

BITCOINBÁZIS[®]

MEDIA KIT 2025




ABOUT US

BitcoinBázis is Hungary's leading bitcoin and digital currency news portal since 2016. We cover all aspects of cryptocurrency, from the underlying technology to public blockchains.



1 900 000
USERS¹




27%
RETURNING USER¹



40 000+
FOLLOWERS²

21% more than last year




500 000+
TOTAL VIEWS³

270% more than last year



DR 49
DOMAIN RATING⁴

Highest in HUN market



1,7M
BACKLINKS⁴

All time value



180
KEYWORDS⁴

Top 3 in Google Search



2,5K
ACTIVE REFERRING DOMAINS⁴



¹ Source Google Analytics (January 1-December 10, 2024)

² Total followers on Instagram, Facebook, TikTok, YouTube, Spotify, Telegram and Twitter on 10th of December, 2024

³ Combined number of podcasts and short video plays on YouTube and Spotify on 10th of December, 2024

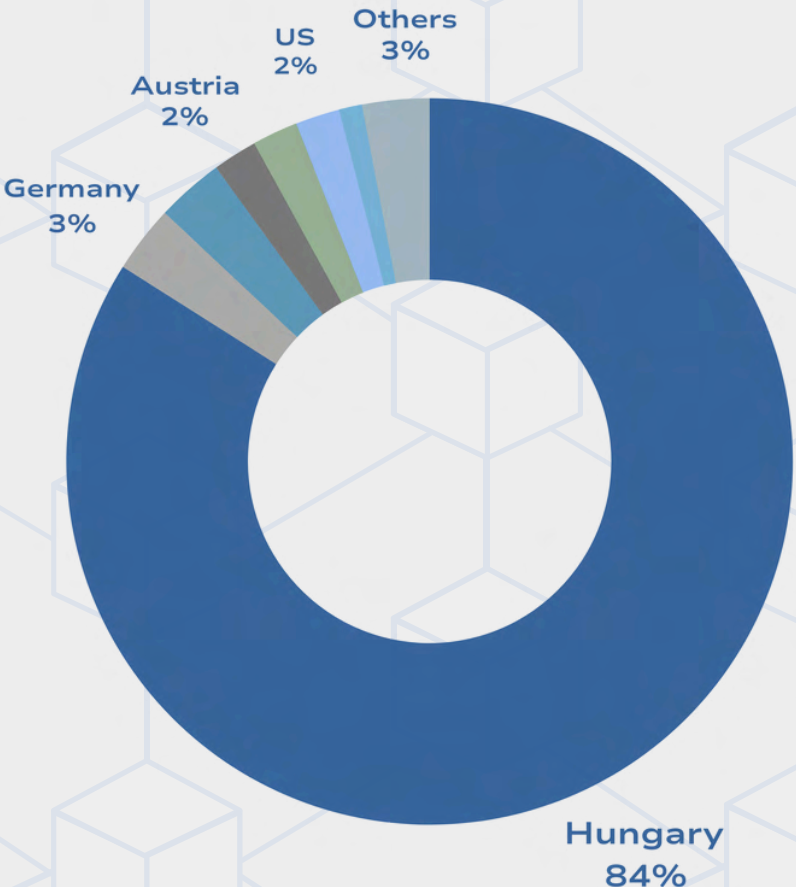
⁴ SEO Data, Source Ahrefs on 10th of December, 2024



KEY AUDIENCE INSIGHTS

DEMOGRAPHIC DISTRIBUTION OF USERS (%)

■ Hungary
 ■ Germany
 ■ Romania
 ■ Austria
 ■ Slovakia
 ■ US
 ■ UK
 ■ Others



MALE¹

62%

MOBILE¹

85%

ENGAGED IN NEWS & POLITICS¹

36%

ENGAGED IN INVESTMENTS & FINANCE¹

31%

**“BITCOIN MINING”
ON GOOGLE SEARCH RANKING²**

#1.POSITION

**“TRADING BOT”
ON GOOGLE SEARCH RANKING²**

#1.POSITION

**“BITCOIN NEWS”
ON GOOGLE SEARCH RANKING²**

#2.POSITION

**“CRYPTOCURRENCY”
ON GOOGLE NEWS RANKING³**

#2.POSITION

¹ Source Google Analytics (January 1–December 10, 2024)
² Based on Hungarian Google Search Ranking on 10th December of 2024
³ Based on Hungarian Google News Ranking on 10th December of 2024

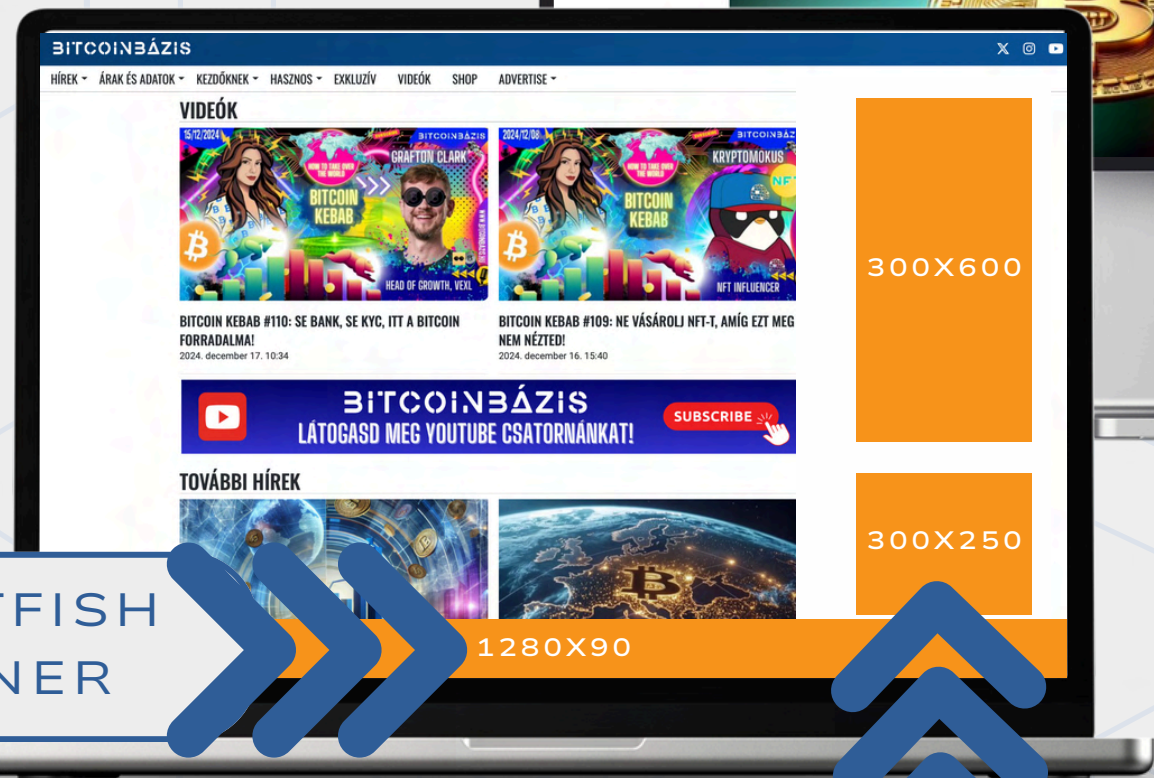
BANNERS



UNDER MENU BANNER*

BUTTON BANNER CAN BE PLACED IN A MENU

STICKY FOOTER*



CATFISH BANNER

SIDEBAR** MAIN PAGE OR NEXT TO THE ARTICLE



IN-ARTICLE BANNERS** TOP, MEDIUM OR LOW

Top: after 2nd paragraph in-article
Medium: after 5th paragraph in-article
Low: after 8th paragraph in-article

UNDER CONTENT BANNER

* High conversion rate, min. 1,000 000 impressions/month
** Custom banner sizes are available

BANNER PRICING PLANS

DEVICES

MOBILE, DESKTOP

DIMENSIONS

ADJUSTABLE
TO INDIVIDUAL NEEDS

CPM (COST PER MILLE):
THE COST FOR 1,000 AD
IMPRESSIONS

OUR MINIMUM CPM RATE
IS \$3.50, ENSURING COST-
EFFECTIVE CAMPAIGN
PERFORMANCE

PAYMENT DISCOUNT

10% DISCOUNT IF YOU
PAY VIA BITCOIN OR
BITCOIN LIGHTNING

ACCEPTED PAYMENT
METHODS



DESCRIPTION

MOBILE*

DESKTOP*

BUTTON BANNER

\$2500

\$1600

UNDER MENU BANNER

\$2300

\$1700

IN-ARTICLE TOP

\$2000

\$1200

IN-ARTICLE MEDIUM

\$1500

\$1000

IN-ARTICLE LOW

\$1200

\$800

UNDER CONTENT BANNER

\$2000

\$1200

CATFISH BANNER

\$3200

\$1600

STICKY FOOTER

-

\$3000

SIDEBAR MAINPAGE

-

\$1000

SIDEBAR ARTICLE

-

\$1500

We proudly support crypto payments.
Enjoy a 10% discount when paying with Bitcoin or Bitcoin Lightning!

*Prices are for one month

PRESS RELEASE

\$200

Based on ready content

GUEST POST

EARNED MEDIA CONTENT

\$400

Written by us

\$300

Based on ready content

All services include basic **SEO and do-follow links**, ensuring lifetime publication and enhanced search visibility.

OUR MEDIA SERVICES

TECHNICAL REVIEW

\$450

Our in-depth technical reviews provide detailed project evaluations, including comparisons with similar technologies, to establish your credibility.

WRITTEN INTERVIEW

\$350

We craft a custom interview by sharing questions in advance, turning your responses into a polished, SEO-optimized article.

MEDIA PACKAGES

BASIC PACKAGE

- 10 PR Articles
- + 1 Standard Banner
- + 1 Social Media Share*

\$3500

PREMIUM PACKAGE

- 20 PR Articles
- + 1 Premium Banner*
- + 2 Social Media Shares
- /Instagram post + Story*
- + Facebook post + Twitter post/*

\$6000

MAXI PACKAGE

- 25 PR Articles
- + 2 Premium Banners*
- + 4 Social Media Shares
- /Instagram post + Story*
- + Facebook post + Twitter post/*

\$8500

CUSTOM PACKAGE

Looking for a tailored solution? Let us create a package that perfectly fits your needs. Get in touch with us to discuss your requirements.

TAILORED

COMPREHENSIVE PUBLISHING TO ENGAGE YOUR TARGET AUDIENCE

* High conversion rate, min. 1,000 000 impressions/month

GUEST POSTS OPTIMIZATION

Optimize your guest posts with targeted keywords, strategic internal links, and expertly crafted meta descriptions to enhance SEO performance.

\$100

PRESS RELEASE DISTRIBUTION

Reach highly targeted audiences with optimized press releases distributed to leading cryptocurrency and finance media outlets, maximizing your visibility.

\$500

CUSTOM KEYWORD RESEARCH

Comprehensive keyword analysis tailored to cryptocurrency audiences, helping you target the right users and achieve higher search rankings.

\$200

BACKLINK BUILDING SERVICES

Secure high-quality backlinks from authoritative cryptocurrency sites and guides to enhance SEO rankings and drive organic traffic.

\$700

EXPERT **SEO INSIGHTS** TO BOOST YOUR BRAND

We offer comprehensive trend analysis and topic suggestions to refine your content strategy, including a custom hashtag strategy for maximum engagement.

Leverage our extensive cryptocurrency expertise and dedicated SEO team to make your brand stand out and achieve measurable results.


Ready to elevate your brand?

Contact us now to create a tailored SEO package that delivers results!

KEY PODCAST METRICS FOR 2024


PODCAST AUDIENCE¹

MALE



94%

AGE 25-54



80%

**WATCH TIME
(IN HOURS)**



9900+

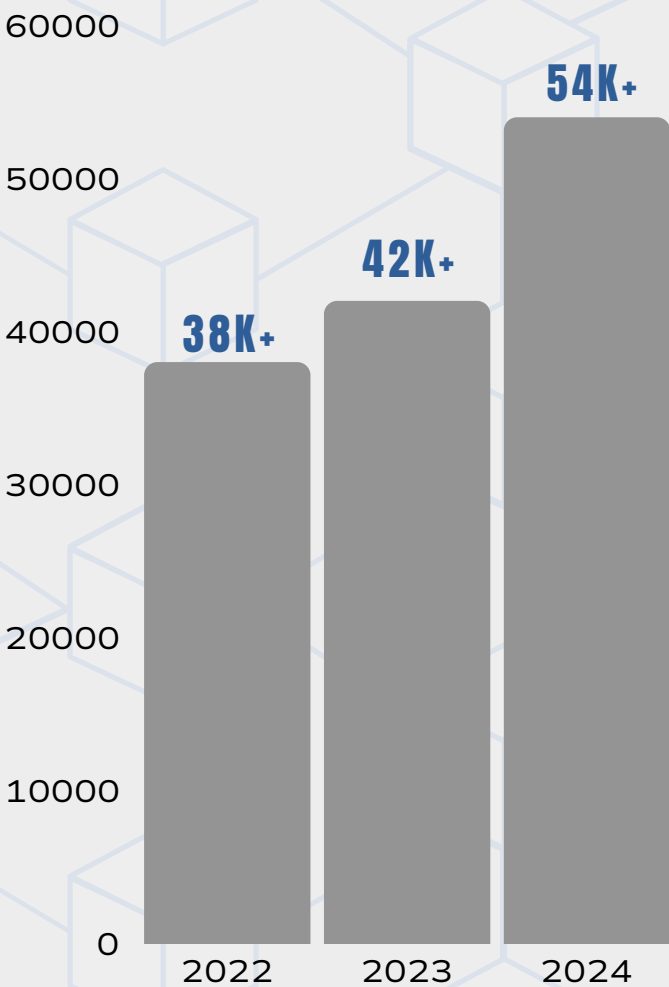
SUBSCRIBERS



4200+

Listeners have spent over 9,900 hours engaging with our podcast content in 2024!

PODCAST PLAYS²



Podcast plays have grown by 42% since 2022!

2023-24 RESULTS COMPARISON²

PODCAST PLAYS

+29%

SUBSCRIBERS

+220%

IMPRESSIONS

+148%

AVERAGE VIEW DURATION

+80%

Increased impressions and average view duration reflect the high-quality, engaging nature of our content.

¹ Combined results on YouTube and Spotify (January 1-December 21, 2024)
² Based on YouTube Analytics data

PODCAST: **BITCOIN** KEBAB

YOUR GATEWAY TO ENGAGING CRYPTO CONVERSATIONS



Looking for a personalized approach? Work with us to create a sponsorship package that aligns with your brand's vision and goals.

Bitcoin Kebab releases 4 episodes monthly, providing sponsors with consistent exposure to a niche audience of crypto enthusiasts and tech leaders. With over 54,000 plays and 220% subscriber growth in 2024, it's the ideal platform to reach decision-makers in blockchain and finance.

SPONSORSHIP PACKAGES	ONE TIME 1 EPISODE	MONTHLY 4 EPISODES	QUARTERLY 12 EPISODES
SPONSORSHIP PRICES	\$600	\$2200	\$6000
MENTION AT THE START	✓	✓	✓
30-SECOND MID-ROLL ADS	✓	✓	✓
LINKS IN ALL SHOW NOTES	✓	✓	✓
MONTHLY SOCIAL MEDIA SHOUTOUT	X	X	✓
LOGO ON PODCAST PROMOTIONS	X	X	✓

SOCIAL MEDIA INSIGHTS

PERFORMANCE METRICS & GROWTH HIGHLIGHTS

Our social media presence drives engagement across platforms, reaching millions of crypto enthusiasts with impactful content and growing follower bases.

In 2024 we achieved over 3.6 million views across TikTok, Twitter, Facebook, Instagram, and YouTube, connecting with audiences globally. Our 2024 short video content performance saw a 555% increase in views and a 350% growth in shares compared to 2023.

Join Hungary's largest crypto community on Instagram today!

TOTAL VIEWS 2024

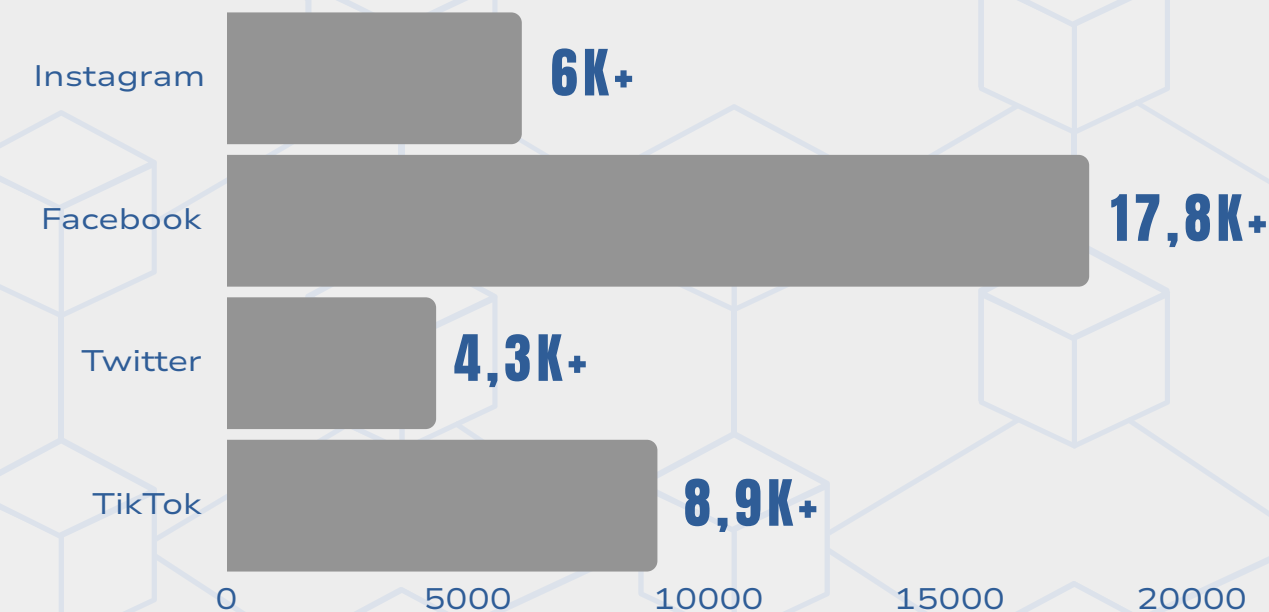

2M+
TIKTOK


800K+
REELS

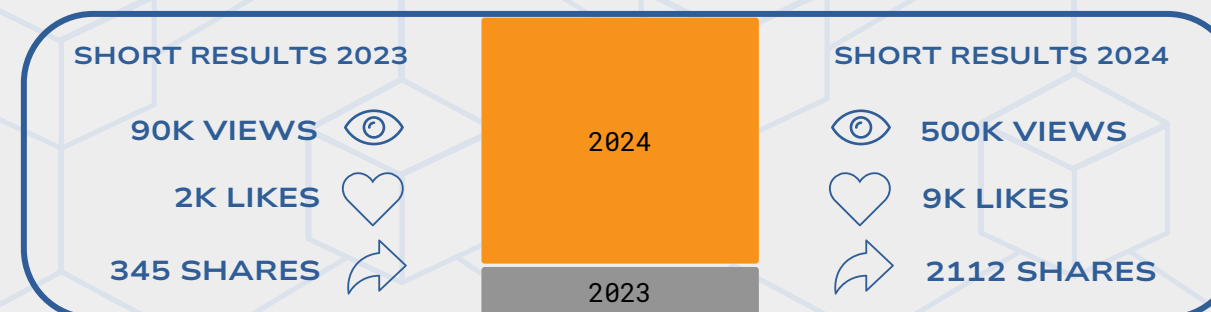

330K+
REELS


500K+
SHORTS

NUMBER OF FOLLOWERS 2024



SHORT RESULTS COMPARISON



STANDARD VIDEO AD

One professionally crafted **TikTok video** optimized for engagement and visibility

\$450

FULL VIDEO AD

Comprehensive video campaign including **TikTok, YouTube Shorts, and Instagram Reels** for maximum audience engagement

\$750

POST PACKAGE

Custom social media posts across **Instagram, Facebook, and Twitter**, including an **Instagram Story**

\$250

SOCIAL MEDIA ADVERTISEMENT

Our expert social media managers craft engaging campaigns tailored to TikTok, YouTube, Facebook, Instagram, and Twitter. From **promotional videos** to **text posts** and **strategic comments**, we deliver customized solutions to meet your brand's unique needs. Ready to elevate your brand?

Contact us today to customize your social media campaign!

CRYPTOCOMPANIES

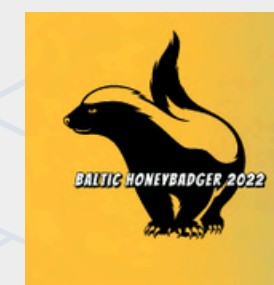
LEADING CRYPTO BRANDS WHO TRUST BITCOINBÁZIS TO AMPLIFY THEIR IMPACT:



2MINERS.COM



COINTELEGRAPH



WACHSMAN



trade
santa



Winz.io

Stake
.com

adwise



coinzilla



BINANCE



StormGain



Cointraffic



A ADS



CEX.IO

SIMPLEFX

Finixio



KRIPTOMAT

1xBit

OUR TEAM



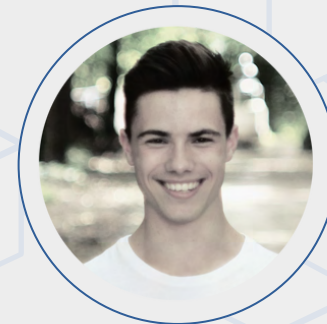
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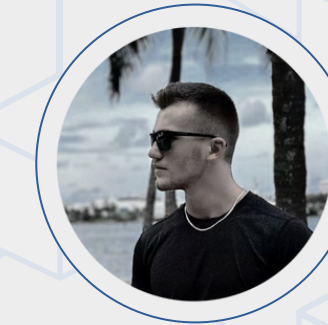
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ALL THINGS CRYPTO

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