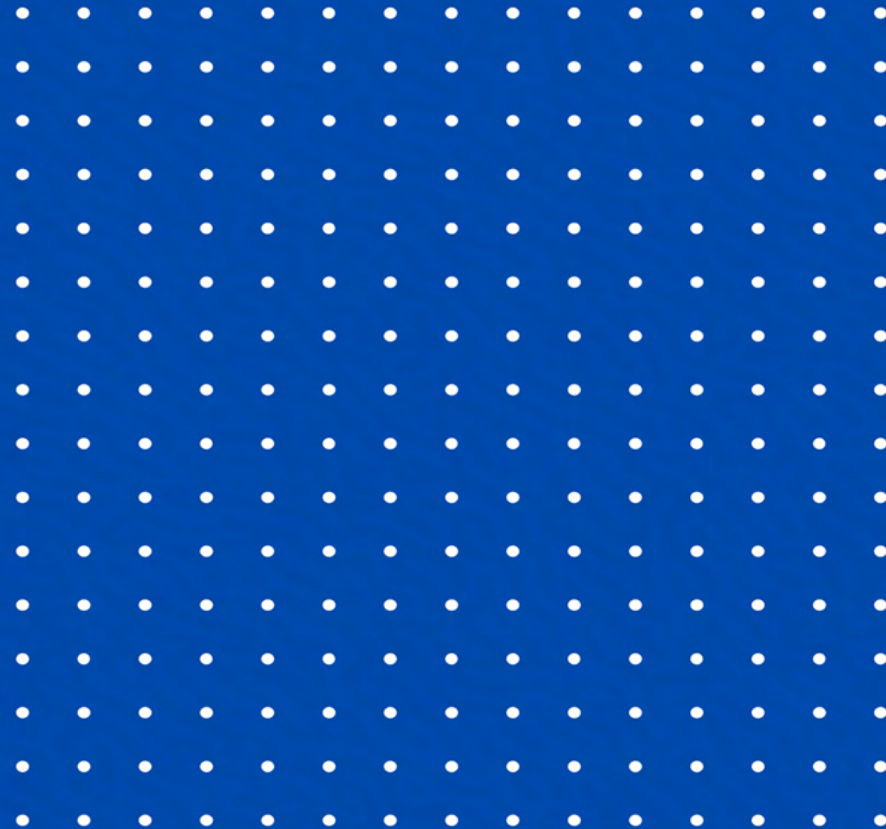


BITCOINBÁZIS[®]

2024 Media Kit



BitcoinBázis is Hungary's leading bitcoin and digital currency news portal since 2016. Our area of interest is everything from cryptocurrency to the underlying technology, the public blockchains.

BITCOINBAZIS.HU USERS¹



2 400 000

FOLLOWERS²



2022 → 2023
+17%!

33 000+

PODCAST PLAYS³



2022 → 2023
+75%!

140 000+

"BTC MINING" ON GOOGLE SEARCH RANKING⁴



1. position

"ETHEREUM" ON GOOGLE NEWS RANKING⁵

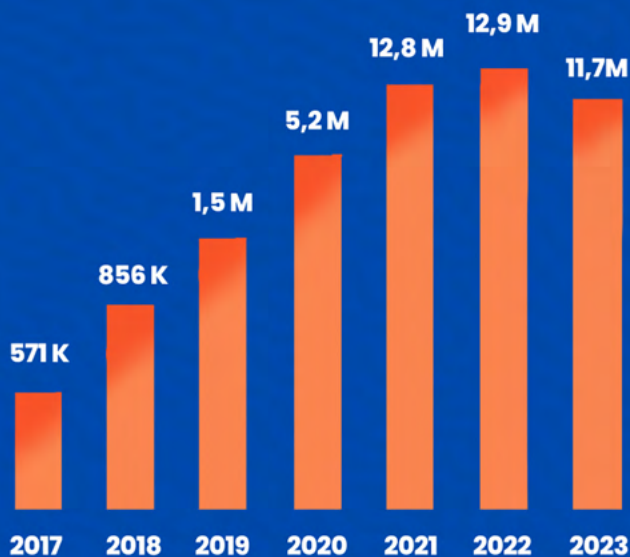


1. position

"BUYING BITCOIN" ON GOOGLE SEARCH RANKING⁴



2. position



Bitcoinbazis.hu page views¹

¹ Source: Google Analytics (January 1-December 19, 2023)

² Total followers on Instagram, Facebook, Telegram, TikTok, Twitter, Spotify and Youtube on 19th of December, 2023

³ YouTube and Spotify/Anchor.fm audience data on 19th of December, 2023

⁴ Based on Hungarian Google Search Ranking, on 19th of December, 2023

⁵ Based on Hungarian Google News Ranking, on 19th of December, 2023

MALE



57%

BETWEEN AGES 25-54



71,2%

FINANCIAL SERVICES/
BANKING SERVICES



8,2%

TECHNOLOGY CURIOUS



14,59%

MOBIL&TABLET



82,4%

RETURNING VISITOR



25,8%

* Source: Google Analytics (January 1-December 19, 2023)

Guidelines

Devices: Desktop, Mobile and Tablet

Dimensions:
Adjustable to individual needs

Minimum CPM Rate: 3,5\$

You can choose from many banner ad options on the BitcoinBázis cryptonews portal.

Some of the banners described below are only available on desktop.

UNDER MENU BANNER**
desktop: 970X90*
mobile: 320x100*

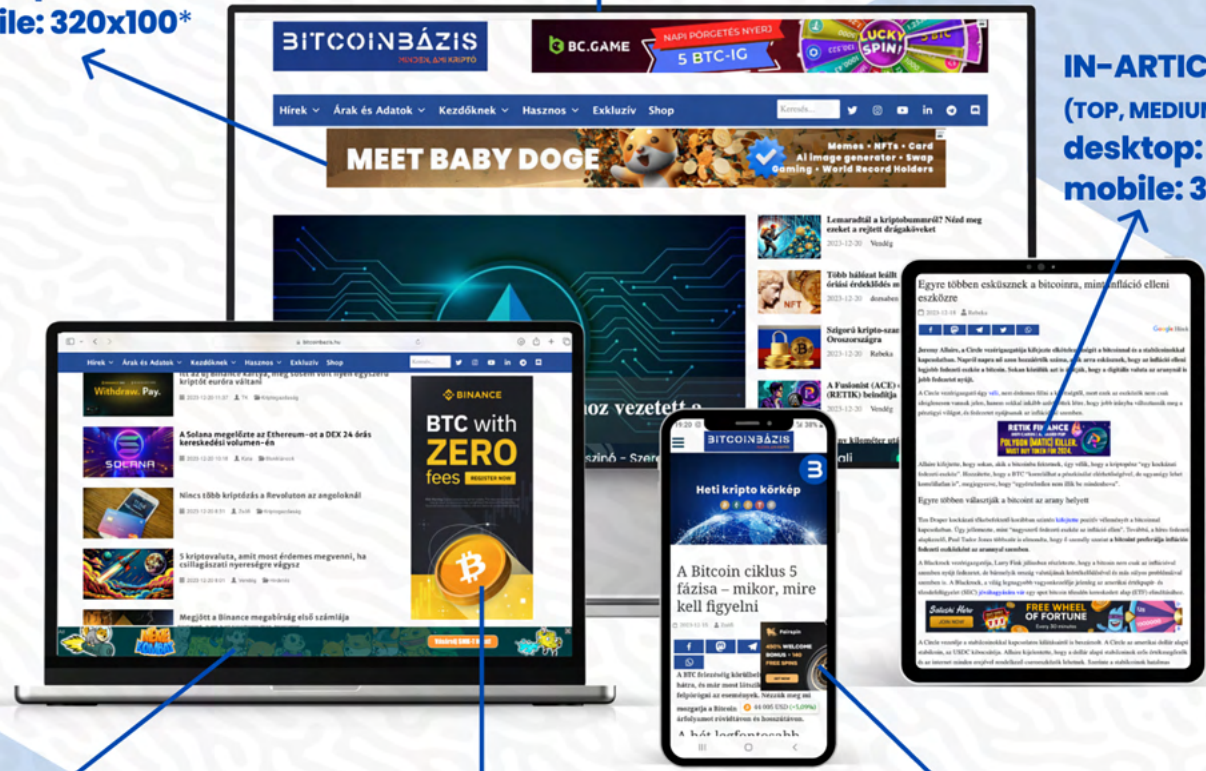
HEADER BANNER
desktop only: 728X90

IN-ARTICLE BANNERS
(TOP, MEDIUM OR LOW)
desktop: 728X90*
mobile: 300x250*

CATFISH BANNER**
both on mobile
and desktop

SIDEBAR
desktop only:
300x250, 300x600,
300x100, 250x250..etc

STICKY FOOTER**
desktop: 150x150
mobile: 50x50



*custom banner sizes available
** high conversion rate, min. 1 000 000 impressions/month



Description	desktop	mobile
HEADER BANNER	1000\$	X
UNDER MENU BANNER	1200\$	2000\$
IN-ARTICLE TOP ²	1000\$	1800\$
IN-ARTICLE MEDIUM ³	800\$	1400\$
IN-ARTICLE LOW ⁴	600\$	1000\$
UNDER CONTENT BANNER	1000\$	1800\$
CATFISH BANNER	1400\$	2800\$
STICKY FOOTER	1200\$	2400\$
SIDEBAR	600\$	X

- prices are for one month
- after the 2nd paragraph in-article
- after the 5th paragraph in-article
- after the 7th paragraph in-article

Accepted payment methods:



Get a 10% discount on all prices when you pay with Bitcoin (on-chain or Lightning)!

normal media package

4 guest posts
+ header banner for a month

1800\$

full media package

4 guest posts
+ 4 banners for a month

6500\$

SEO-post

120\$

press release

150\$

based on ready content

guest post/earned media content

400\$

written by us

300\$

based on ready content

Youtube

1200+

Twitter

3800+

Telegram

600+

Spotify

1300+

TikTok

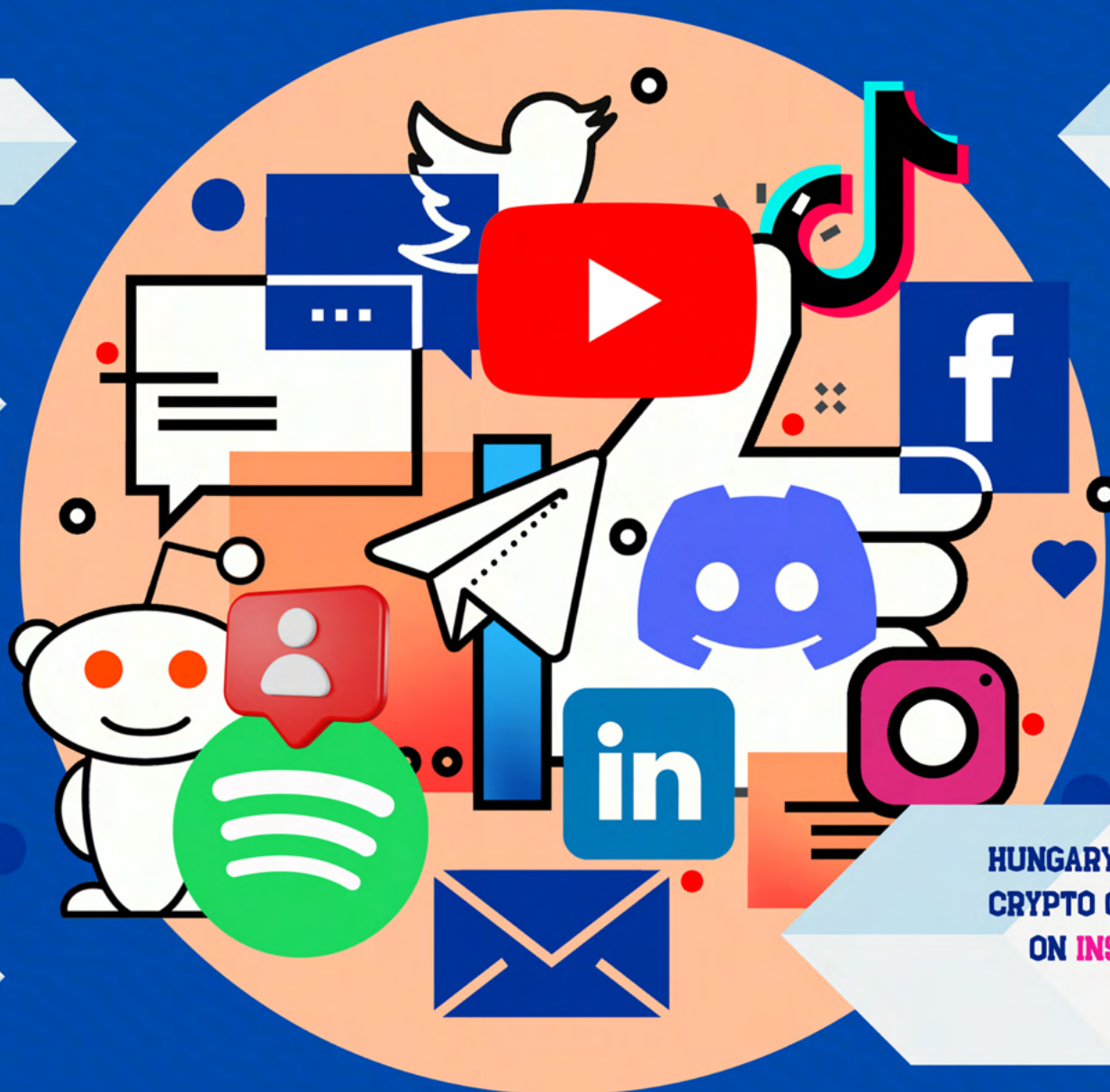
6000+

Facebook

15200+

Instagram

5400+



HUNGARY'S LARGEST
CRYPTO COMMUNITY
ON INSTAGRAM!



*on 19th of December, 2023

Our social media managers are qualified to support TikTok, YouTube, Facebook, Instagram, Twitter campaigns by posting unique and engaging promotional videos, text posts, comments and any other professional recommendations.



Let's moon land your social media presence!



Normal media ad

TikTok video
550\$

Full video ad

TikTok video
+ Shorts+Reels
850\$

Post package

Insta post + story
+Facebook post
+ Twitter post
250\$

Custom campaigns

tailored to your needs

price negotiable

Get a 10% discount!



Bitcoin Kebab PODCAST

Bitcoin Kebab is the weekly podcast of BitcoinBazis.hu. During the show, Kata Stier – legal professional discusses topics such as the development of cryptocurrencies, their investment opportunities, possible social and economic impacts, and technological aspects with her Hungarian and international guests.



53% of your listeners
discovered you in 2023.



BITCOINBÁZIS®



Views

84,9K

129% more than Jan 18 - Dec 31, 2022



Top Podcast for 76 fans

365 Top 5	584 Top 10
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BITCOINBÁZIS
MINDEN, AMI KRIPTÓ

BitcoinBázis -
Minden, Ami Kriptó

1.1K Minutes Created	Hungary Top Country
+24% Followers	76 Top Fans

Spotify for Podcasters #SPOTIFYWRAPPED



Bitcoin Kebab PODCAST



Sponsorship offer:

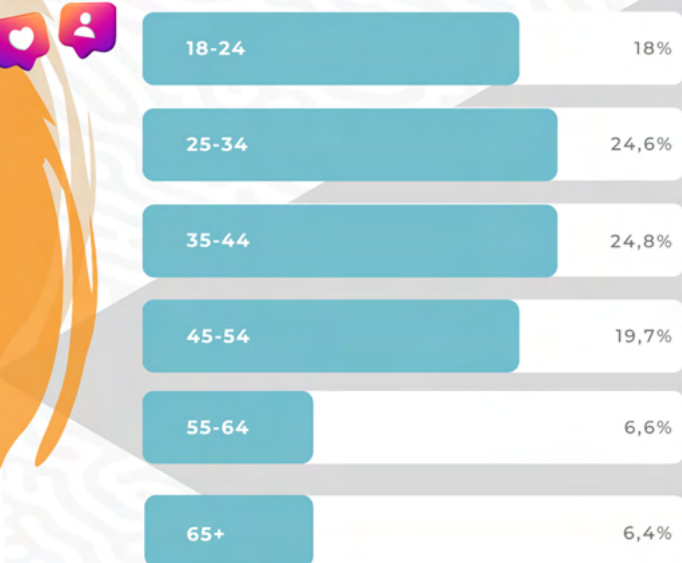
2 x 1 min commercial time**	Podcast***
500\$/month 4 times	1000\$/episode

**2 x 1 min commercial time: includes the sponsor's company and product presentation
 ***Production of an entire podcast episode (50 minutes) as requested by the sponsor

Description		
FOLLOWERS	1,1K+	1,2K+
PODCAST PLAYS	55K+	85K+

*on 19th of December, 2023

Age distribution of Youtube visitors



Distributed via

The show appears every Monday on Youtube, Spotify/Anchor.fm and at the same time it will be shared on our social media sites and groups.

Accepted payment methods:



Get a 10% discount on all prices when you pay with Bitcoin (on-chain or Lightning)!



BitcoinBázis: a trusted business partner and reliable source of information

BitcoinBázis works closely with well-known brands in the cryptocurrency and blockchain industry.

Cryptocompanies, who choose BitcoinBázis as their partner:



localization and affiliate partnership



advertisement network



bitcoin only advertisement network



Fairspin

custom ad campaigns



content and banner advertisement



press publications



2MINERS.COM
organic awareness campaign



coinzilla
custom media campaigns for 3rd party cryptocompanies



long term banner and content campaigns



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media partnerships for the BlockShow conference series / guest writing on CoinTelegraph

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