



Media Kit

1H 2023

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



5.7m[^]

Twitter Followers



3 million+^{*}

Newsletter Subscribers



334,000+^{*}

unduplicated subscribers

Podcast Downloads



1.6 million+^{*}

Consensus



Leading annual event in crypto

May 29 - June 1, 2024 • Austin, Texas

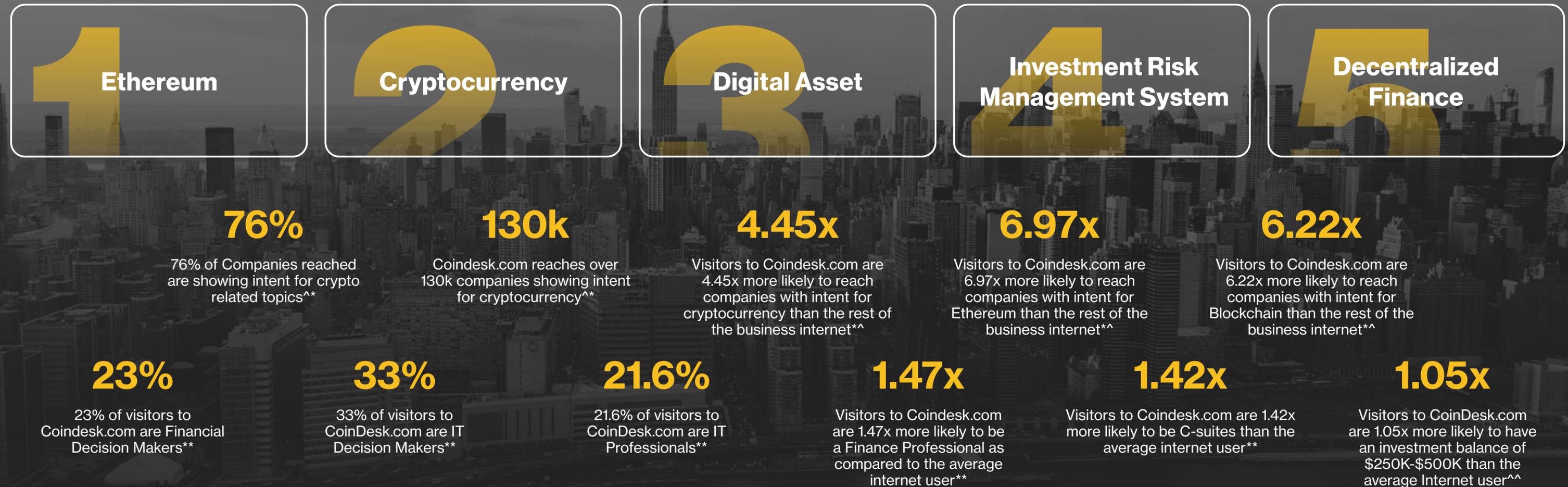
Sources: Google Analytics, Twitter, Internal data, ^{*}December 2022, [^]Q4 2022 average



CoinDesk.com Audience Insights

Top 5 Interest of Visitors of CoinDesk.com

Source: Bombora Insights | Audience Composition



[^]Note, intent is measured on the company level and based on users searching on these same topics at a statistically significant level at the same time over a three month period.

^{^*}Note: Bombora reports on data within their co/op which is referred to as the "business internet". This co/op consists of the largest business websites globally. This data is based on business visitors meaning on the company level, not user level.

^{**}Source: Bombora via Quantcast

^{^^}Source: experian via Quantcast

^{^^}Source: Bombora Insights | Audience Intent

Global Footprint

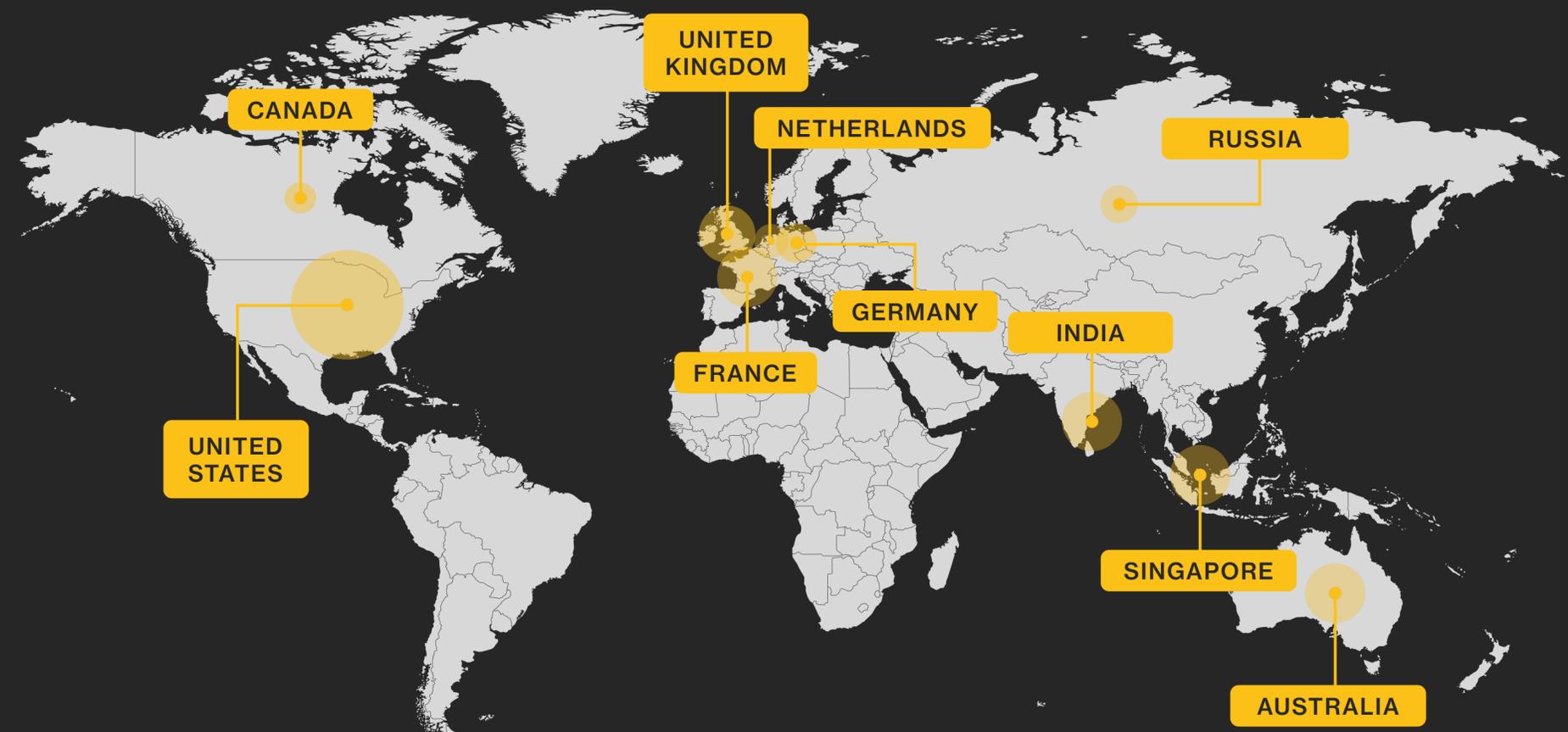
CoinDesk's journalistic aspiration is to own what we believe will be the biggest business story for the coming years and decades: the transformation of the global financial system that will be brought on by the rise of digital assets and decentralized protocols.

Global Readership



Source: Google Analytics (Q4 2022)

Top Ten Countries



Digital Display

Desktop Ad Sizes

Standard Banners - \$23 cpm

- 728x90
- 970x90
- 300x250

Premium Banners - \$40 cpm

- 970x250
- 300x600

Button Banner - \$10 cpm

- 120x60

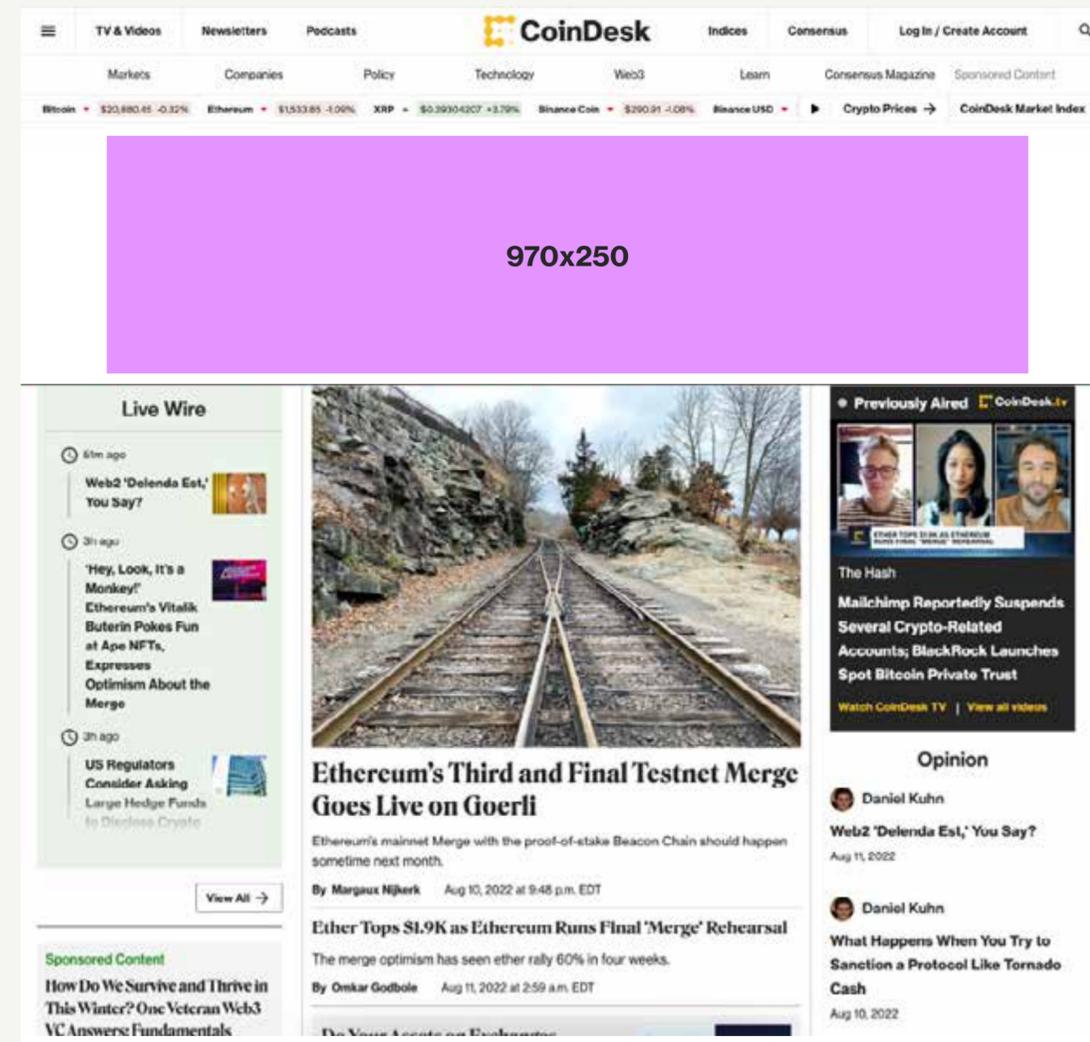
Buy/Sell Button - CPC Model

- 100x100
- Email for availability

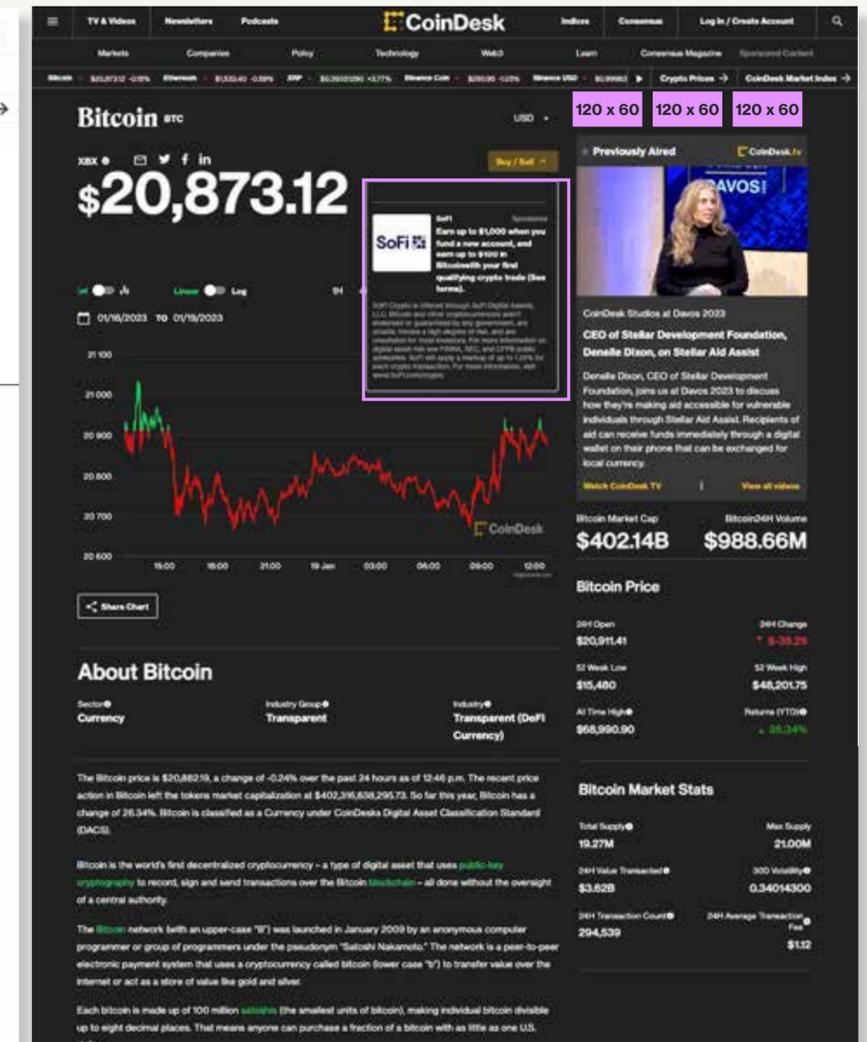
Sitewide Viewability

82%

Homepage



Price page



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

Digital Display

Mobile Ad Sizes

Standard Banners - \$23 cpm

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

Premium Banners - \$40 cpm

- 300x250
- 320x50 Sticky
- 300x50 Sticky

Banner Button - \$10 cpm

- 120x60

Buy/Sell Button - CPC Model

- 100x100
- Email for availability

Sitewide Viewability

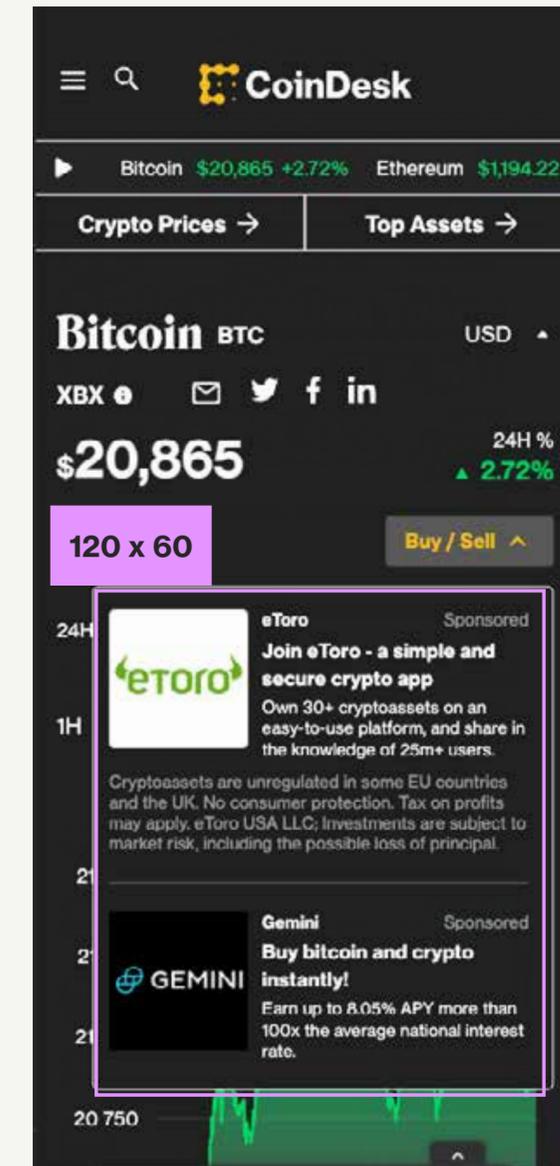
82%

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

Homepage



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.

Guidelines

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

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

- **\$12,000** per day
- **\$48,000** for a package of 5 (Buy 4 get 1 free)

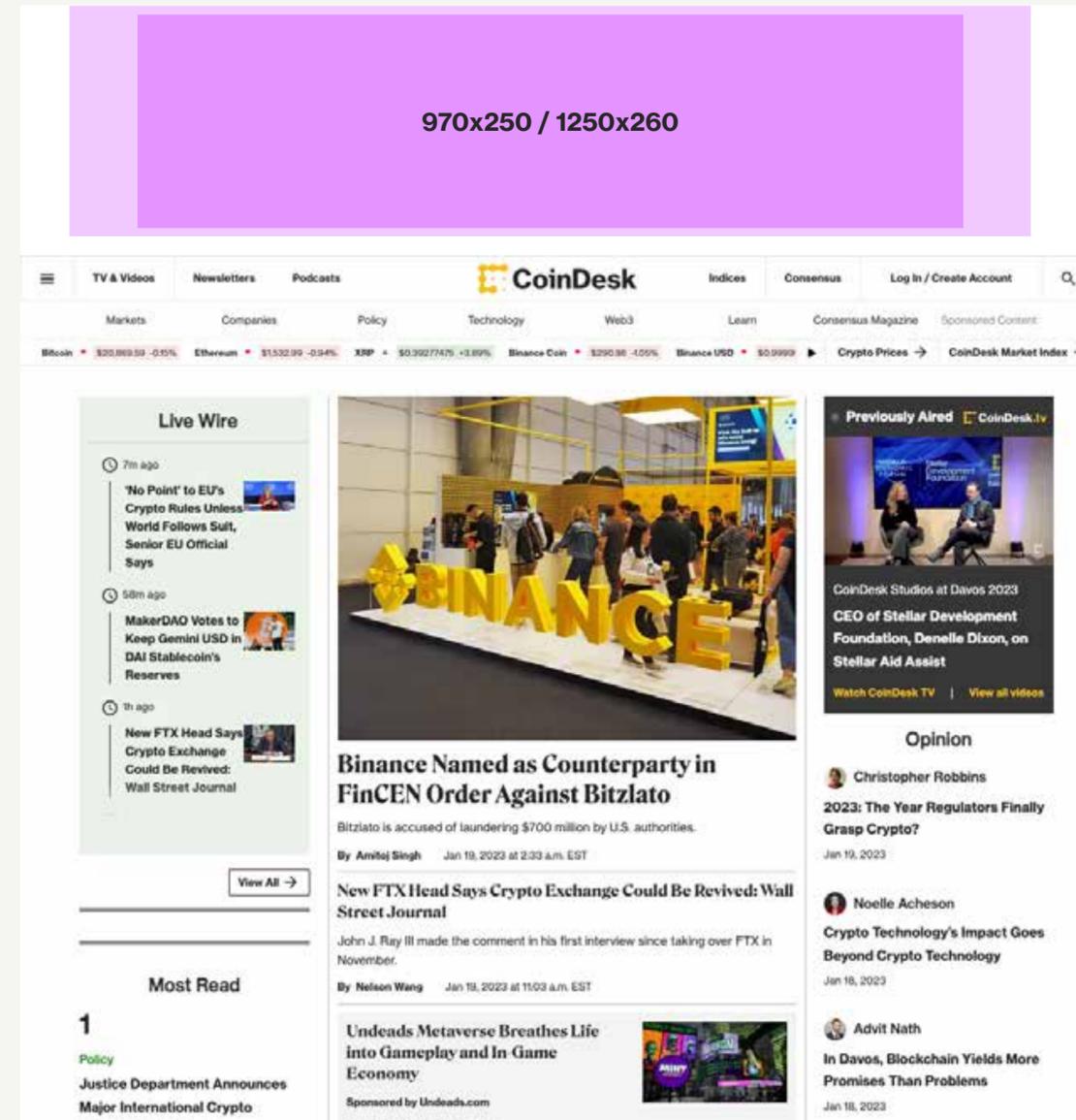
Weekend 25% off rate

Global

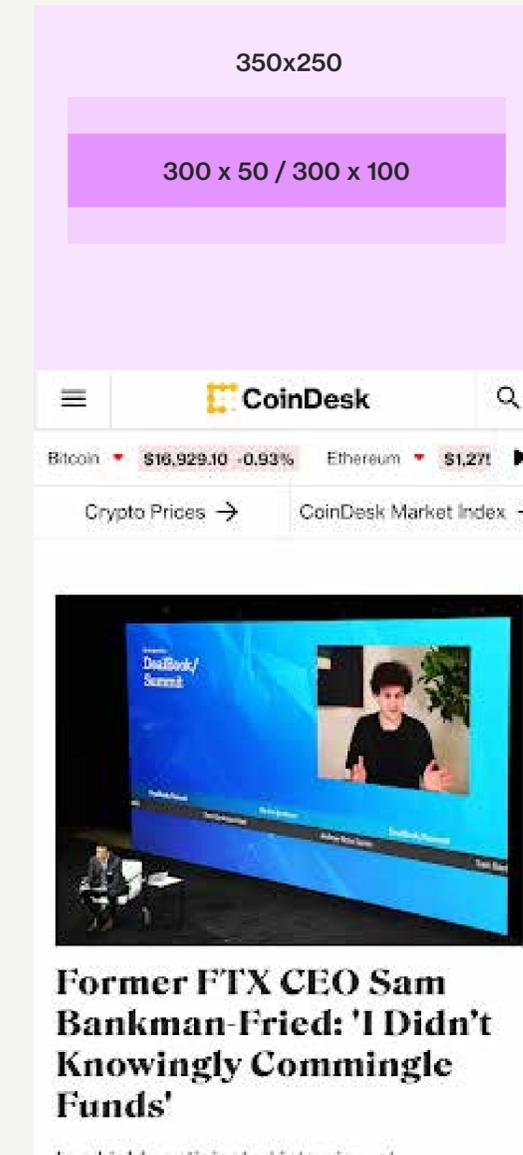
- **\$20,000** per day
- **\$80,000** for a package of 5 (Buy 4 get 1 free)

Weekend 25% off rate

Desktop Ad Sizes

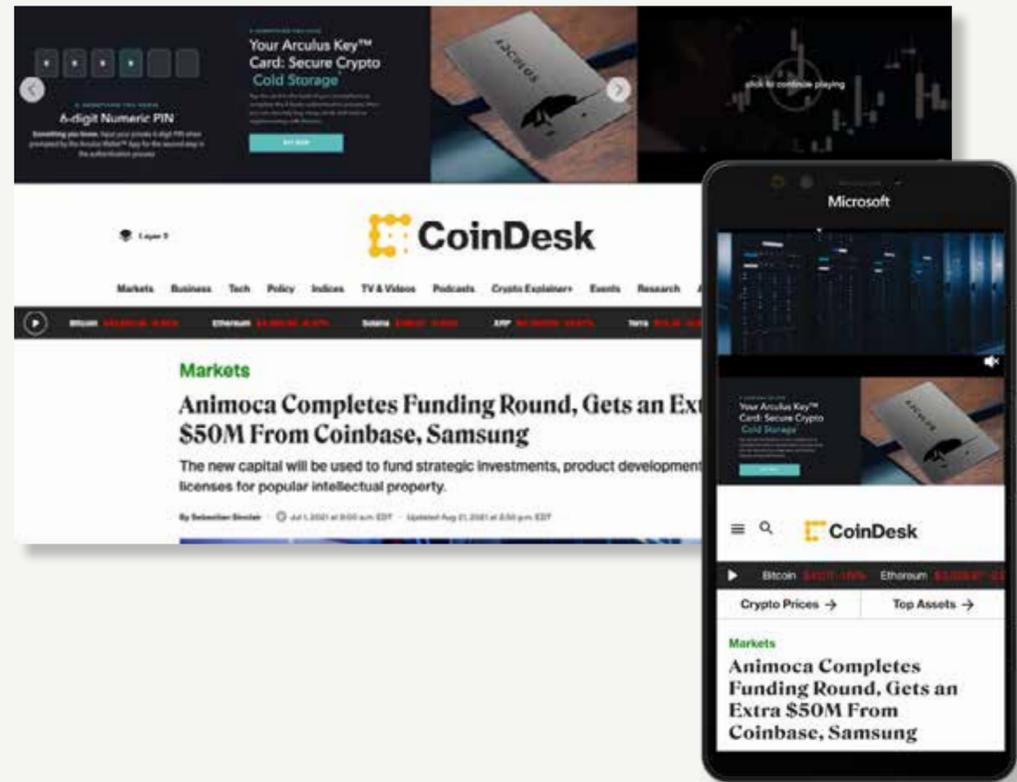


Mobile Ad Sizes



Custom Units

High Impact - Full Width Slideshow



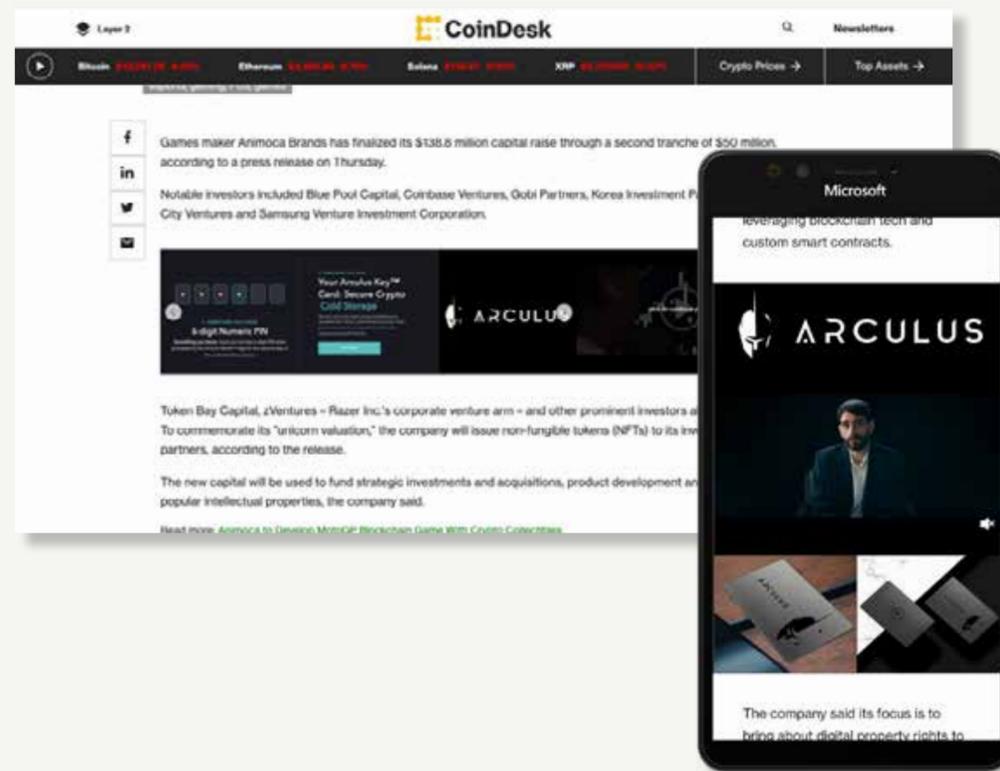
U.S. Only or Non-U.S.

• \$17,000

Global

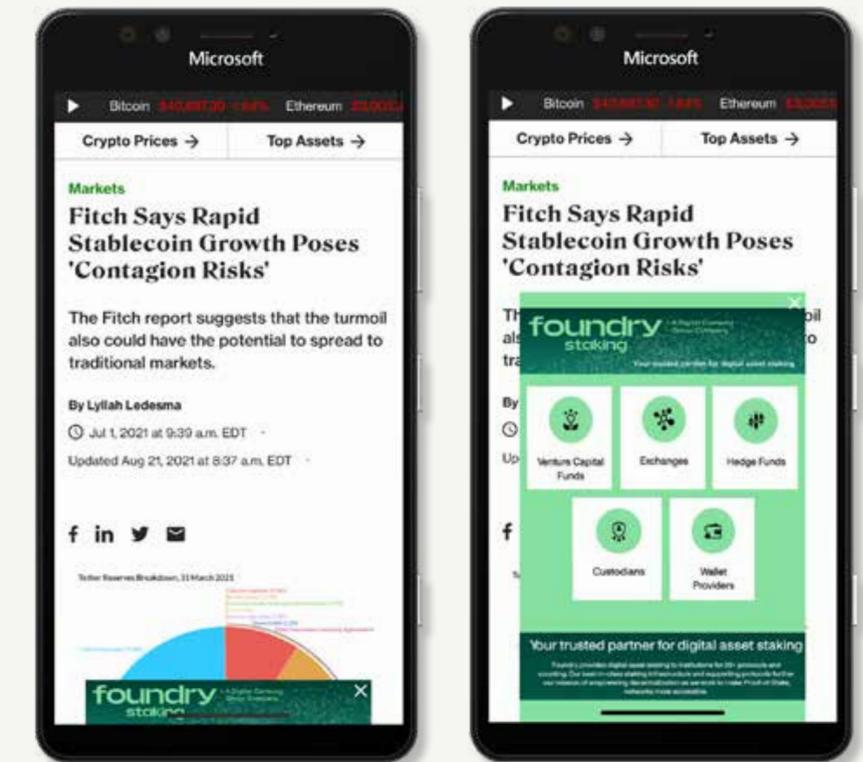
• \$25,000

Rotational Banner - Slideshow



+\$5 cpm

Rotational Banner Expandable Sticky



+\$5 cpm

Full Site Takeover

100% SOV of CoinDesk.com for 1 day

Sizes

- Desktop High impact: 1250x260 / 970x250
- Mobile High impact: 350x250
- Desktop Banners: 728x90, 970x250, 300x250, 300x600
- Mobile Banners: 320x50, 300x50, 300x250

U.S. Only

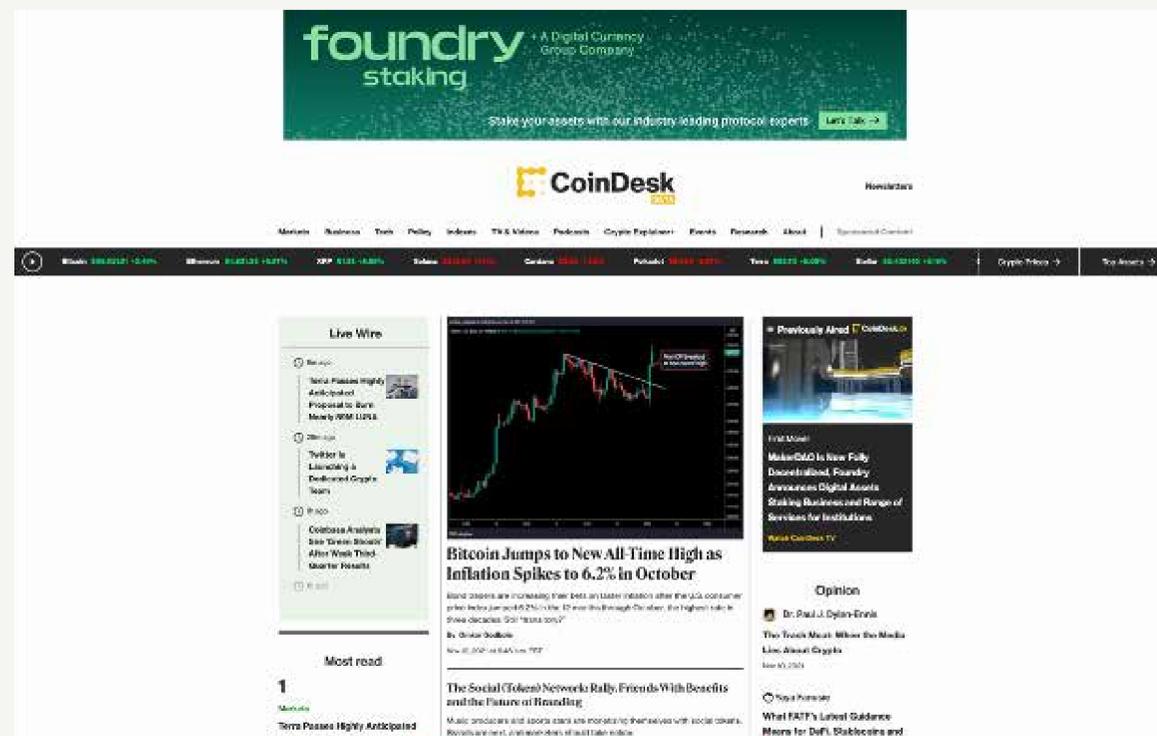
- **\$35,000** per day

Global

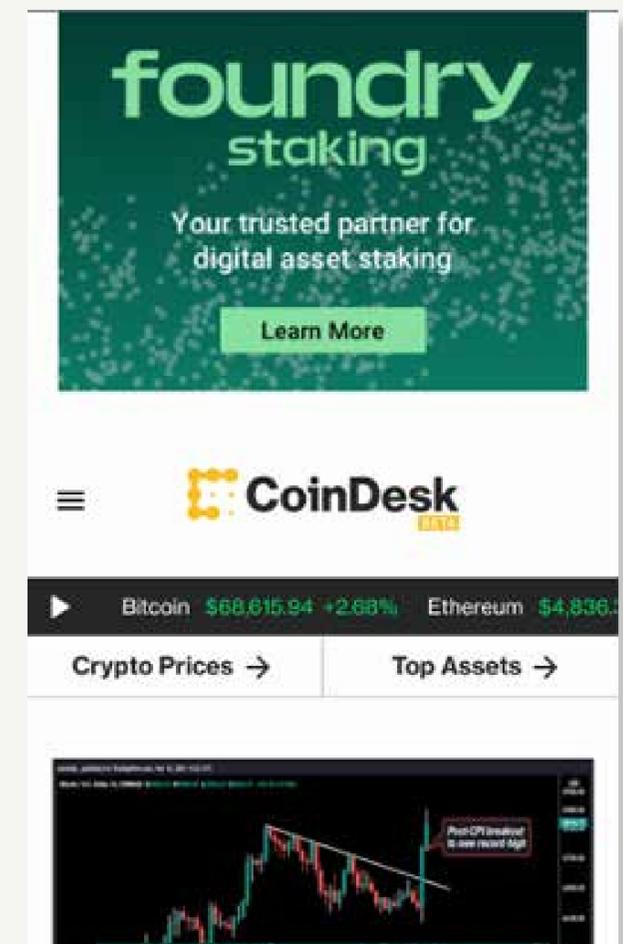
- **\$70,000** per day

*Note: Impressions will max out at 700k for US only and 1.4m for global

Desktop



Mobile



CoinDesk Studios

What Is It?

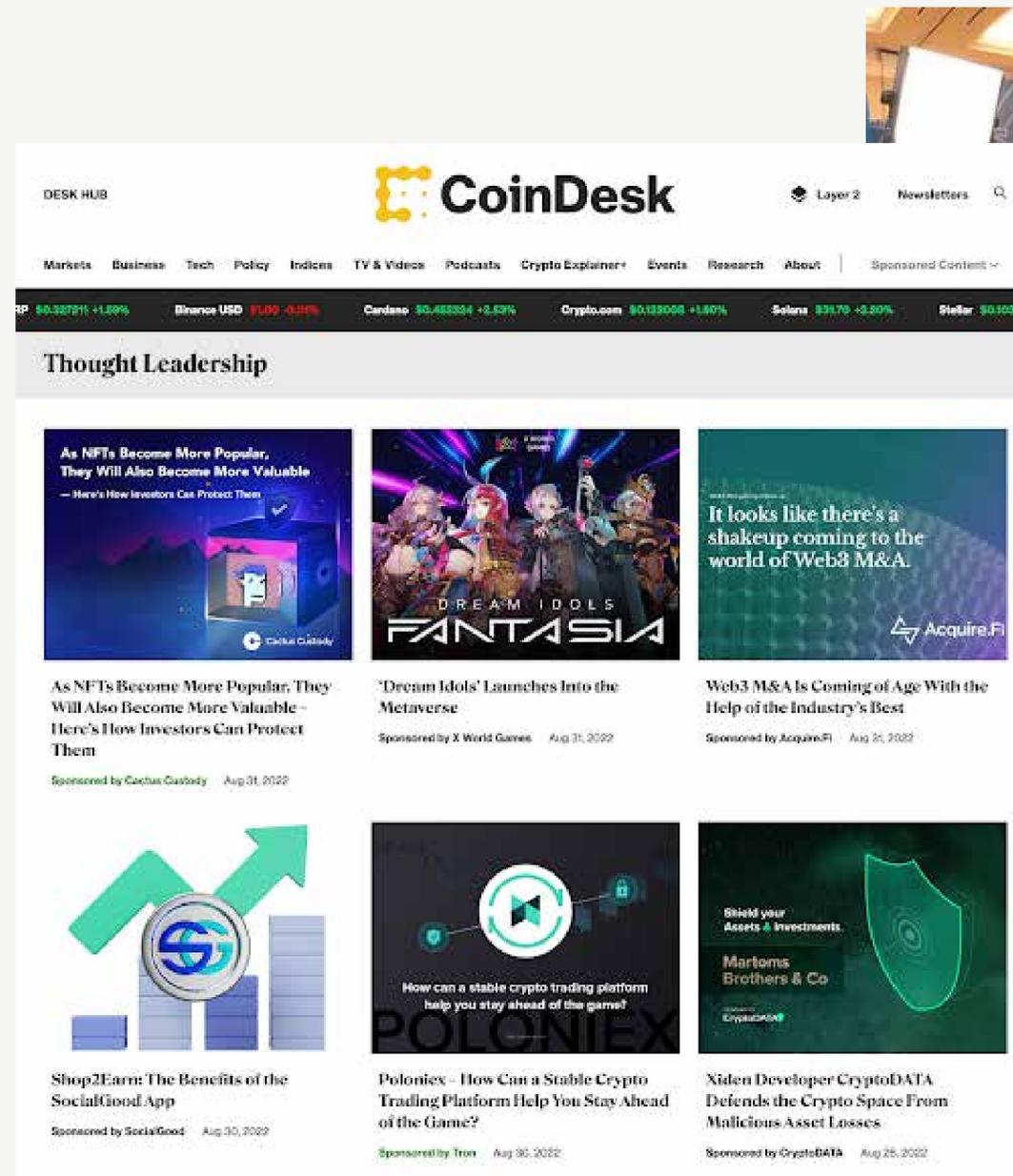
CoinDesk Studios creates and executes paid Content, Innovation, and Experience initiatives for select clients.

We combine our experience in brand storytelling, content production, and targeted media strategy with our expertise in Web3 to connect with our clients' desired audiences and designed to deliver on set KPIs.

Our Custom Offerings

- Branded Content (Thought Leadership)
- Audio
- Video
- Experiential and events
- White label news
- Private Web3 workshops

[View the CoinDesk Studios Media Kit](#)



Thought Leadership

[View Thought Leadership](#)

Pricing

Option 1: Post on CoinDesk.com page only

- No site or social promotion
- Core template 1
- Price: **\$10,000** (2 article minimum)

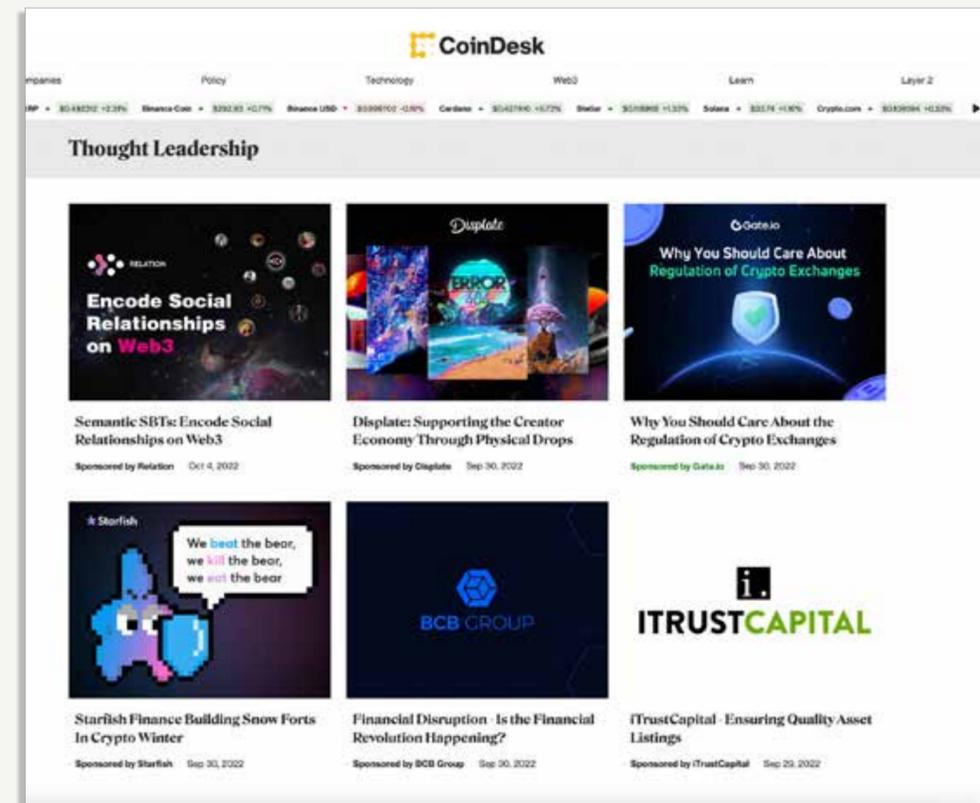
Option 2: Post & Client Link with amplification

- 500,000 guaranteed impressions or 1500 Pageviews minimum
- Choice of 5 core templates
- Price: **\$18,000+**
- **\$5,000** social boost includes 1 Twitter Post/1 LinkedIn Post/1 Newsletter Mention per article
 - Brand will be tagged on social

Option 3: Enhanced Post & Client Link with amplification

- 1MM guaranteed impressions or 3K Pageviews minimum
- Choice of enhanced templates
- Price: **\$27,500+**
- **\$10,000** super boost includes 2 Twitter Posts/2 LinkedIn Posts/2 Newsletter Mentions per article
 - Brand will be tagged on social

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



CONSENSUS MAGAZINE

2023 Release Schedule

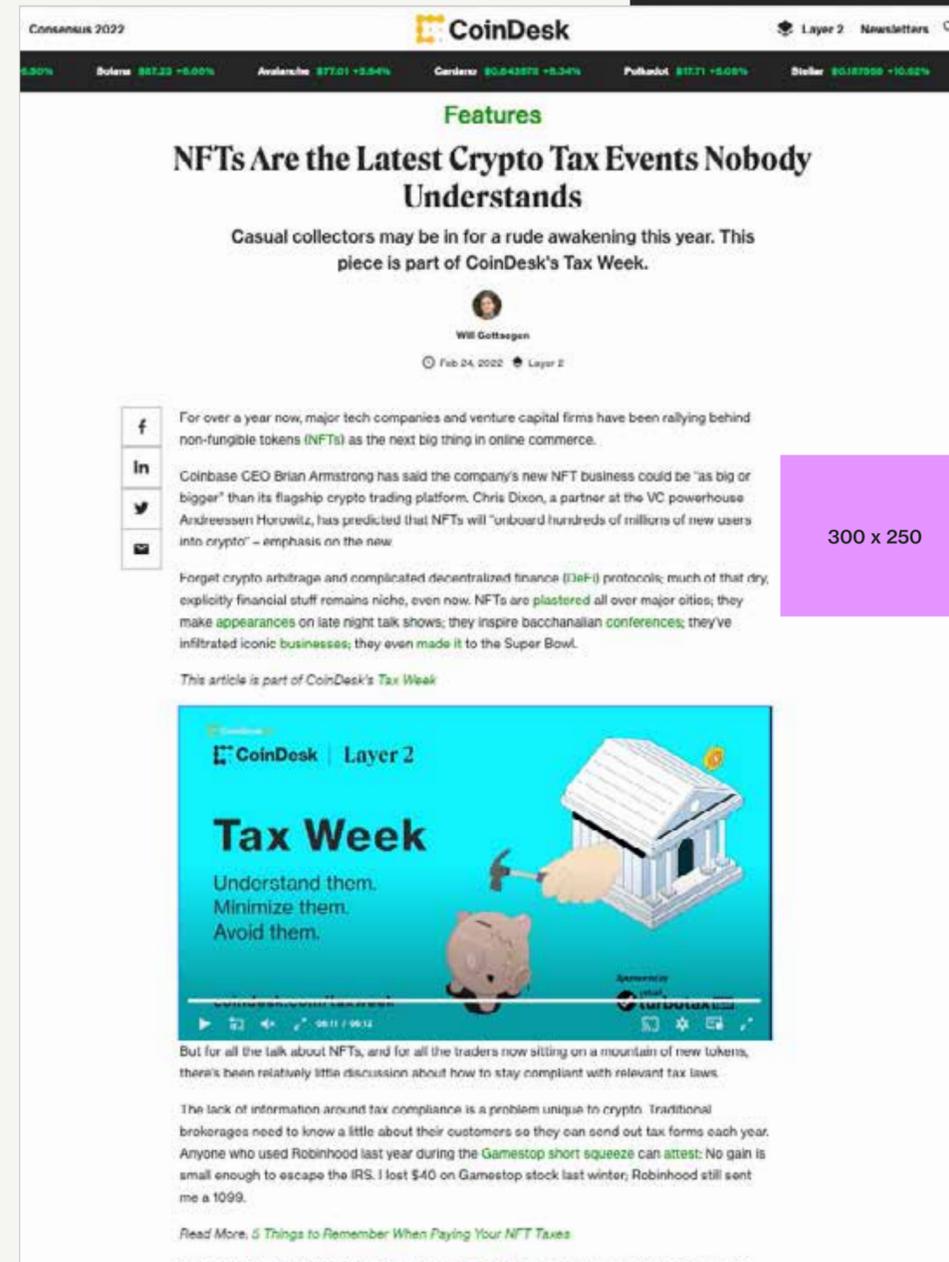
Consensus Magazine is CoinDesk's digital magazine of ideas. Each month we devote a whole week to a chosen theme and publish a series of deep-dive feature articles, opinion pieces, research reports, podcasts, videos and other content exploring that theme. Past examples include: Policy Week, Payments Week, Tax Week, Mining Week.

\$77,300 per week

Sponsorship Includes:

- High Impact Pushdown
- The Node Newsletter Secondary Sponsorship
- Display Banner Ads
- Pre-roll Video
- Social Media Boost
- Twitter Spaces

[View Consensus Magazine](#)



	DATES	TOPICS	
JUN	6/26 - 6/30	Best Places for Crypto	Q2
JUL	7/24 - 7/28	Mining Week	
AUG	8/21 - 8/25	Gaming Week	Q3
SEP	9/25 - 9/29	Education Week	
OCT	10/23 - 10/17	Privacy Week	
NOV	11/6 - 11/10	Trading Week	
	11/20 - 11/24	Tax Week	Q4
DEC	12/4 - 12/8	Most Influential 2023	
	12/11 - 12/15	Crypto 2024: The Year Ahead	

Newsletters: **The Node**

[View The Node](#)

Daily Newsletter

Monday – Friday | Target Audience - Broad Crypto Market

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

 **150,000+**
Subscribers March 2023

 **39%**
Open Rate March 2023

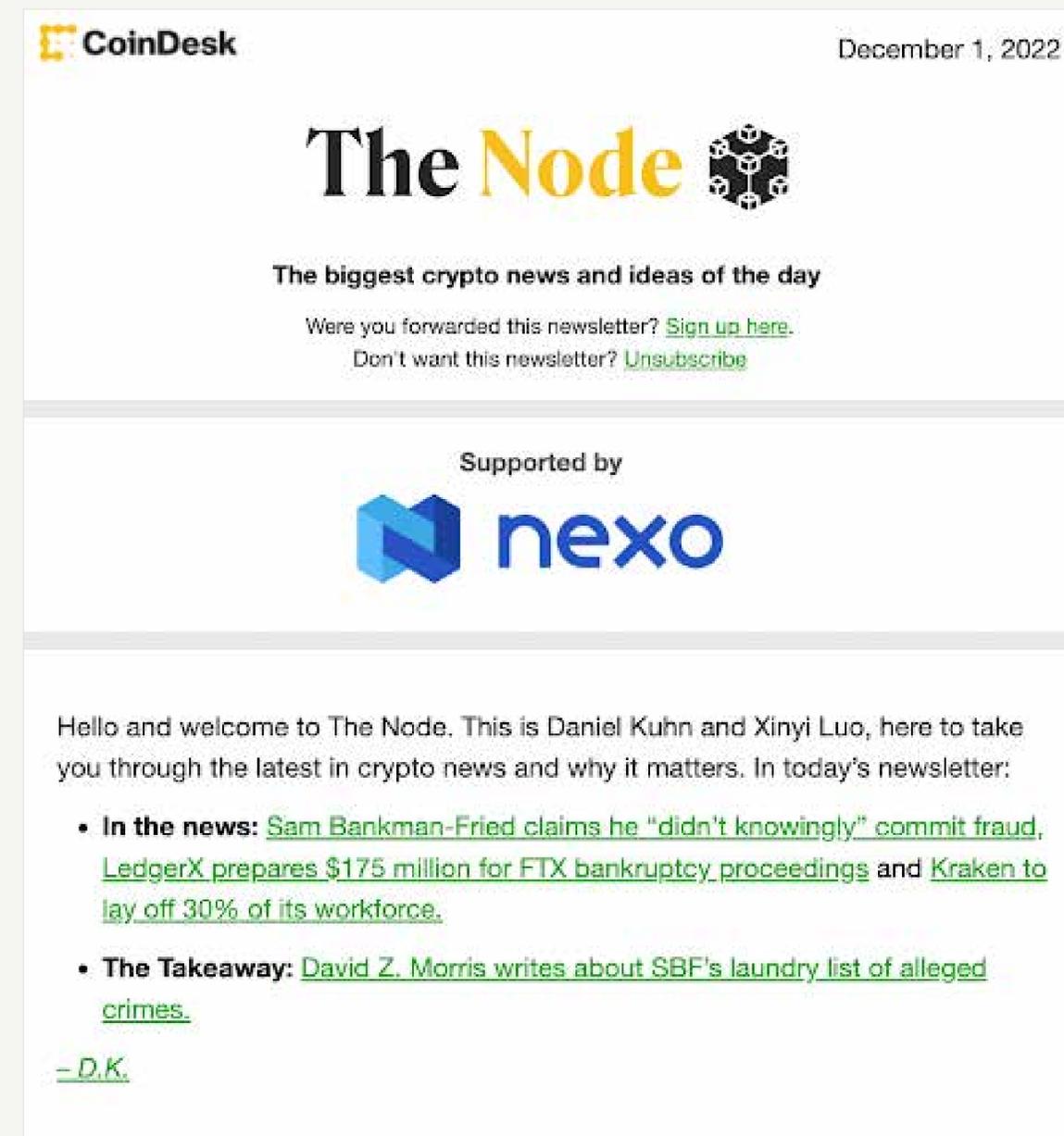
Primary

\$14,675 per week

Secondary

\$7,300 per week

20% discount when sponsoring for one consecutive quarter or longer



Newsletters: **First Mover**

[View First Mover](#)

Daily Newsletter

Monday – Friday | Target Audience - Traders, Retail Investors

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

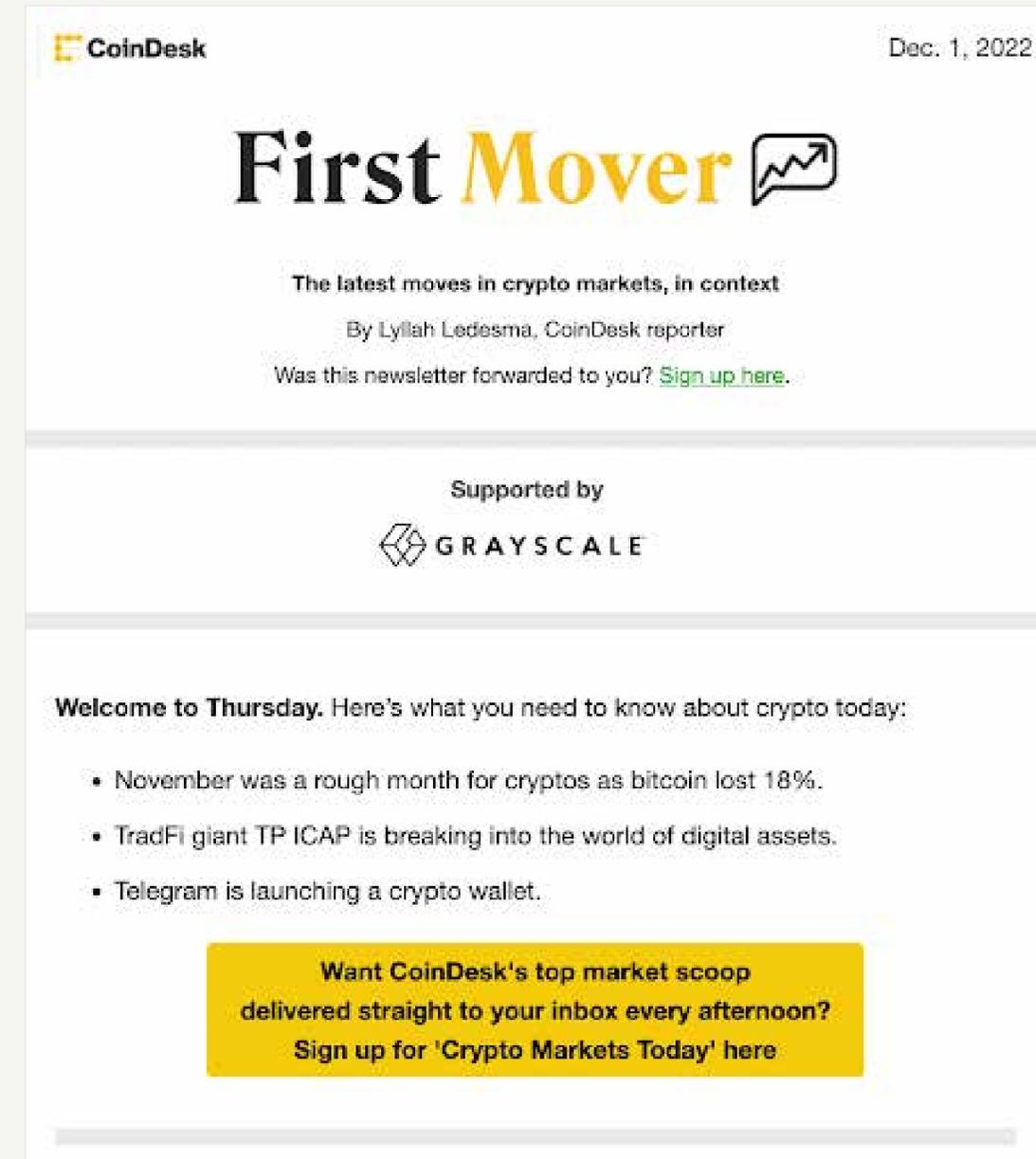
 **110,000+**
Subscribers March 2023

 **36%**
Open Rate March 2023

Primary
\$9,800 per week

Secondary
\$4,600 per week

20% discount when sponsoring for one consecutive quarter or longer



Newsletters

Crypto Long & Short

Every Wednesday

Target Audience - TradFi

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.

 **110,000+**
Subscribers March 2023

 **38%**
Open Rate March 2023

Primary

\$12,800 / \$16,000 per month

Secondary

\$6,400 / \$8,000 per month



Money Reimagined

Every Friday

Target Audience - Crypto Beginners, Consumers, Influencers

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.

 **85,000+**
Subscribers March 2023

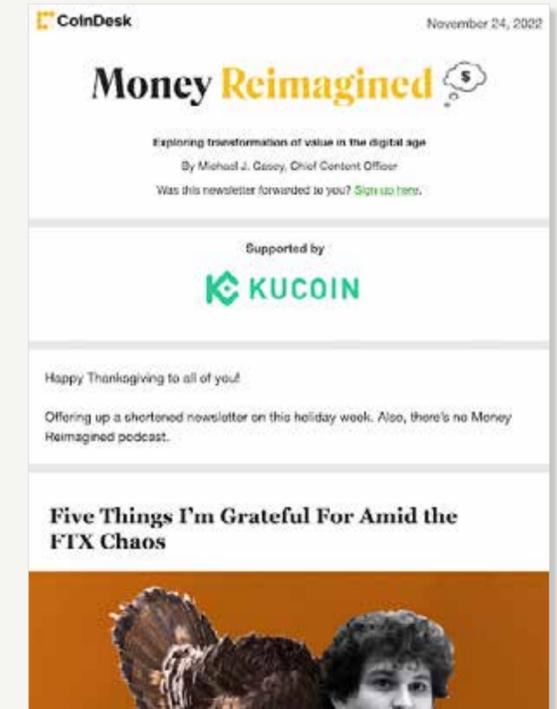
 **35%**
Open Rate March 2023

Primary

\$9,375 / \$11,700 per month

Secondary

\$4,690 / \$5,850 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

20% discount when sponsoring for one consecutive quarter or longer

Newsletters

The Protocol

Every Wednesday

Target Audience - Developers

The Protocol is the leading newsletter covering the technology of crypto and how it's evolving, zeroing in on the cutting edge of the world's hottest industry. Authored by CoinDesk's Tech and Protocols team, the weekly newsletter goes beyond the latest headlines on crypto and blockchain tech and puts the news in context to deliver forward-looking insights to a readership of developers, investors and traders.

 **60,000+**
Subscribers March 2023

 **35%**
Open Rate March 2023

Primary

\$6,500 / \$8,100 per month

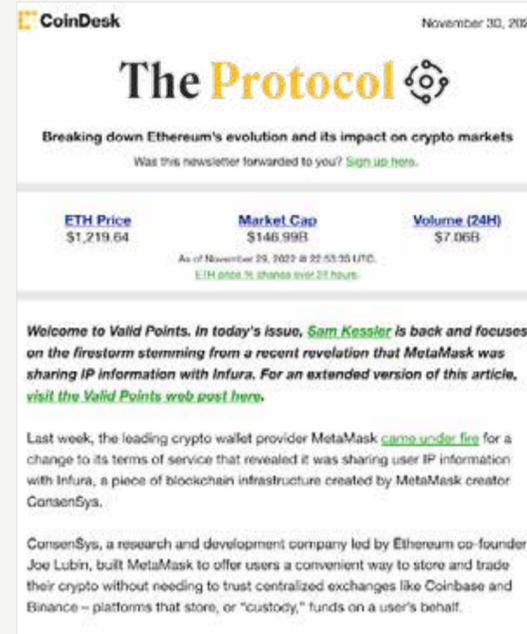
Secondary

\$3,250 / \$4,050 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

20% discount when sponsoring for one consecutive quarter or longer



State of Crypto

Every Tuesday

Target Audience - Regulators, TradFi, C-Suite

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 March 2023

 **37%**
Open Rate March 2023

Primary

\$7,400 / \$9,200 per month

Secondary

\$3,700 / \$4,600 per month



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.

3M+
views Dec. 2022

Sponsorships
\$25,000+
per quarter

Pre-roll
\$10,000+
per quarter



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.



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.



The Hash Weekdays • 12 p.m. ET

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



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.

Podcasts: **Markets Daily** & **The Hash**

[View Markets Daily](#)



Markets Daily

Markets Daily, hosted by CoinDesk Contributor 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.

Episode Schedule: 7 Days Per Week

 **215,000+**
March 2023
downloads

\$4,300 per week
\$12,900 per month
\$25,800 per quarter



The Hash

Co-hosts Zack Seward, Will Foxley, Jennifer Sanasie and Wendy O choose the day's big stories to hash out, analyze and help connect the dots on why these stories matter to the crypto world and beyond. With a personality-driven, fast-paced, entertaining format, the show is geared toward the mainstream, discovery audience with themes ranging from serious to fun.

Episode Schedule: 6 Days Per Week

 **265,000+**
March 2023
downloads

\$5,200 per week
\$15,500 per month
\$31,000 per quarter

Sponsorship Includes:

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

Podcasts: Money Reimagined & Generation C



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.

Episode Schedule: Every Friday



39,000+
March 2023
downloads

\$5,000 per month
\$11,750 per quarter



Generation C

Generation C is a new podcast focused on how brands, marketers, and advertisers are exploring and building in the Web3 ecosystem. Gen C will explore how both household brand names and new start-ups are experimenting with blockchain technology to gain customers and create value for their bottom lines and communities.

Episode Schedule: Every Monday

\$5,000 per month
\$11,750 per quarter

Sponsorship Includes:

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



Podcasts: **Women Who Web3 & Crypto Crooks**



Women Who Web3

Women Who Web3 is a new weekly podcast hosted by Kamala Alcantara and celebrates women supporting women, investing in women, and bridging the gender gap in wealth through Web3. Each week brings a new and exciting guest sharing their insights on topics like starting an NFT project, creating belonging and inclusivity in digital spaces, building prosperous Web3 projects, investing in cryptocurrencies, and building wealth.

12 Episode Season

Production to begin post-sale

\$25,000 per season



30,500+

Dec. 2022
downloads



Crypto Crooks

Crypto Crooks Season 3 will tackle Sam Bankman-Fried and the FTX Crime Family. The series is hosted by David Z. Morris, whose explanatory writing helped convince the public that FTX's collapse was in fact a crime. The series will detail the financial shenanigans that let Sam Bankman-Fried steal close to ten billion dollars from under his customers. It will also include behind-the-scenes details about implicated executives and more.

6 Episode Season

Production to begin post-sale

\$100,000 per season; exclusive

Includes a CoinDesk.com media plan

Sponsorship Includes:

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



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 (optional), and host the video for VOD replay.

Standard

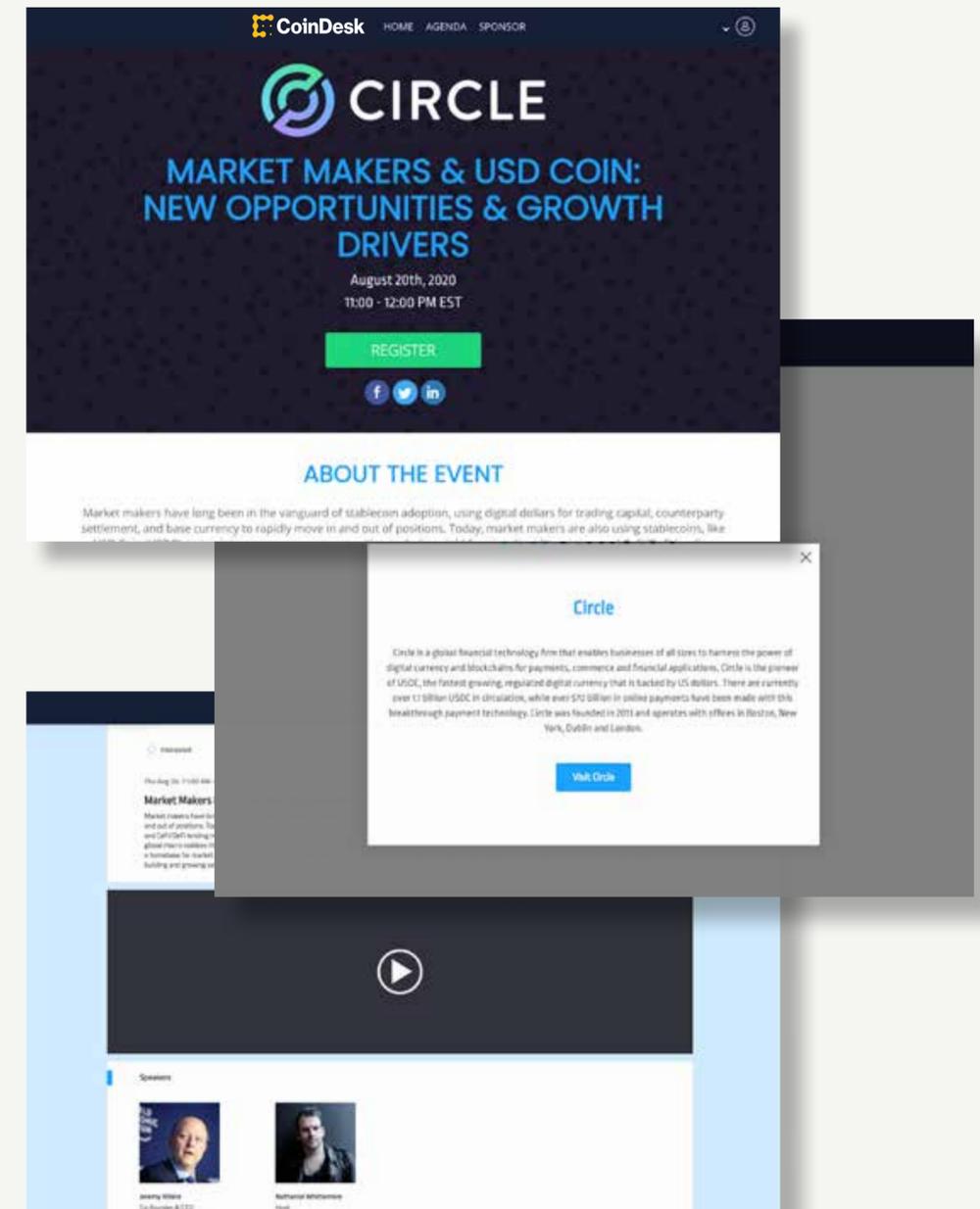
- Sponsor chooses panelists
- Sponsor branding on webcast landing page and VOD
- CoinDesk is GDPR compliant; as a result, only opt-in registrations are shared with sponsor
- 350 registration minimum guarantee

\$20,000 per webinar

Enhanced

- Includes all Standard features
- ROS banners on CoinDesk.com to promote the event
- 1 pre-event Thought Leadership article
- 1 post-event Thought Leadership article
- Newsletter mention
- 2 sponsored posts on CoinDesk social media handles
- Sponsor branding on webcast landing page and VOD
- Sponsor chooses panelists

\$76,500 per webinar



Quick Links

Contact Info

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Soledad Contreras

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Jacob Newman

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jnewman@coindesk.com

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
- Max file size: 150kb
- 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

Buy/Sell button

- Logo: 100x100px, .jpg
- Title: max 40-50 characters
- Offer Message: Max 90 characters
- Disclaimer (Optional): Max 120 characters



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: 10 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.



Rate Card

Display Ads

Banners
\$6,000
monthly minimum

High Impact
\$12,000+
flat daily rate

Email Newsletters

The Node
\$14,675
per week

First Mover
\$9,800
per week

Money Reimagined
\$9,375+
per month

Crypto Long & Short
\$12,800+
per month

State of Crypto
\$7,400+
per month

The Protocol
\$6,500+
per month

Consensus Magazine Theme Week

\$77,300
per week

Podcasts

Markets Daily
\$12,900
per month

Money Reimagined
\$5,000
per month

The Hash
\$15,500
per month

Webinar

Standard
\$20,000
per webinar

Enhanced
\$76,500
per webinar

CoinDesk TV

\$10,000
quarterly minimum

All prices subject to change.

