# MEDIA KIT | ADVERTISING

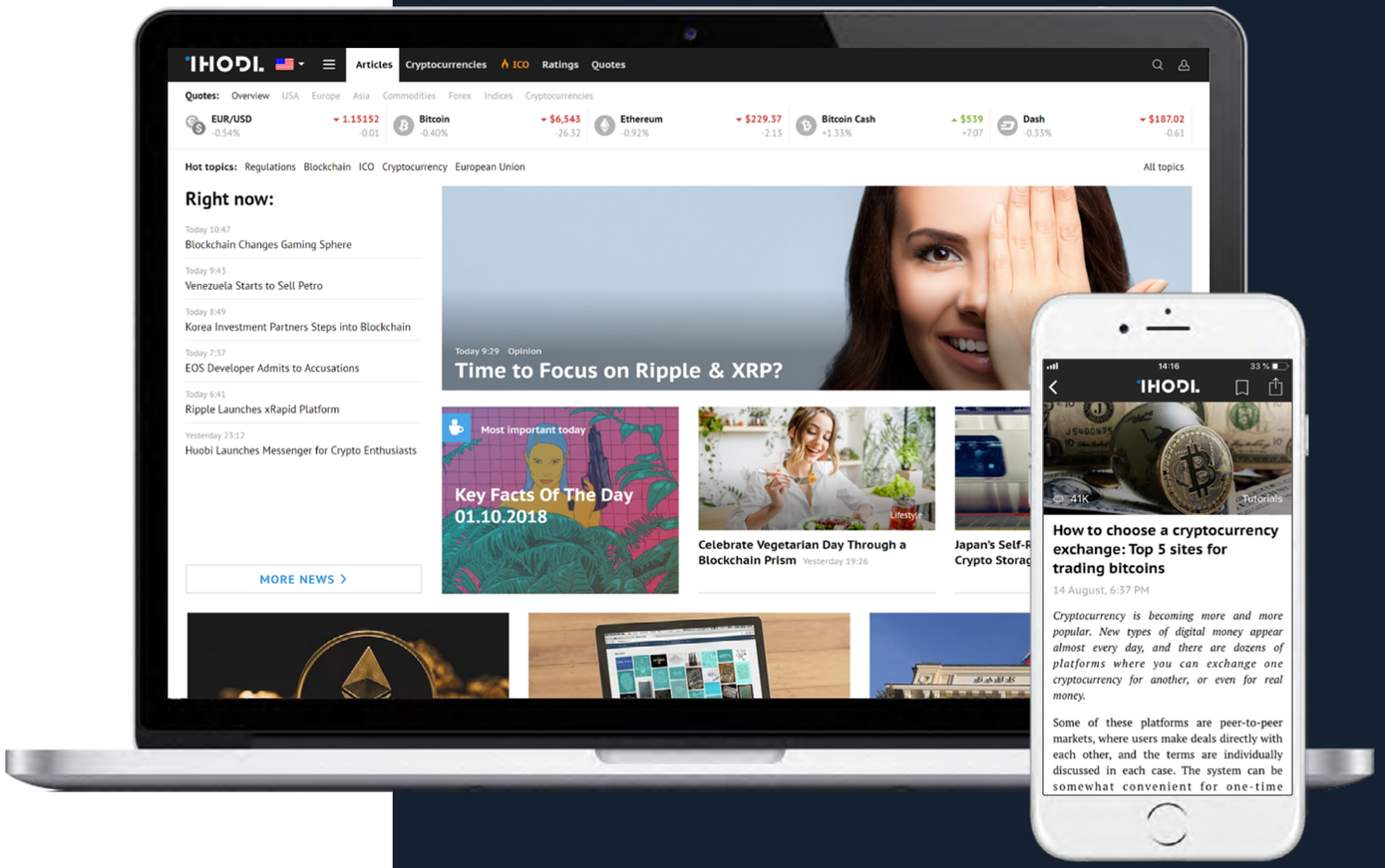
SEPTEMBER 2018

# IHODL 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
- **EXPERTS' COMMENTS** and analytics
- **QUALITY READING MATERIAL** for any audience
- **RATINGS AND SERVICES** for crypto investors
- **FRESH INVESTMENT IDEAS** for individuals and businesses
- **TOP EDUCATIONAL CONTENT** for traders and hodlers



# IHODL ATTENTION

**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

**1.746 million**
visits per month

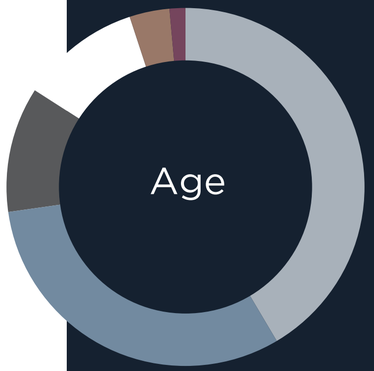
**19.3%**
traffic growth

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

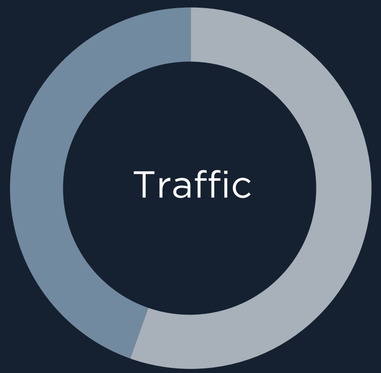
**1.98 pages**
per user per visit

**61.69%**
bounce rate

**>75%**
male audience share



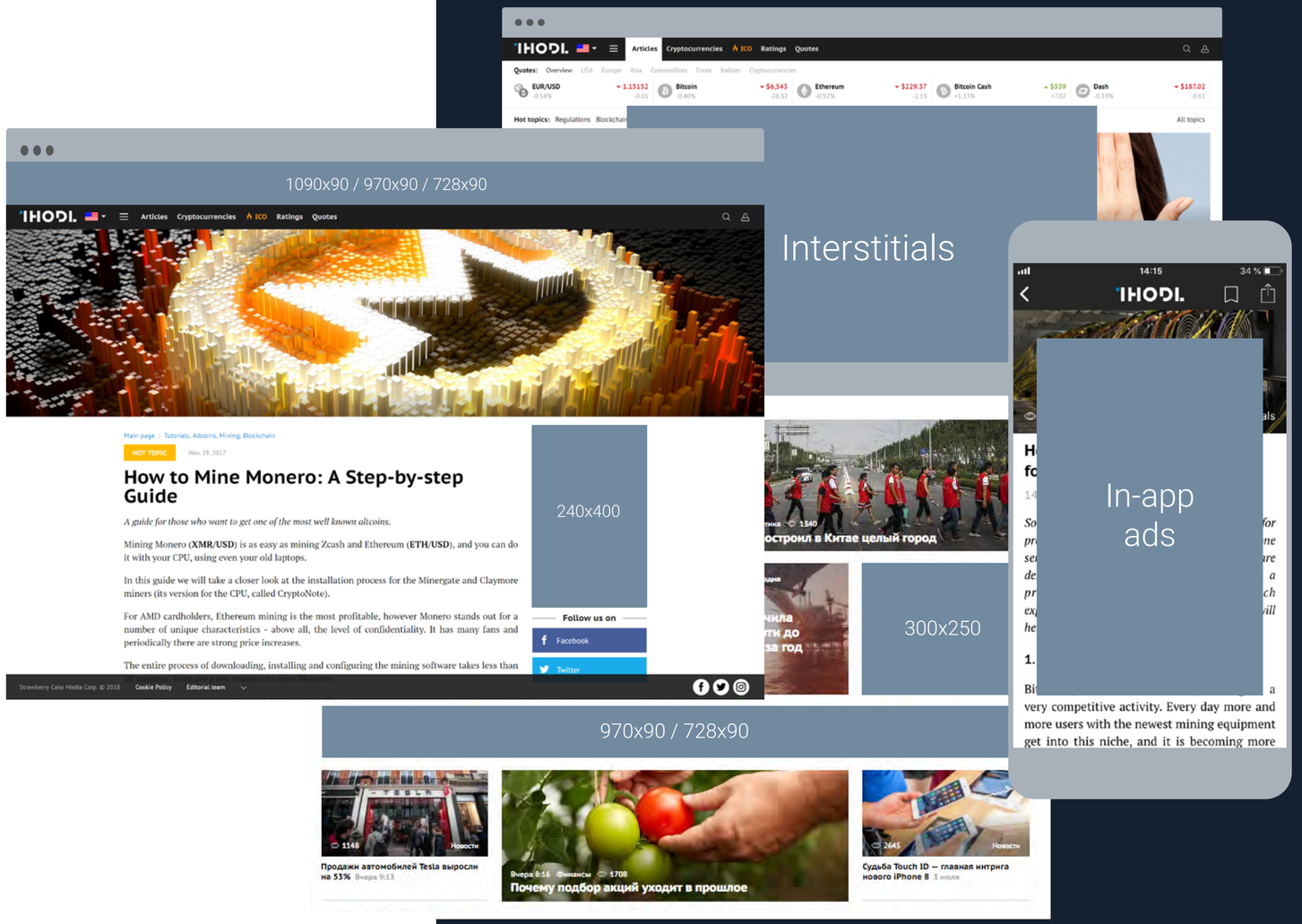

18–24
25–34
35–44
45–54
55–64
65+




55,41%
44,59%

# IHODL POSITION

**no** FOMO
with **IHODL**




ALL BANNERS

**$6** CPM

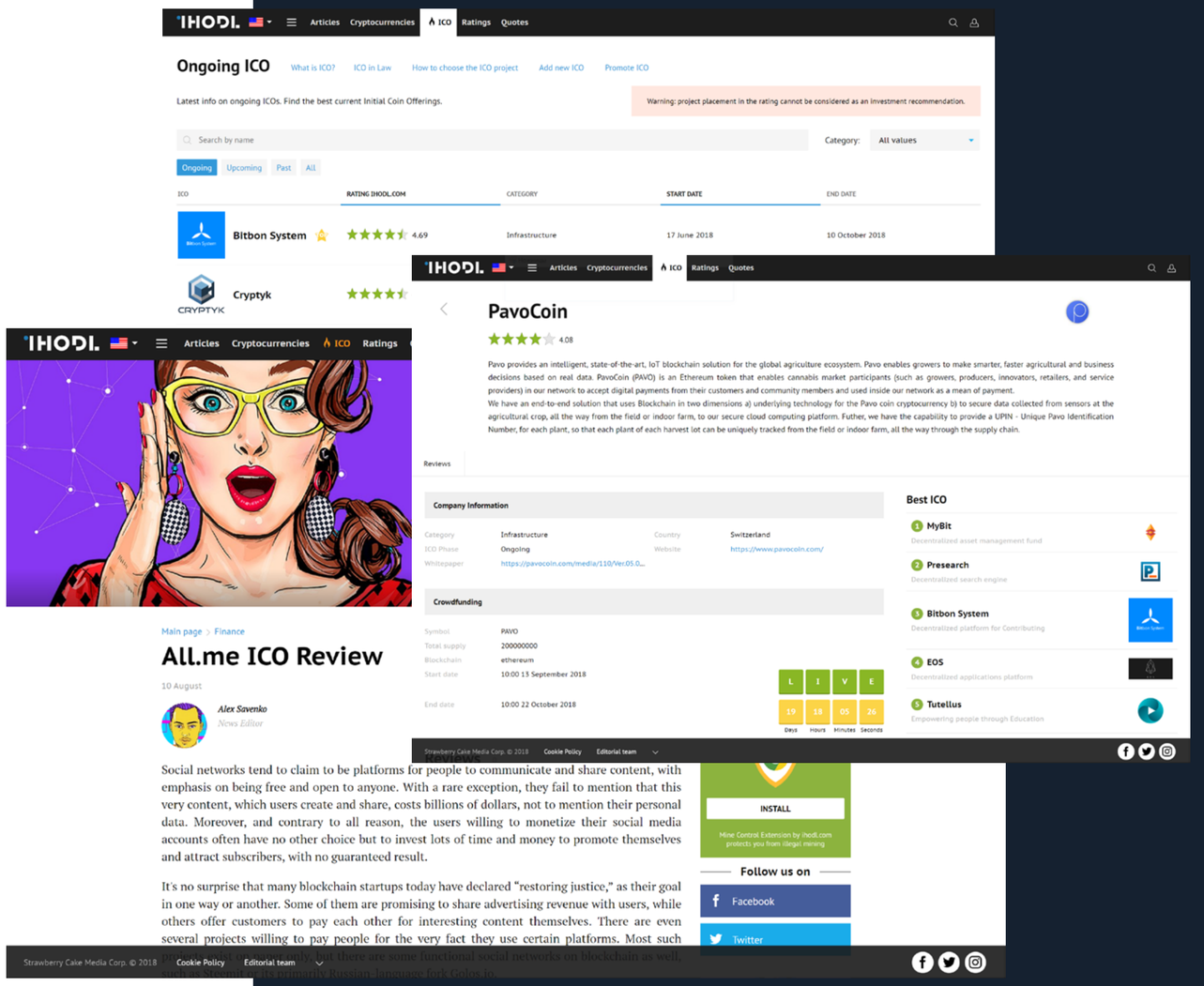
($4 CPM for shared placement)

# IHODL EXPERTISE

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

Ratings. Revievs. 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 VALUE

| | |
|---|---|
| **PREMIUM PLACEMENT IN THE ICO CALENDAR AND THE TOP ICO LIST**<br>including a "best ICO" badge | **$750** A MONTH |

## TRADITIONAL ADVERTISING

| | EN or RU | EN and RU | EN, RU, ES, PT, and AR |
|---|---|---|---|
| **FEATURE ARTICLES, REVIEWS, OR INTERVIEWS**<br>authored by our in-house experts and published as native materials | **$1,300** | **$1,800** | **$2,300** |
| **SPONSORED ARTICLES**<br>labeled as advertising and featuriing active links | **$1,000** | **$1,500** | **$2,000** |
| **PRESS RELEASES**<br>featured at the dedicated section on the main page | **$350** | **$600** | **$1,000** |
| **FEATURING A PROJECT IN OUR DAILY DIGEST**<br>or newsletter, if applicable | **$450** | **$700** | **$1,200** |

all prices are negotiable

# Haven’t found what you need?

Most likely we have it, too. Just ask.