirement</li><li>Text: 75 work maximum</li></ul></li></ul> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# Rate Card



## Display Ads

ROS - Starting at

**\$20**

cpm

High Impact

**\$6,000**

per day

## Thought Leadership

Four Articles

**\$40,000**

Eight Articles

**\$72,000**

Twelve Articles

**\$96,000**

## Email Newsletters

Crypto Long & Short

**\$5,000+**

per month

Blockchain Bites

**\$7,000**

per week

First Mover

**\$3,850**

per week

Money Reimagined

**\$2,000+**

per month

CoinDesk Presents  
Podcast Feed

**\$32,000+**

Coindesk Markets  
Podcast Feed

**\$3,150+**

CoinDesk Reports  
Podcast Feed

**\$2,600+**

Webinar

**\$15,000**

per webinar

Research Reports

**\$25,000**

per report

*All pricing subject to change.*