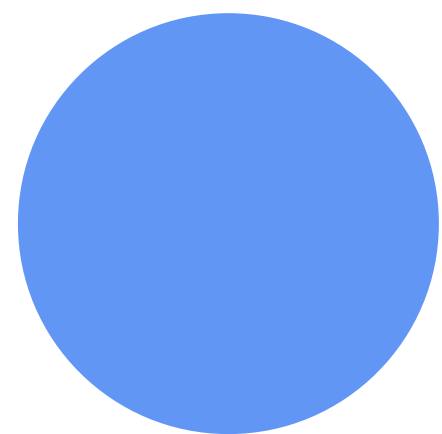




# IHODI.

**MEDIA KIT** | ADVERTISING

SEPTEMBER 2018

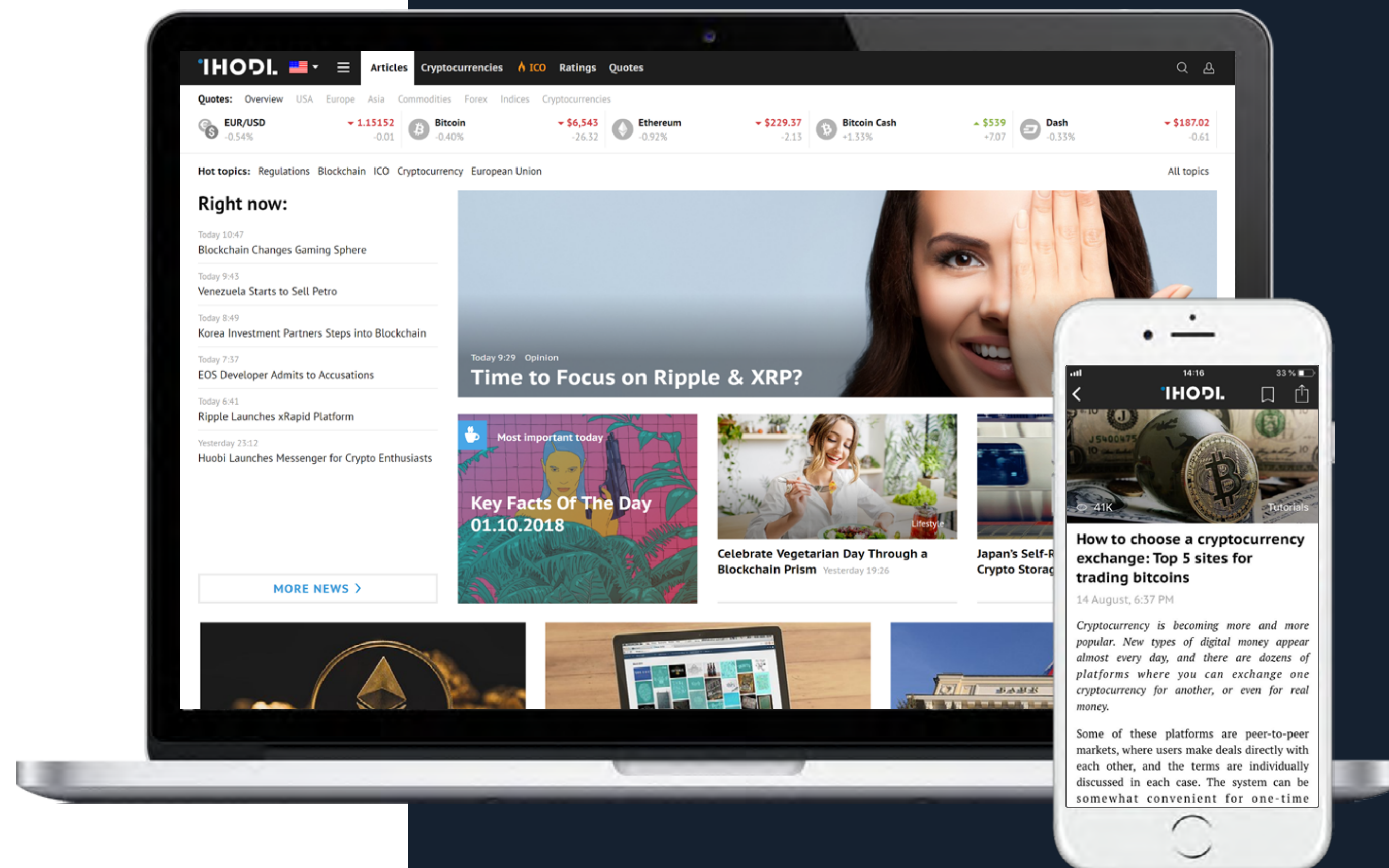


# HODL THE FIELD

**AS TRUE BLOCKCHAIN ENTHUSIASTS, WE HODL IT OUR DUTY TO HELP THE WORLD-CHANGING TECH ON ITS WAY TO MAINSTREAM ADOPTION.**

Here at iHodl.com, we do so by covering crypto milestones in a simple, clear and precise way. Every day we deliver the latest news on all things crypto, discuss promising investment opportunities, and help thousands to navigate the molten-hot market.

- **THE MOST CURRENT NEWS** from the crypto world
- **RATINGS AND SERVICES** for crypto investors
- **EXPERTS' COMMENTS** and analytics
- **FRESH INVESTMENT IDEAS** for individuals and businesses
- **QUALITY READING MATERIAL** for any audience
- **TOP EDUCATIONAL CONTENT** for traders and hodlers





**WE'RE PROUD TO BE AMONG THE FEW ONLINE MEDIA  
IN THE SECTOR TODAY THAT REMAIN POPULAR RELYING  
ALMOST ENTIRELY ON ORGANIC TRAFFIC.**

Our average monthly audience is about 700,000 visitors, and, apart from social media campaigns that we run on behalf of our clients, we don't pay a dime to acquire it. Our newsletters are delivered to 55,000 subscribers across the globe, and more than 400,000 people follow us in social media.

About half of our readers are Russian natives, the audience known to be of top importance for crypto entrepreneurs—and yet notoriously hard to tap into.



**10 million** users  
visited the resource in 2017



**40 million** pages  
viewed per year



**1 million** subscribers  
in social networks around the world

# HODL ATTENTION



**1.746 million**  
visits per month



**19.3%**  
traffic growth



**00:02:21**  
average visit duration



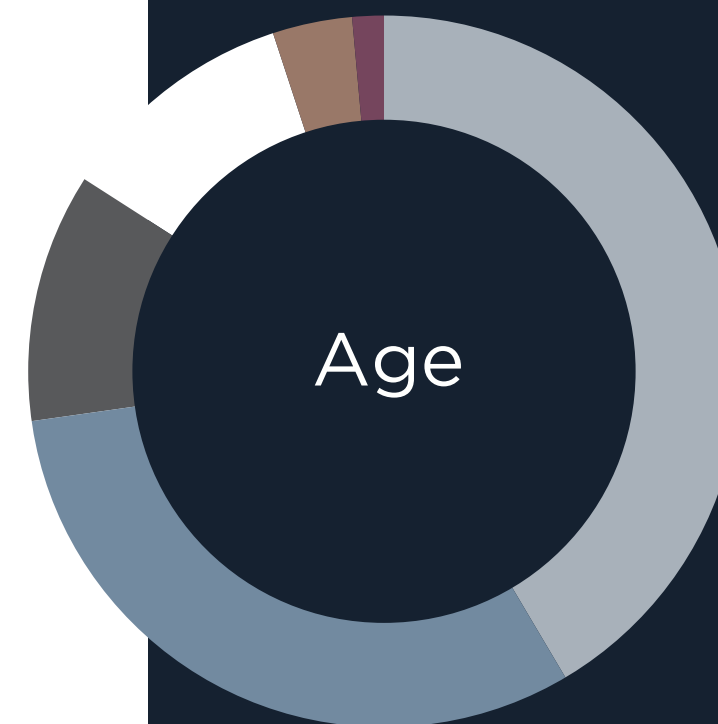
**1.98 pages**  
per user per visit



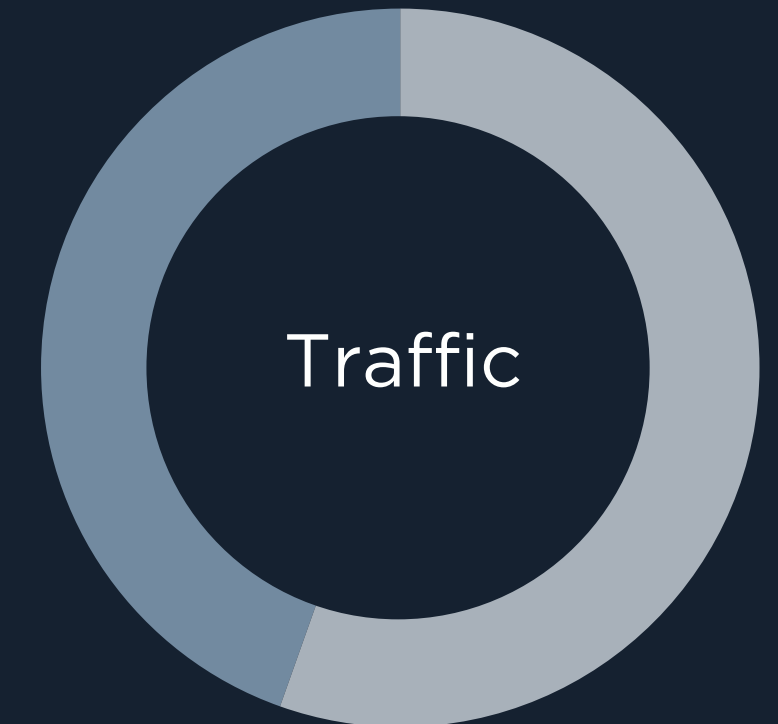
**61.69%**  
bounce rate



**>75%**  
male audience share



- 18–24
- 25–34
- 35–44
- 45–54
- 55–64
- 65+



- 55,41%
- 44,59%

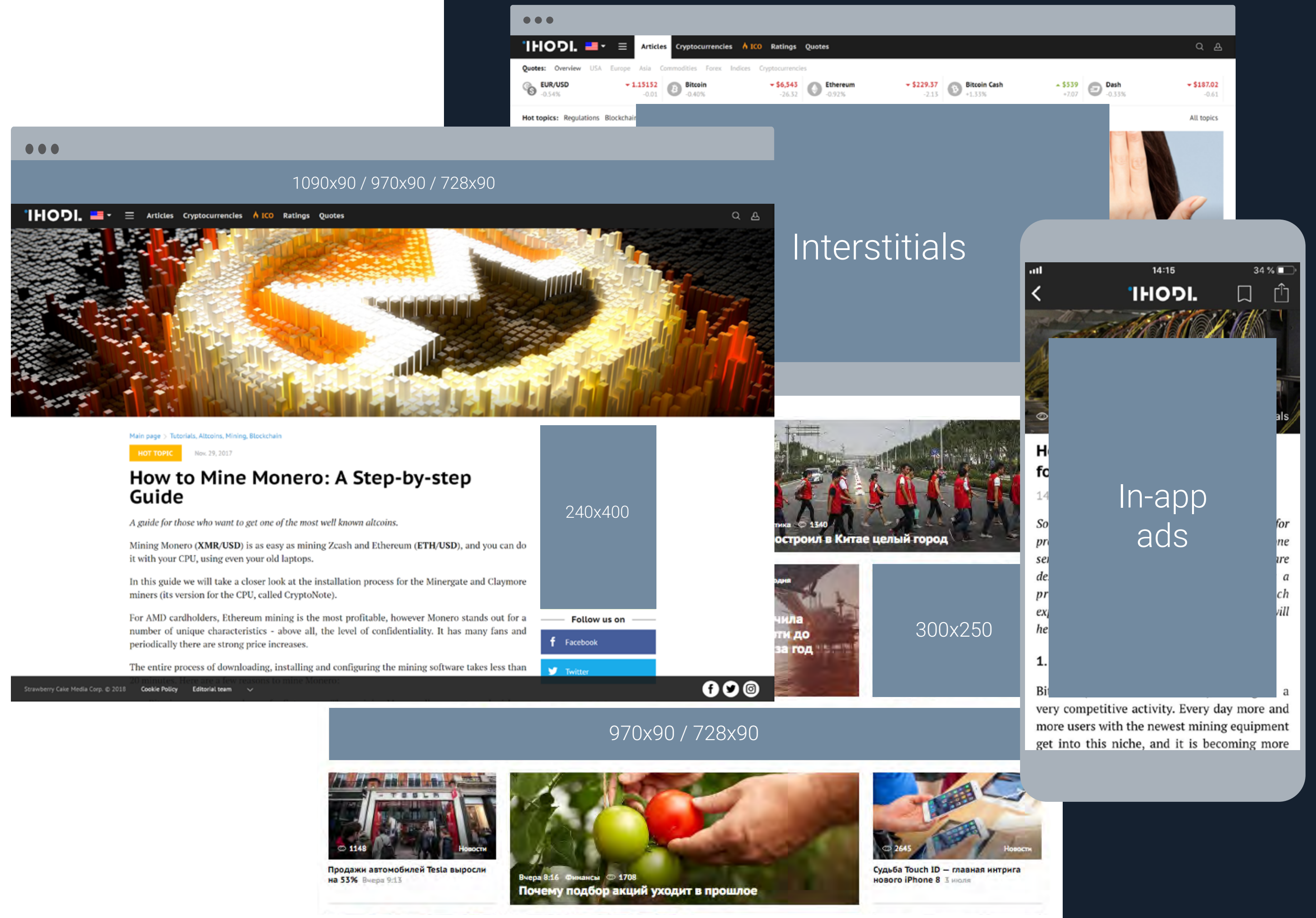




no FOMO  
with **I**HODL

ALL BANNERS  
\$6 CPM  
(\$4 CPM for shared placement)

# IHODL POSITION







**YOU KNOW HOW TO DO BUSINESS.  
WE KNOW HOW TO TELL OTHERS YOU'RE THE BEST.  
SIMPLE LIKE THAT.**

Ratings. Reviews. Market analysis. Our in-house expert team's got it all covered. We always provide quality opinions regardless the matter — that's why we only agree to take money from quality advertisers. And our audience knows that well.

That's why a press release published at iHodl.com is often more effective in terms of lead generation than a feature story published somewhere else. Also, that's why you should try ordering a feature story from us.

NATIVE REVIEWS  
STARTING AT  
**\$1,200** a piece

(\$450 for a press release)

# IHODL EXPERTISE

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[ICO](#)
[Ratings](#)
[Quotes](#)

## Ongoing ICO

[What is ICO?](#) [ICO in Law](#) [How to choose the ICO project](#) [Add new ICO](#) [Promote ICO](#)

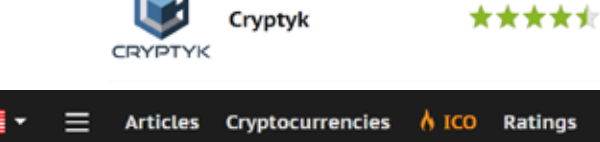
Latest info on ongoing ICOs. Find the best current Initial Coin Offerings.

Warning: project placement in the rating cannot be considered as an investment recommendation.

Category: All values

[Ongoing](#)
[Upcoming](#)
[Past](#)
[All](#)

ICO	RATING IHOOOL.COM	CATEGORY	START DATE	END DATE
<b>Bitbon System</b> <span>★ ★ ★ ★ ☆ 4.69</span>	Infrastructure	17 June 2018	10 October 2018	



**All.me ICO Review**

Alex Savenko  
News Editor

## PavoCoin

★★★★☆ 4.08

Pavo provides an intelligent, state-of-the-art, IoT blockchain solution for the global agriculture ecosystem. Pavo enables growers to make smarter, faster agricultural and business decisions based on real data. PavoCoin (PAVO) is an Ethereum token that enables cannabis market participants (such as growers, producers, innovators, retailers, and service providers) in our network to accept digital payments from their customers and community members and used inside our network as a mean of payment.

We have an end-to-end solution that uses Blockchain in two dimensions a) underlying technology for the Pavo coin cryptocurrency b) to secure data collected from sensors at the agricultural crop, all the way from the field or indoor farm, to our secure cloud computing platform. Further, we have the capability to provide a UPIN - Unique Pavo Identification Number, for each plant, so that each plant of each harvest lot can be uniquely tracked from the field or indoor farm, all the way through the supply chain.

Company Information			
Category	Infrastructure	Country	Switzerland
ICO Phase	Ongoing	Website	<a href="https://www.pavocoin.com/">https://www.pavocoin.com/</a>
Whitepaper	<a href="https://pavocoin.com/media/110/Ver.05_0...">https://pavocoin.com/media/110/Ver.05_0...</a>		

Crowdfunding	
Symbol	PAVO
Total supply	200000000
Blockchain	ethereum
Start date	10:00 13 September 2018
End date	10:00 22 October 2018

L

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Days
Hours
Minutes
Seconds

### Best ICO

- MyBit**  
Decentralized asset management fund
- Presearch**  
Decentralized search engine
- Bitbon System**  
Decentralized platform for Contributing
- EOS**  
Decentralized applications platform
- Tutellus**  
Empowering people through Education

Social networks tend to claim to be platforms for people to communicate and share content, with emphasis on being free and open to anyone. With a rare exception, they fail to mention that this very content, which users create and share, costs billions of dollars, not to mention their personal data. Moreover, and contrary to all reason, the users willing to monetize their social media accounts often have no other choice but to invest lots of time and money to promote themselves and attract subscribers, with no guaranteed result.

It's no surprise that many blockchain startups today have declared "restoring justice," as their goal in one way or another. Some of them are promising to share advertising revenue with users, while others offer customers to pay each other for interesting content themselves. There are even several projects willing to pay people for the very fact they use certain platforms. Most such

A screenshot of a web browser showing the installation page for the 'Mine Control Extension'. The page has a green header with a shield icon containing a pickaxe. Below the header is a white button labeled 'INSTALL'. Underneath the button, text reads: 'Mine Control Extension by ihedi.com protects you from illegal mining'. At the bottom, there are two social media links: 'Follow us on' followed by a Facebook icon and 'Facebook', and a Twitter icon and 'Twitter'.



# HODL VALUE

**PREMIUM PLACEMENT IN THE ICO CALENDAR AND THE TOP ICO LIST**  
including a "best ICO" badge

**\$750** A MONTH

## TRADITIONAL ADVERTISING

**FEATURE ARTICLES, REVIEWS, OR INTERVIEWS**  
authored by our in-house experts and published as native materials

EN or RU

EN and RU

EN, RU, ES, PT, and AR

**\$1,300**

**\$1,800**

**\$2,300**

**SPONSORED ARTICLES**  
labeled as advertising and featuring active links

**\$1,000**

**\$1,500**

**\$2,000**

**PRESS RELEASES**  
featured at the dedicated section on the main page

**\$350**

**\$600**

**\$1,000**

**FEATURING A PROJECT IN OUR DAILY DIGEST**  
or newsletter, if applicable

**\$450**

**\$700**

**\$1,200**



all prices are negotiable

•IHODL

**Haven't found what you need?**

Most likely we have it, too. Just ask.