CoinMarketCap

Media Kit

March 2019

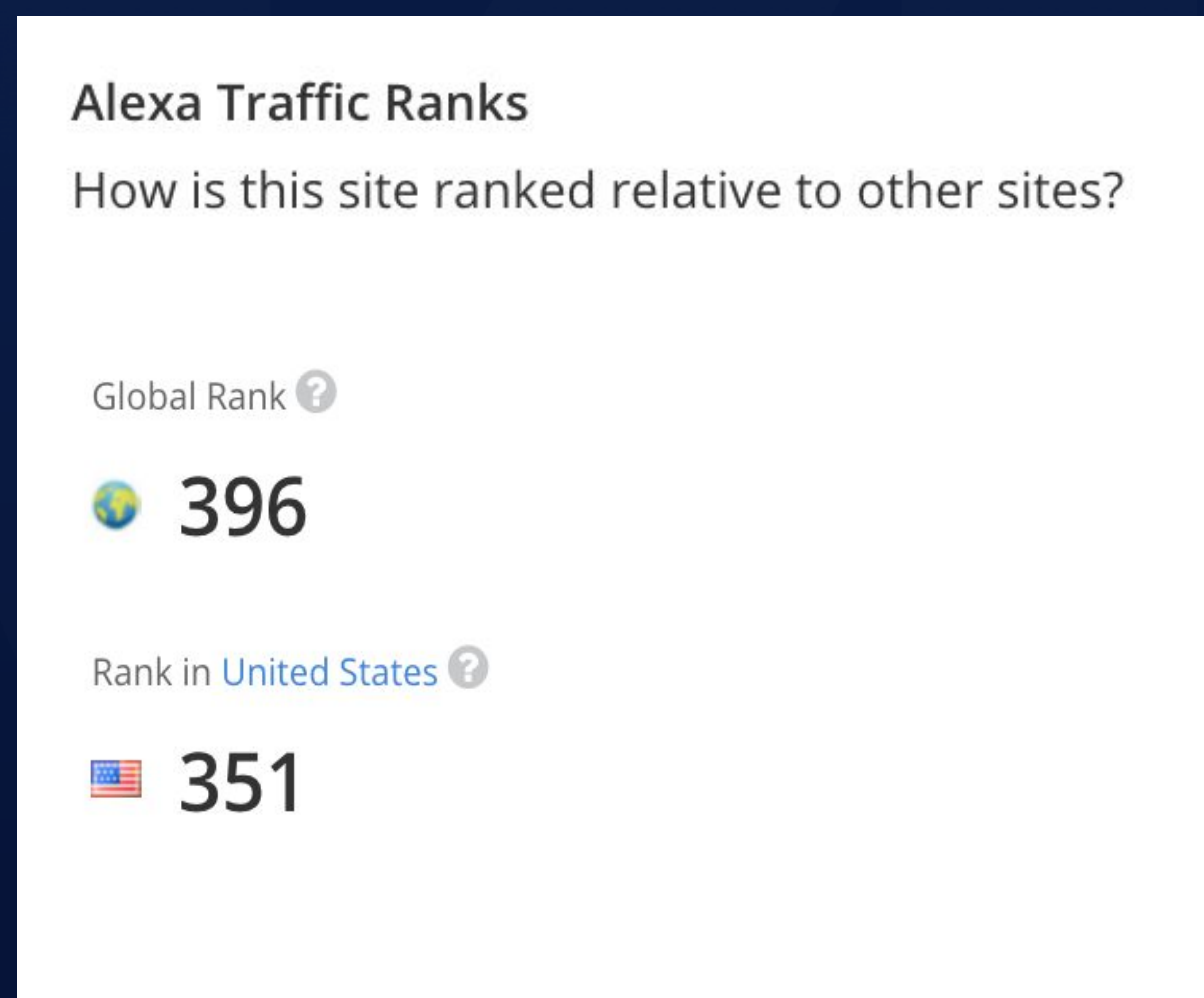# CoinMarketCap

CoinMarketCap is the world's #1 information source for cryptocurrencies.

We started in 2013 as a project for the cryptocurrency community. Since then, we have become the world's most-loved and trusted cryptocurrency info site, ranking as a Top 400 site globally, above sites such as CNBC and WSJ.

Alexa Traffic Ranks

How is this site ranked relative to other sites?

Global Rank ❓

🌐 396

Rank in United States ❓

🇺🇸 351

Cited by top media globally

Forbes

CNBC

Bloomberg

THE WALL STREET JOURNAL
WSJ

The Economist

recode

TC

coinmarketcap.com

CoinMarketCap CoinMarketCap

CoinMarketCap is the best place to run advertising relevant to a growing crypto base.

Targeted, engaged audience

User base is strongly interested and invested in crypto, and return multiple times daily to track info.

Ads for your product categories

From exchanges to gaming products, we run unconventional ads that may be strictly regulated elsewhere.

Superior performance over benchmarks

Clickthrough performance is higher than average industry benchmarks, across various ad properties.

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Our traffic is the highest among all crypto sites with highly engaged, returning users.

MONTHLY PAGE VIEWS	DAILY ACTIVE SESSIONS	DAILY ACTIVE USERS
132M	1.74M	290K

OF WHICH

RETURNING USERS	SESSIONS PER USER	PAGES PER SESSION	AVERAGE SESSION TIME
41%	5.99	2.54	05:16

* Data based on Nov 1 - Nov 30, 2018

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CoinMarketCap

We can geo-target your ads to some of the highest-value crypto markets around the world.

1. Americas   **35.61%**

2. Europe   **34.98%**

3. Asia   **23.88%**

4. Oceania   **3.19%**

5. Africa   **1.90%**

6. Others   **0.44%**

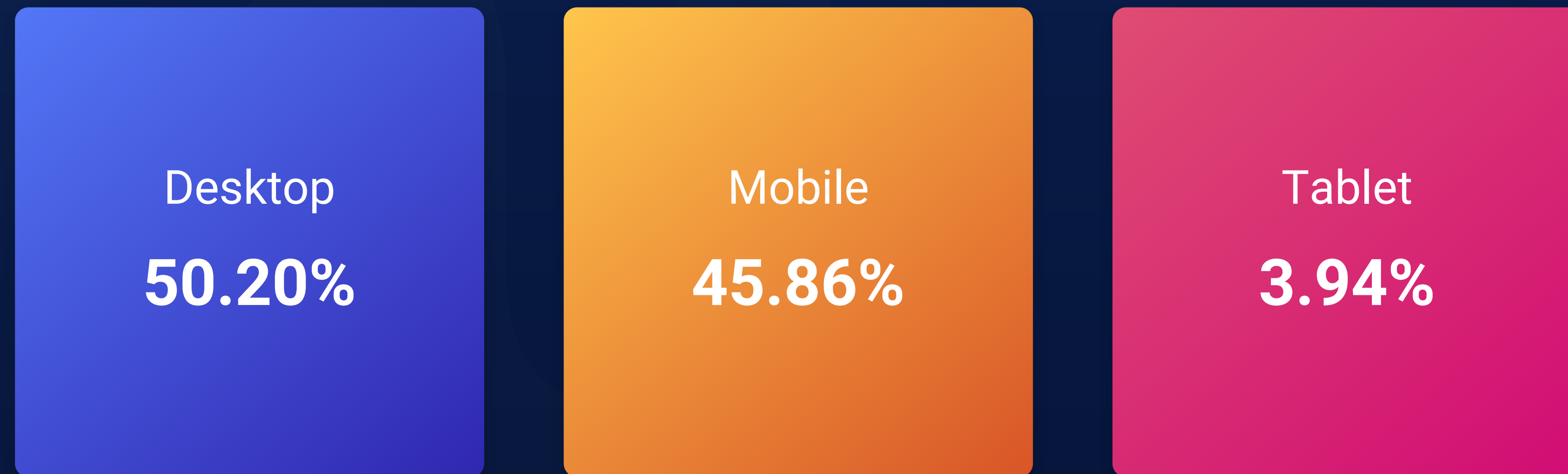# We can also recommend specific dates and times that work best for your product.

Page views

2.7M
3.5M
4.2M
5M
5.7M

CoinMarketCap
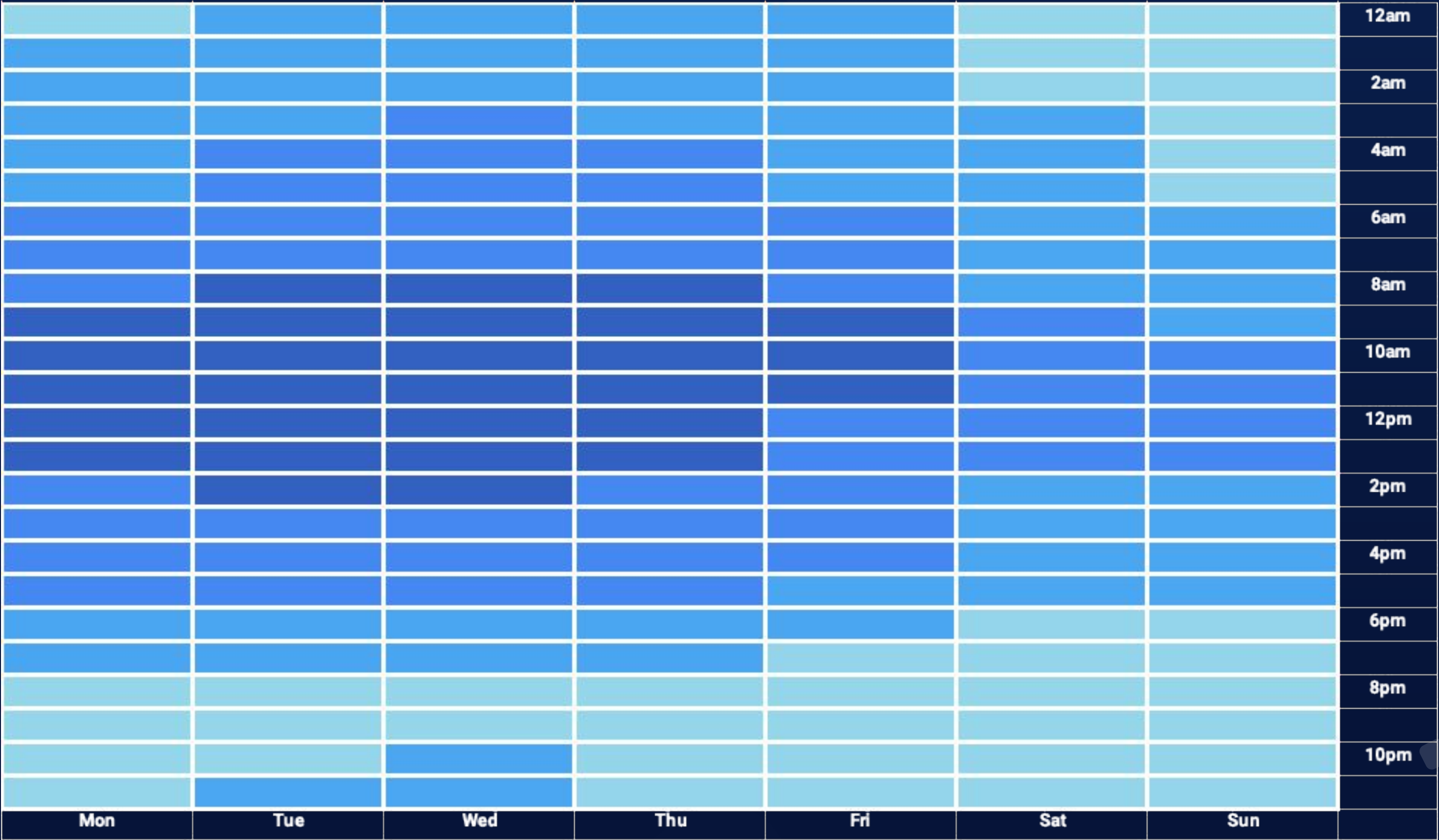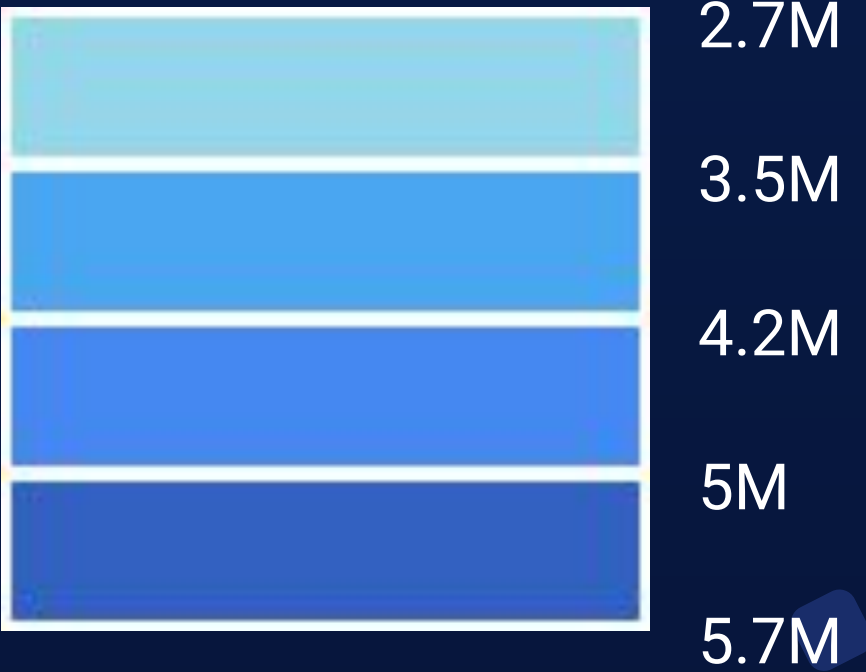
Choose to serve your ads in an environment that works best for your product.

SPLIT OF USERS ACROSS PLATFORMS:

Desktop
50.20%

Mobile
45.86%

Tablet
3.94%

Example: If you own a trading platform that has the best success converting users on desktop, you can choose desktop-only targeting.

CoinMarketCap

We offer tailored reach to audiences with strong affinities for related segments.

Financial Services/Investments

Technophiles/Software & Productivity

Media & Entertainment/Movie Lovers

Health & Fitness Buffs

Luxury Shoppers

* Data from Google Analytics

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CoinMarketCap

Media offerings

Options and details

CoinMarketCap

Overview of CoinMarketCap advertising options

BRANDING AND CONVERSION

Banners

Put your product in focus on CoinMarketCap with display banners.

REACH AVID NEWS READERS

Newsletter

Reach our engaged and highly-targeted crypto enthusiasts audience.

DEDICATED CONTENT EDUCATION

Blog

Build thought leadership among the best content in the industry.

RELEVANT SOCIAL OUTREACH

Social

Get your share of voice among crypto followers with our strong fan base.

EXPLAINERS AND GUIDES

Videos

Tell your story with the video format, delivering more in-depth brand content.

RETARGET AND EXPAND REACH

Programmatic

Extend your mileage by retargeting and reaching users on other sites or apps.

CoinMarketCap

Quick reference for advertising options

Placement type	Page(s)
Header banner	13 - 14
Site banners (desktop)	15 - 17
Site banners (mobile)	18 - 19
iOS app banner	20
Button partnership	21 - 22
Sponsored listings spots	23 - 27
Newsletter	28 - 30
Blog	31 - 33
Twitter promotion	35
Facebook promotion	36
Telegram promotion	37
Programmatic	38 - 39

CoinMarketCap

We use the industry standard Cost Per Thousand (CPM) to run your campaigns.

What is CPM, and how does it work?

Brand awareness

Your ads will be displayed to users, who may develop recognition and recall for your brand even without clicking.

Easy & accurate count

Being a standard, it is easy for everyone to understand and account for, and is a basis for click-through rates (CTR).
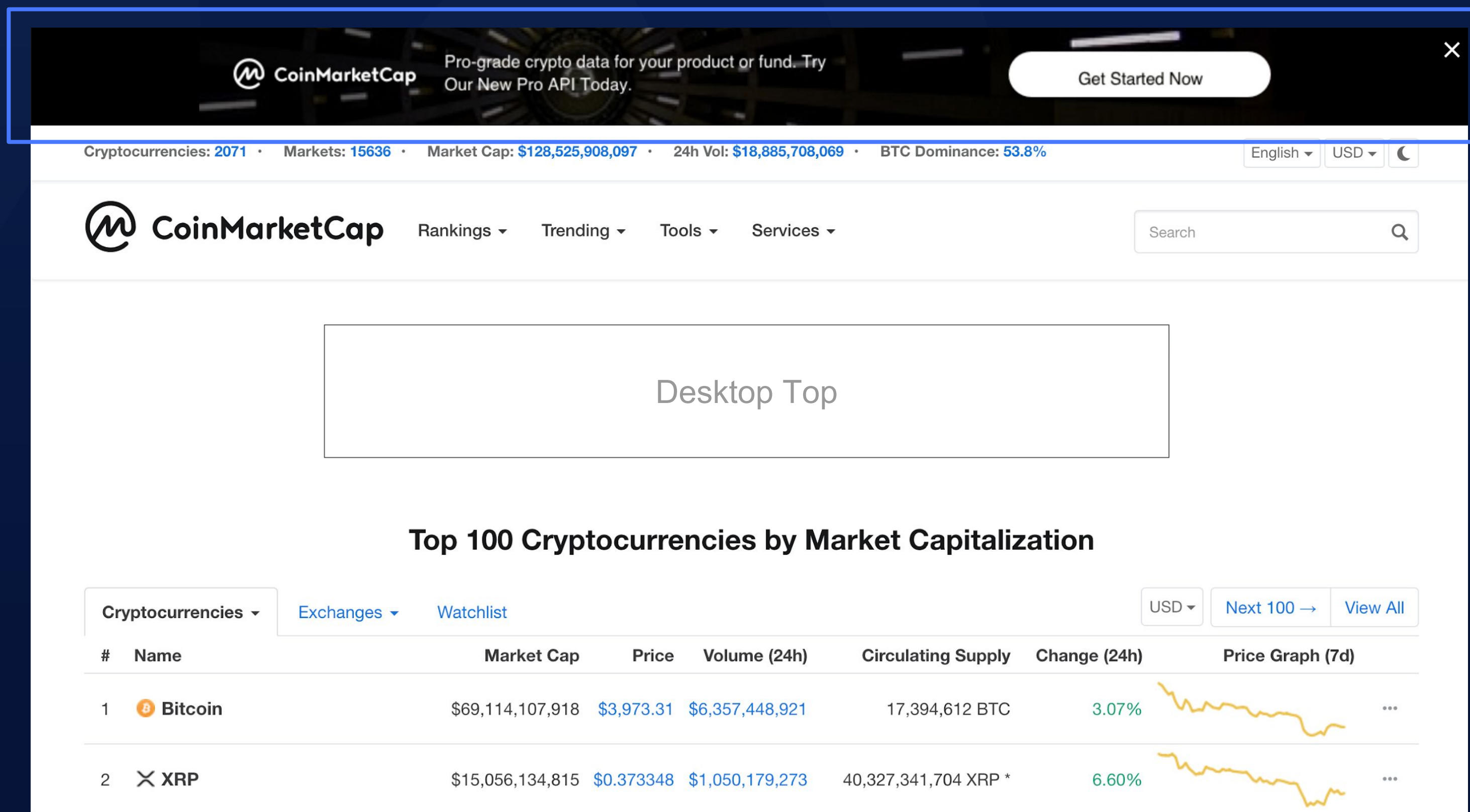
Viewed ads only

Ads which are blocked by an adblocker, or not scrolled and seen will not count towards your CPM measurement.

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CoinMarketCap
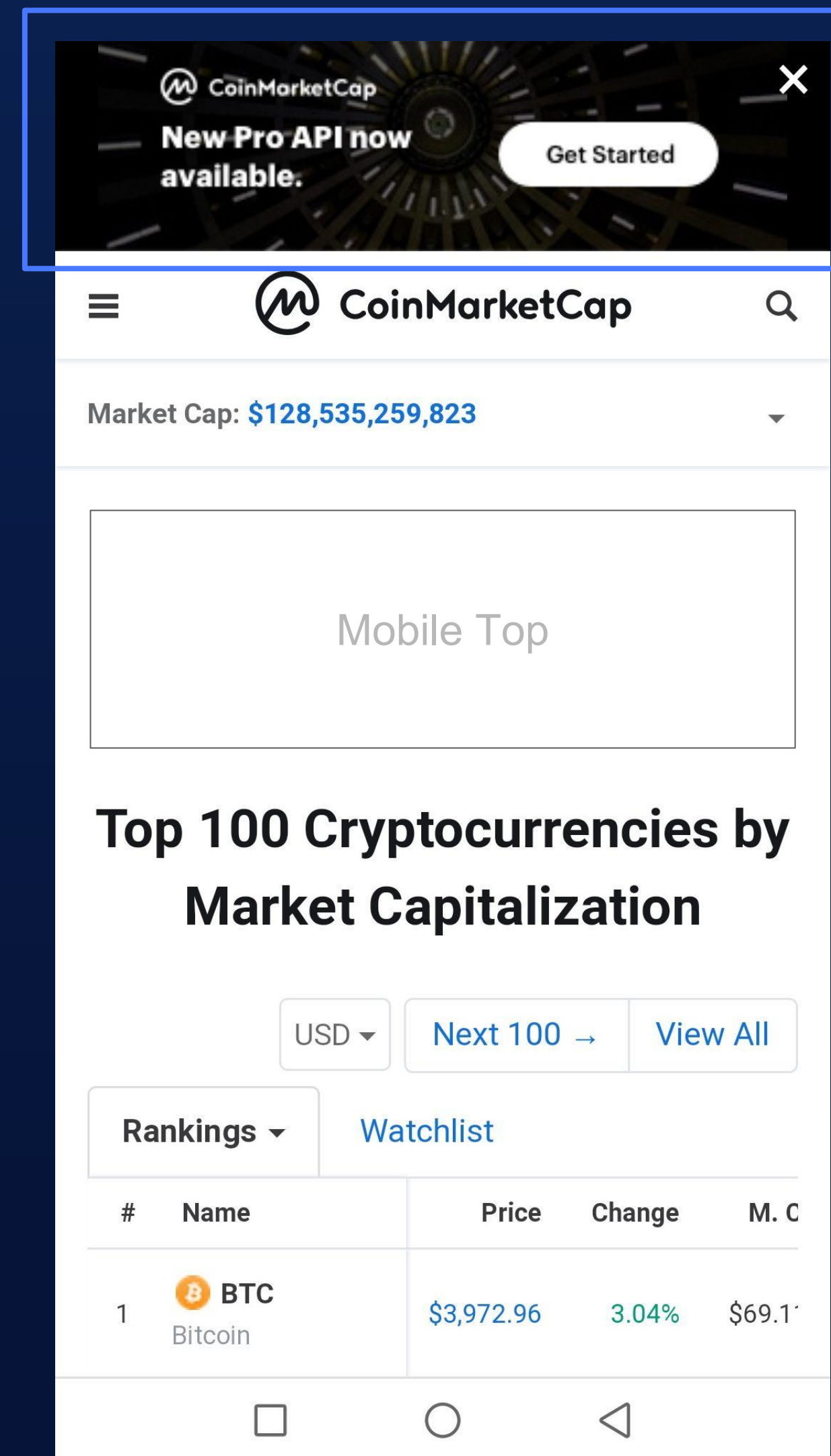
Banners

Header banner

Get maximum visibility with our header banner with 100% guaranteed display to all users of CoinMarketCap on web and mobile, on the day that you run it.
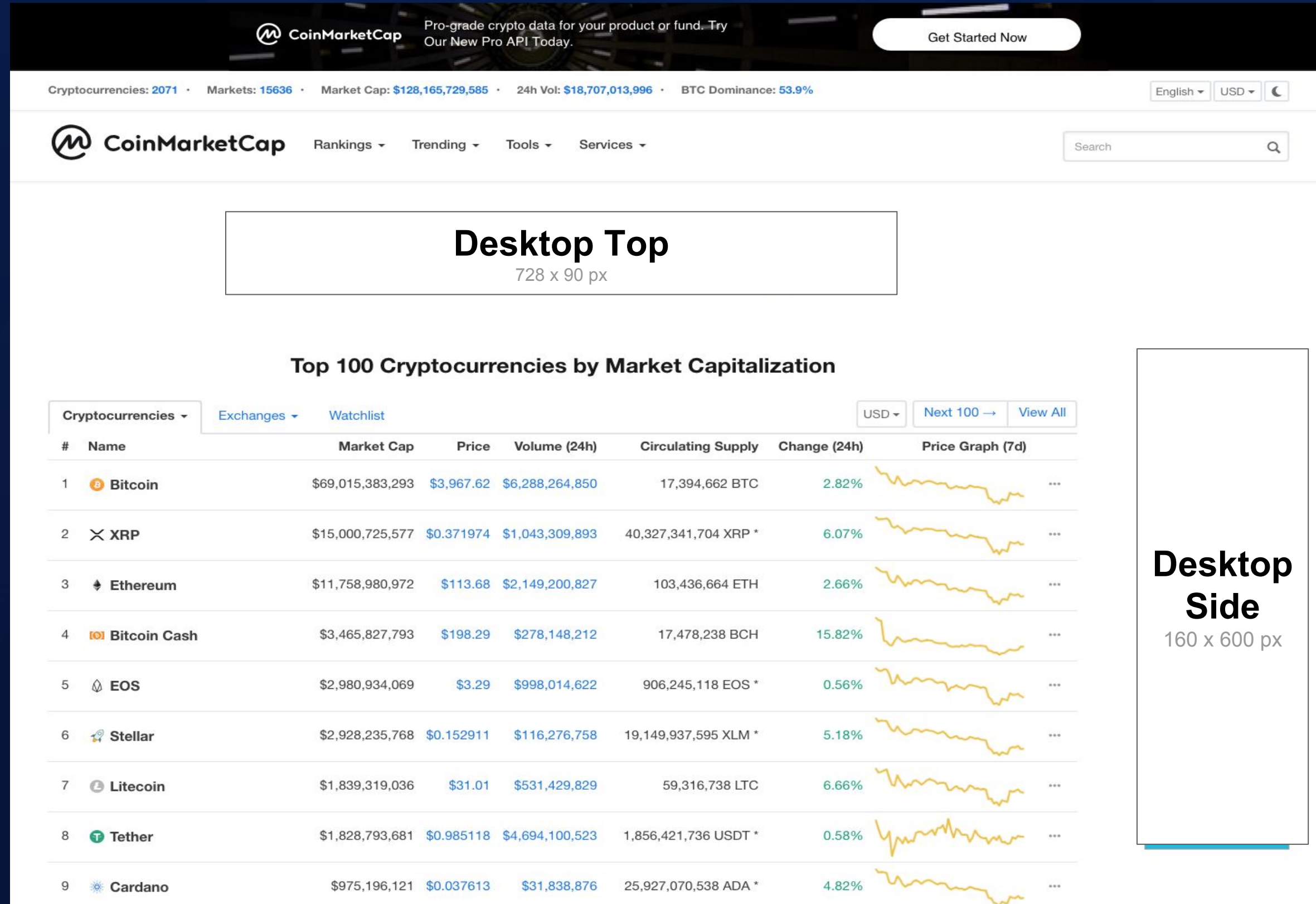
CoinMarketCap

Banners

Header banner

- One of our most popular and premium ad placements on the site due to the brand uplift and recognition by users.

- Can be booked by day, subject to availability. Please try to book in advance as these tend to fill up quickly.

- Please enquire for pricing for the header banner based on your campaign dates.

CoinMarketCap
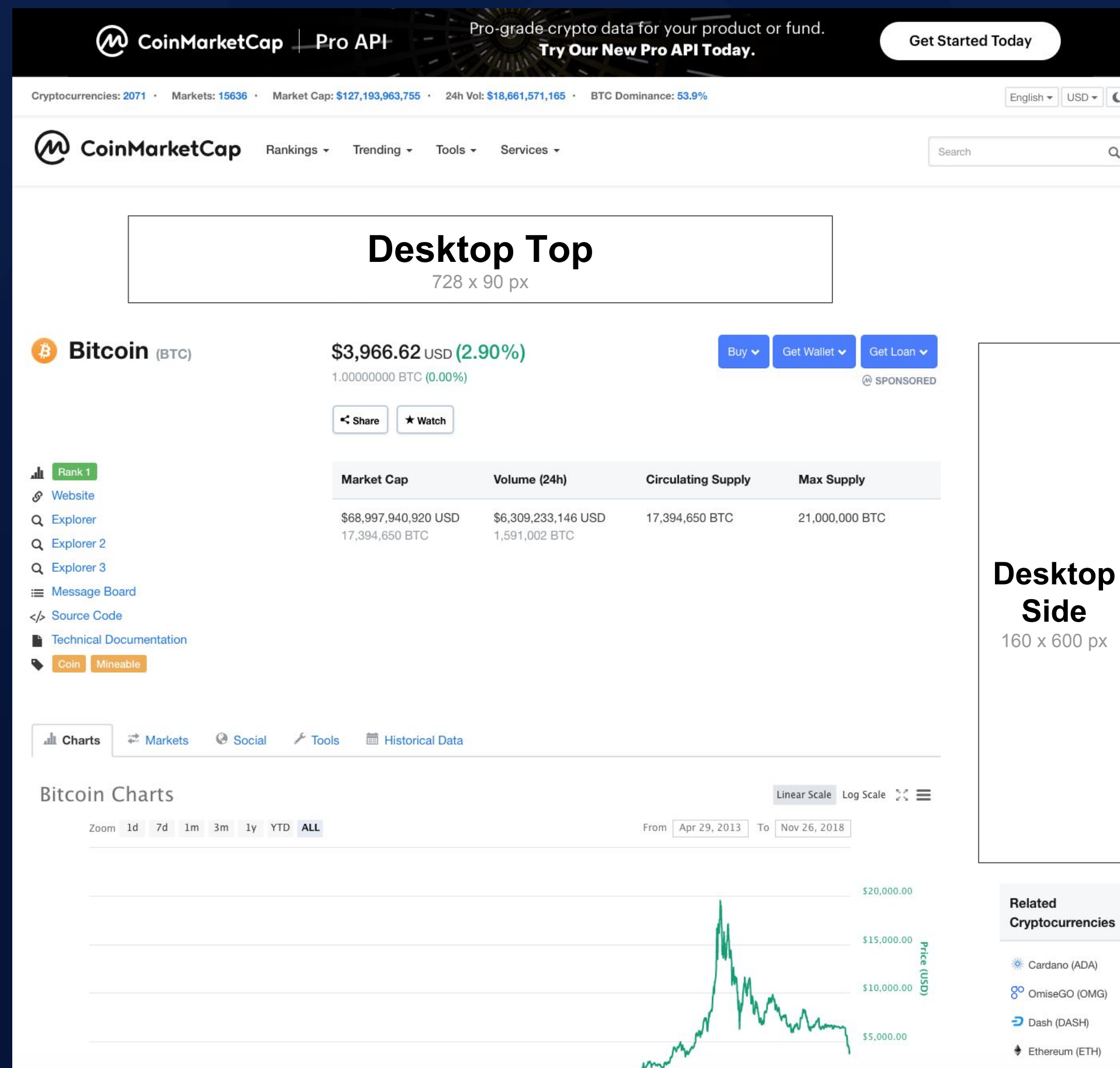
Banners

Site banners (desktop)

Choose from top, side, and bottom on desktop. Your ad can be displayed on the main and details page – you can choose which crypto pages to display on.

Main Page

Desktop Top
728 x 90 px

Desktop Side
160 x 600 px

Desktop Bottom
728 x 90 px

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Banners

Site banners (desktop)

Choose from top, side, and bottom on desktop. Your ad can be displayed on the main and details page – you can choose which crypto pages to display on.

Details Page

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CoinMarketCap

Site banners (desktop)

With 50.2% of all CoinMarketCap audiences on desktop, you can choose to scope within specific geographies and still reach the right customers for you.

Click-through rate:
0.15%

vs. industry benchmark:
0.03%
(source: AppNexus)

$10 CPM
with
0.18% CTR

Desktop Top

728x90px

$6 CPM
with
0.08% CTR

160x600px

Desktop Side

$3 CPM
with
0.06% CTR

Desktop Bottom

728x90px

CPM = Cost per thousand impressions
CTR = Click-through rates

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CoinMarketCap

Banners

Site banners (mobile)

Choose from top, mid, and bottom on mobile. Mid and bottom ads can be shown on details page only – you can choose which crypto pages to display on.
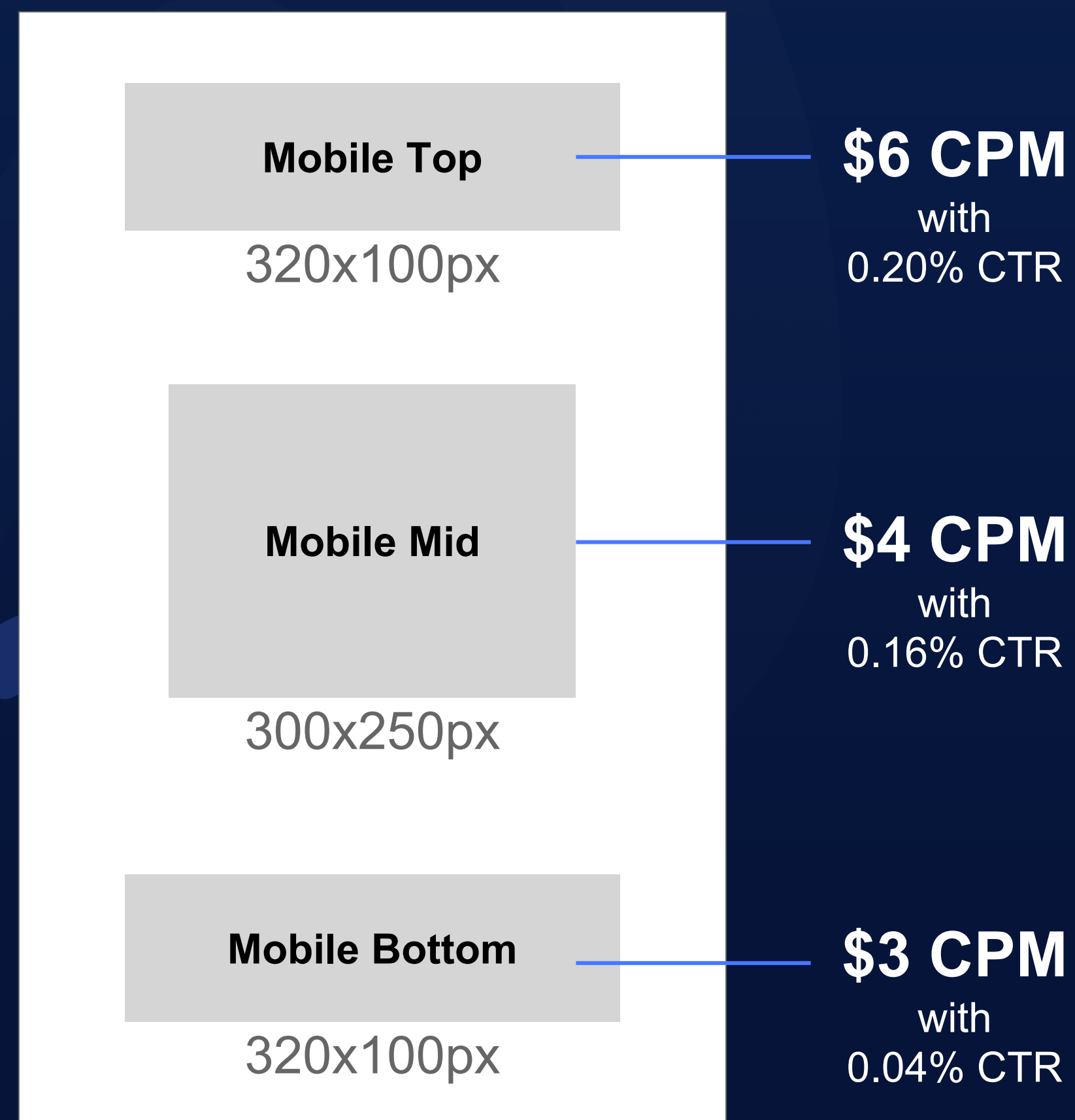

coinmarketcap.com
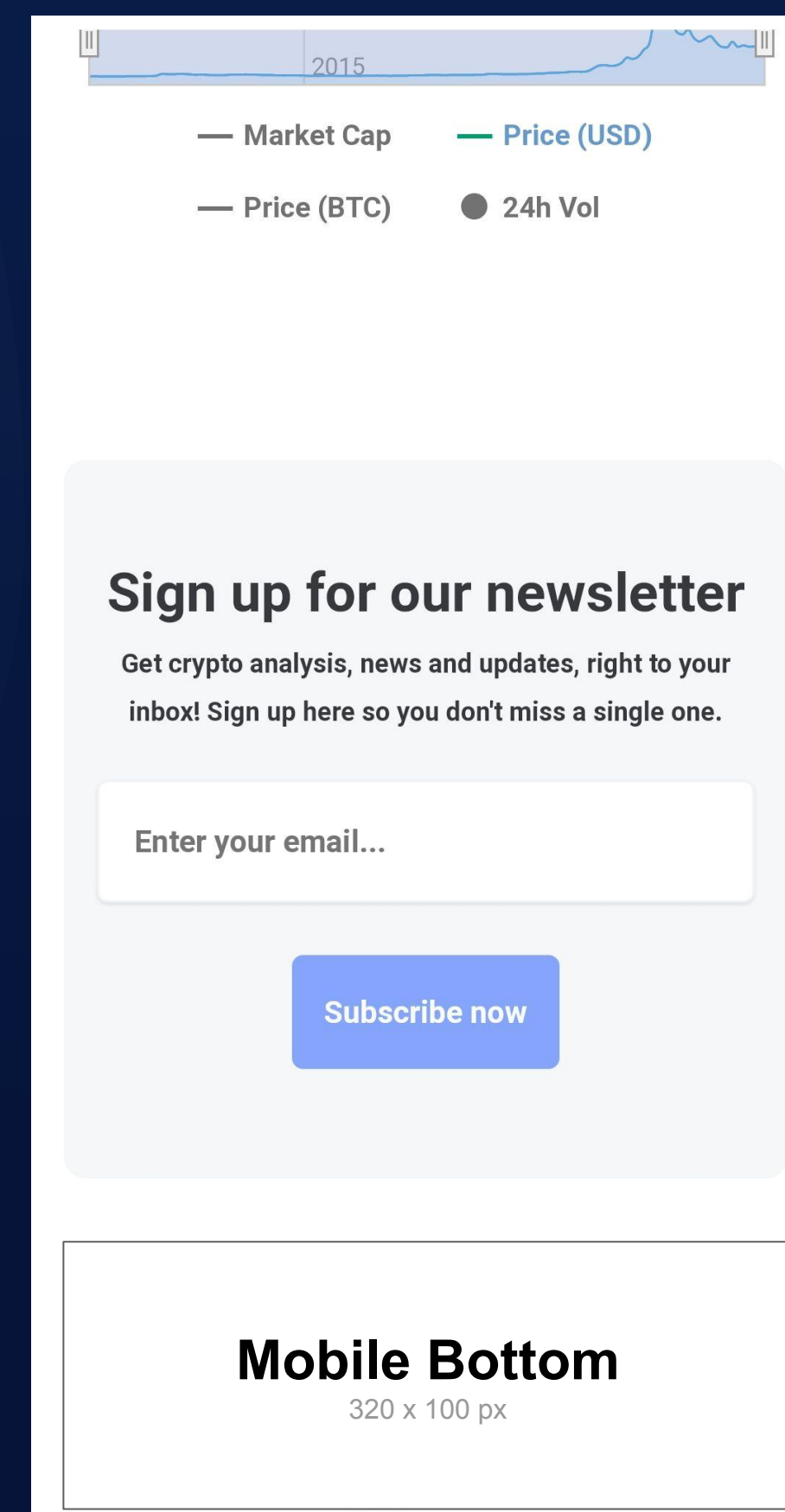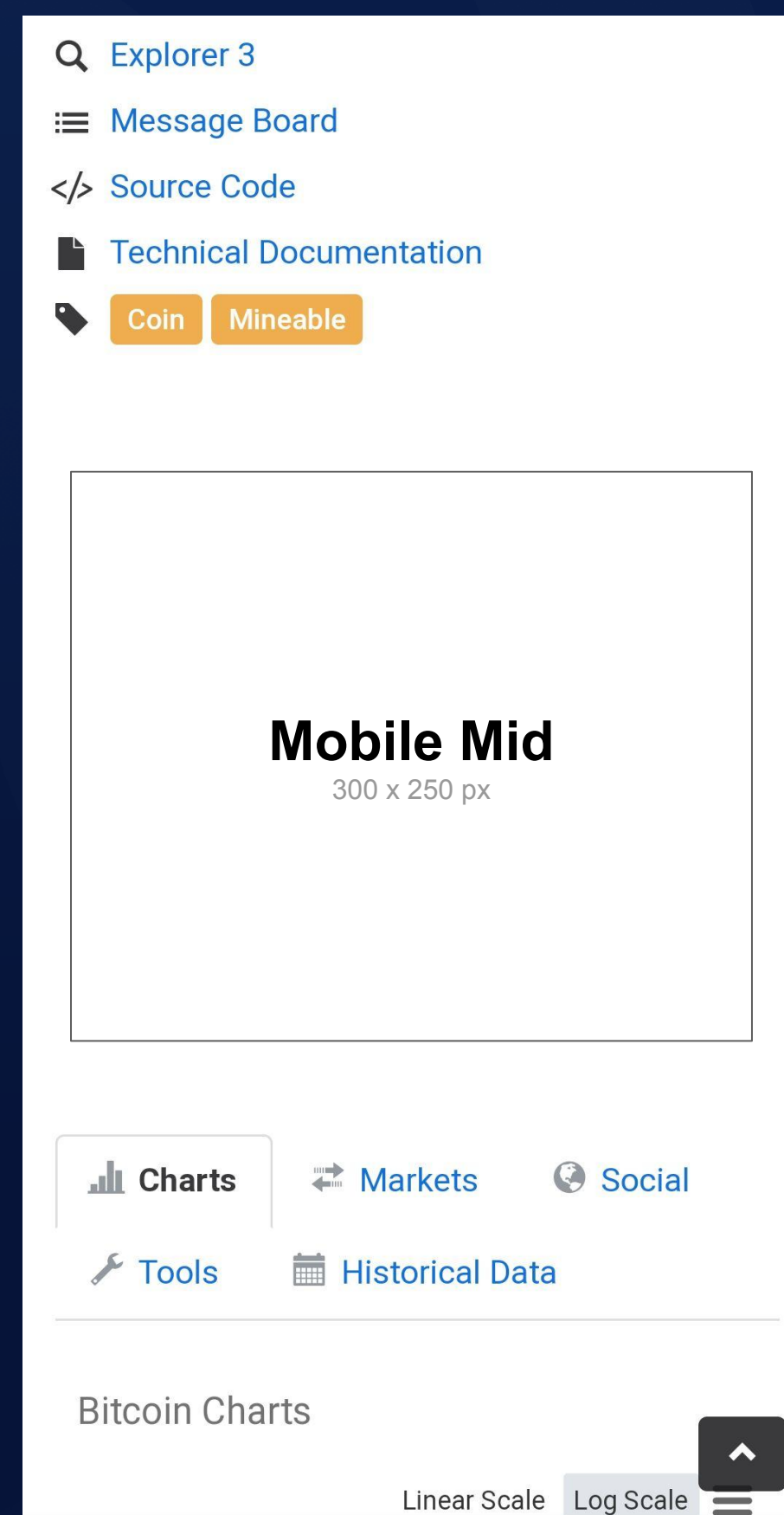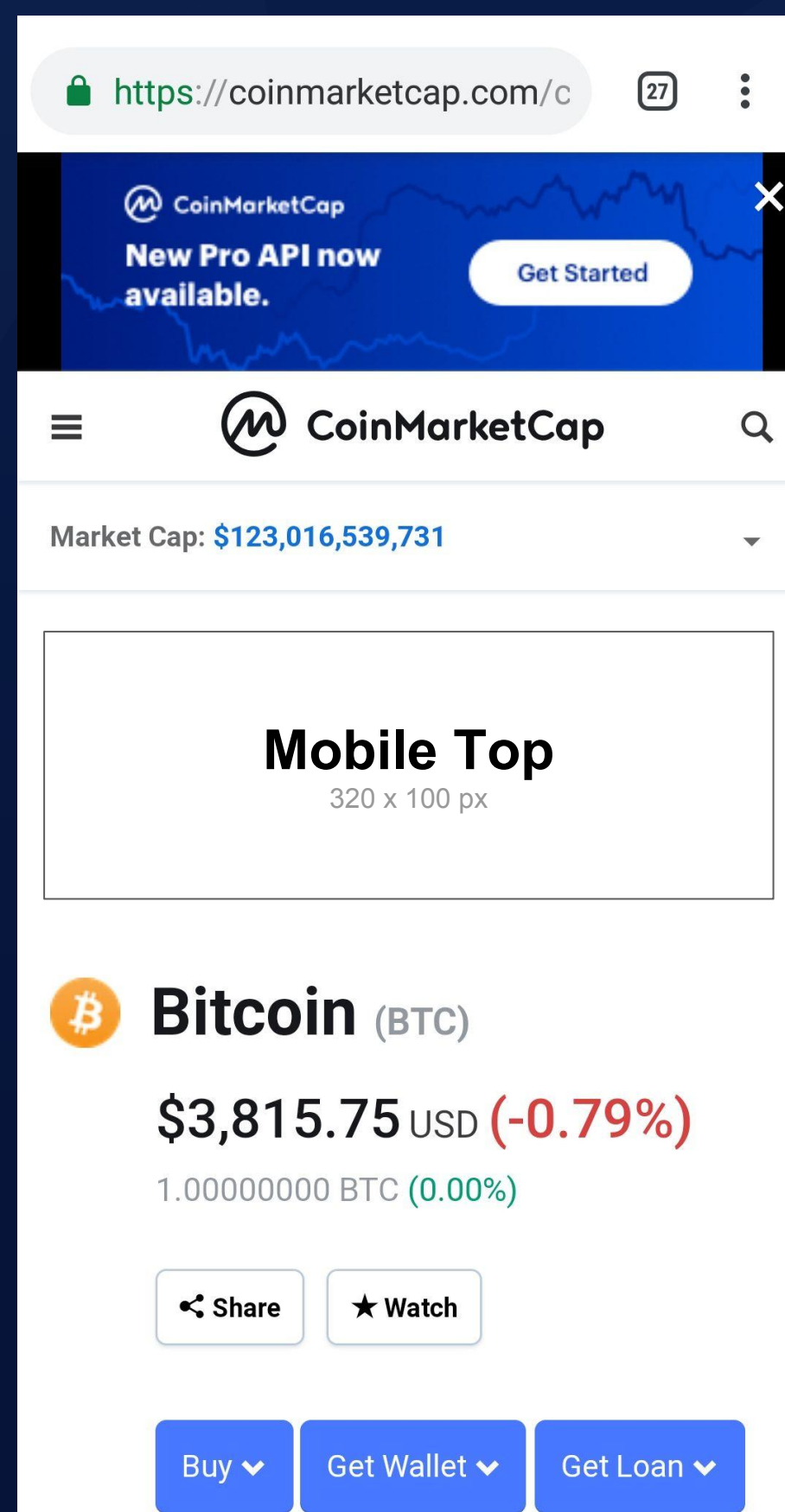
CoinMarketCap

Site banners (mobile)

With 45.86% of all CoinMarketCap audiences on mobile, you can choose to scope within specific geographies and still reach the right customers for you.
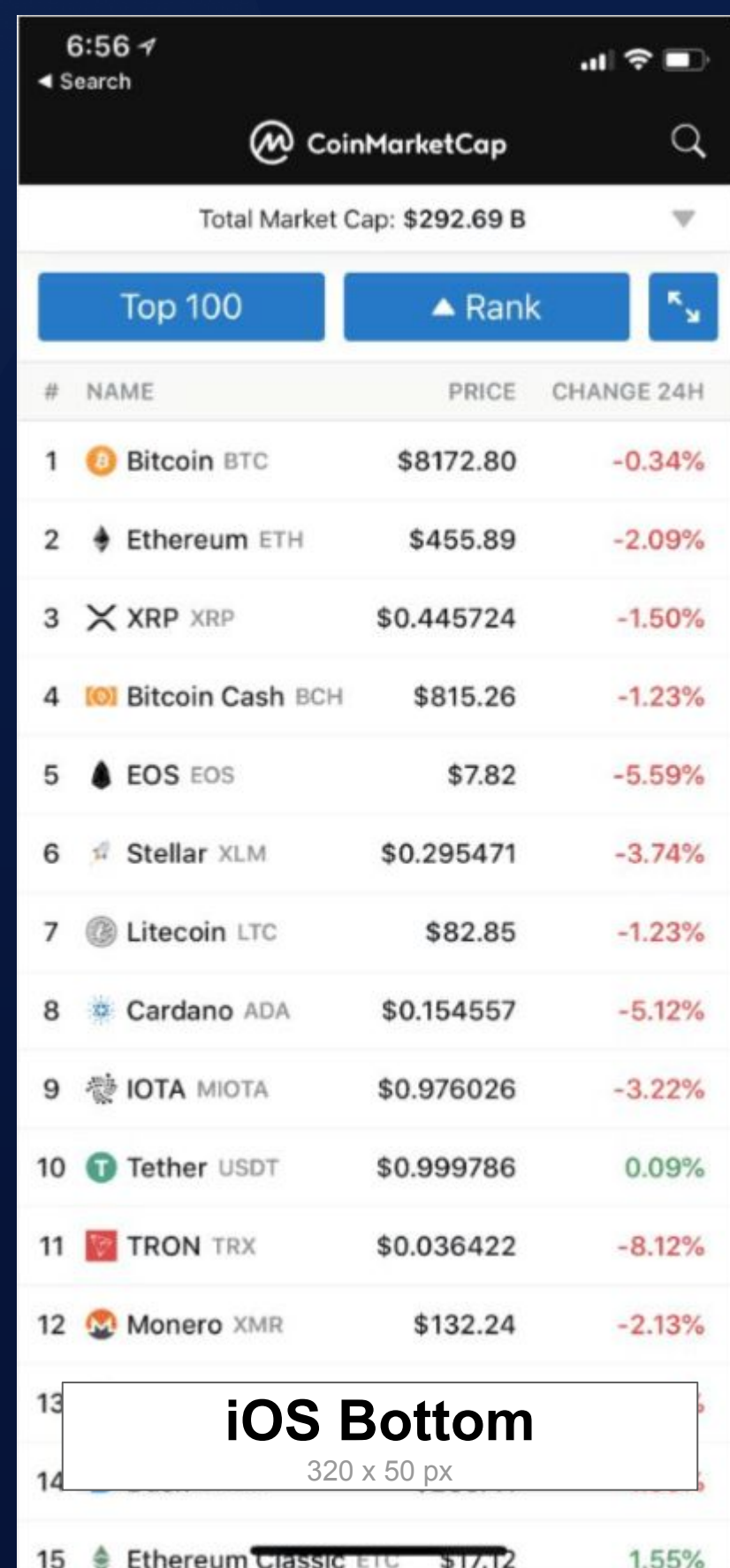
Click-through rate:
0.18%

vs. industry benchmark:
0.03%
(source: AppNexus)

Mobile Top
320x100px

$6 CPM
with
0.20% CTR

Mobile Mid
300x250px

$4 CPM
with
0.16% CTR

Mobile Bottom
320x100px

$3 CPM
with
0.04% CTR

CPM = Cost per thousand impressions
CTR = Click-through rates

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CoinMarketCap

iOS app banner

Put your ad in a dedicated space on the mobile app, where our engaged users return often to check crypto prices. (Android available January 2019)

Mobile conversions:
0.4% CTR + 100% in view

vs. industry benchmark:
only 28% in view 5 secs or more
(source: AppNexus)

6:56 ◀ Search			
CoinMarketCap			🔍
Total Market Cap: $292.69 B			▼
Top 100	▲ Rank		↘
#	NAME	PRICE	CHANGE 24H
1	Bitcoin BTC	$8172.80	-0.34%
2	Ethereum ETH	$455.89	-2.09%
3	XRP XRP	$0.445724	-1.50%
4	Bitcoin Cash BCH	$815.26	-1.23%
5	EOS EOS	$7.82	-5.59%
6	Stellar XLM	$0.295471	-3.74%
7	Litecoin LTC	$82.85	-1.23%
8	Cardano ADA	$0.154557	-5.12%
9	IOTA MIOTA	$0.976026	-3.22%
10	Tether USDT	$0.999786	0.09%
11	TRON TRX	$0.036422	-8.12%
12	Monero XMR	$132.24	-2.13%
13			
14			
15	Ethereum Classic ETC	$17.12	1.55%

iOS Bottom
320 x 50 px

Mobile Bottom

320x50px

Contact for pricing
0.4% CTR

CTR = Click-through rates

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Button Partnership

Buttons

We are currently inviting select partners to participate in an exclusive program to be featured on all 2000+ cryptocurrency detail pages of our site across web and mobile.

CoinMarketCap

Buttons

Button Partnership

- We can show your brand or product exclusively for a particular category.

- There will be a direct link to your site, with options for additional exposure in the form of ads and co-marketing on our blog/newsletter.

- You may also partner for exclusive homepage and footer links.

Please reach out to emily@coinmarketcap.com for the next steps.

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Listings

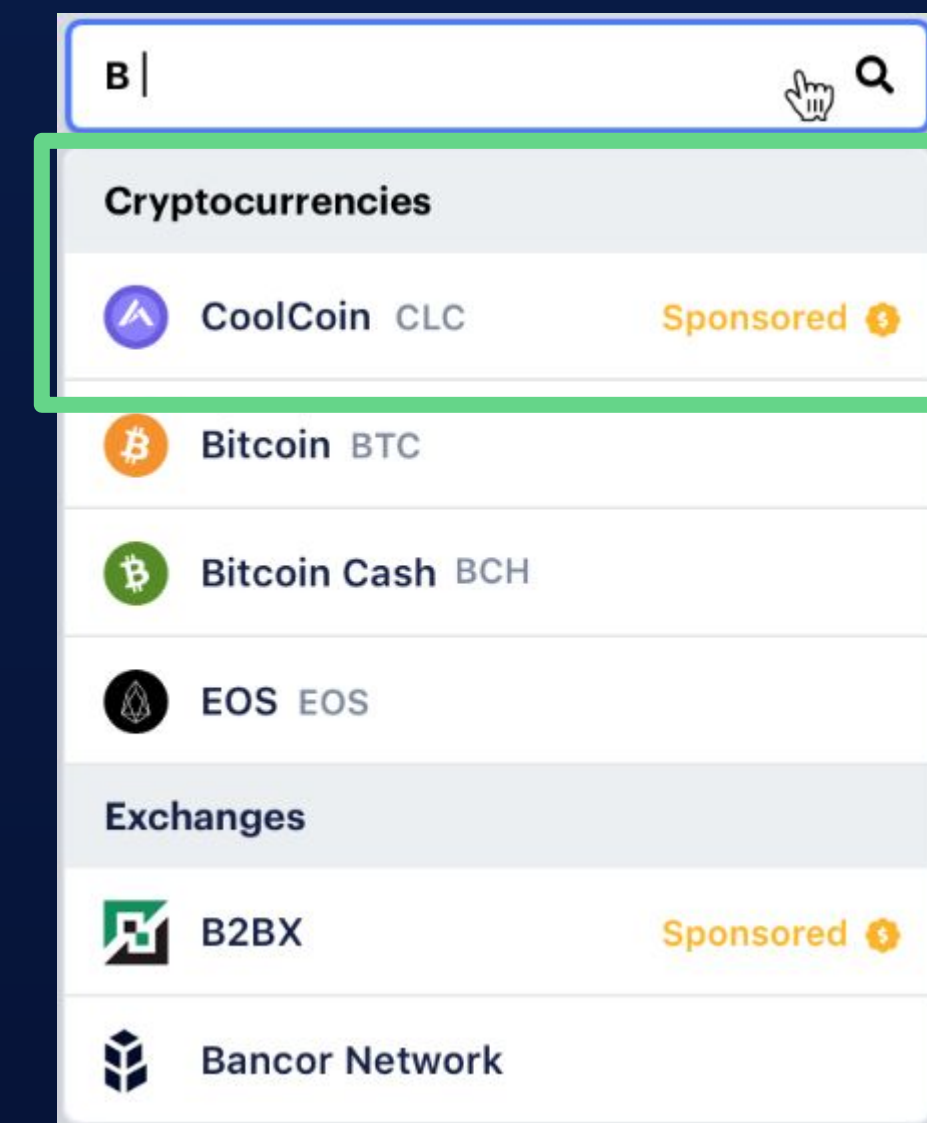# Sponsored Listing Spot (Not yet listed)

Ensure that your cryptocurrency or exchange turns up in searches on CoinMarketCap

even if you haven't been listed or given a circulating supply yet.

1. Page Link only e.g.

https://coinmarketcap.com/currencies/yourcryptoname/ or
https://coinmarketcap.com/exchanges/yourexchangename/
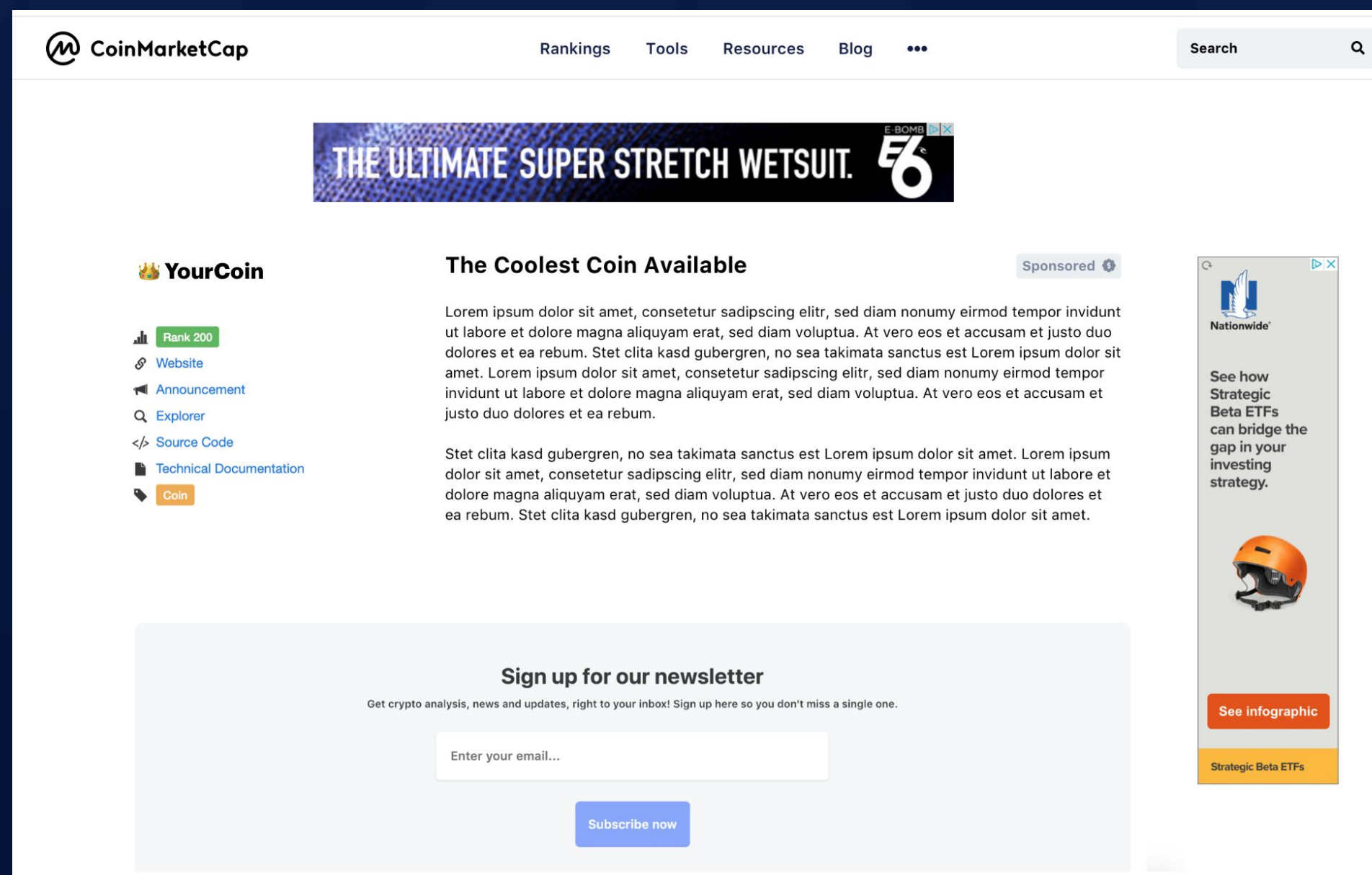
2. Featured Search + Page Link

CoinMarketCap

Sponsored Listing Spot (Not yet listed)

- A sponsored listing spot will ensure that your users or investors can find you while searching on CoinMarketCap for you, even if you haven't completed your listing process yet. This is a great solution to boost your visibility in the meantime.

- **Important note:** A sponsored listing spot in search DOES NOT guarantee listing on CoinMarketCap and WILL NOT expedite your listing process. Please refer to our Methodology page for listing requirements, tips and policies regarding your application.

Please reach out to advertising@coinmarketcap.com for the next steps.

Listings

Sponsored Listing Spot (Listed exchange)

Get maximum visibility for your exchange in searches and the exchange ranking pages on CoinMarketCap.

Sponsored Listing Spot (Listed cryptocurrency)

Listings

Get maximum visibility for your cryptocurrency in searches on CoinMarketCap.

CoinMarketCap

Listings

Sponsored Listing Spot (Already Listed)

- A sponsored listing spot will boost your marketing efforts by showing your cryptocurrency or exchange in prominent locations across the site:
  - On the exchange ranking page for exchanges,
  - On the biggest gainers/losers page for cryptocurrencies.
- Both will turn up in search results for the largest visibility gains.
- A "Sponsored" tag will show up on your page:

Please reach out to advertising@coinmarketcap.com for the next steps.

CoinMarketCap

Newsletter

Newsletter metrics

Our daily newsletter provides the top news of the day, and a fun poll.

Get top-of-mind awareness among our engaged reader base.

Readership:

19.5K

Growing +100 per day
on average

Open rate:

45%

Extremely high daily opens
vs. industry average

Sponsor click rate:

1.2 - 2%

Targeted click-throughs to
product or offer

* Data as of Dec 31, 2018

coinmarketcap.com

![CoinMarketCap]

Newsletter

Sponsored content

Get your message in front of an engaged, tailored, and daily returning readership.

Great for product launches or major announcements.

NEXO partners with CoinMarketCap!

You guys know that we are always super open and excited about working with partners 🤗

One of our recent partnerships is with Nexo, a crypto-backed lender with one of the world's most advanced instant crypto lending platform. As part of our efforts to make it easier for you to access tools in crypto, you can spot this "Get Loan" button on every coin page. You can expect to access crypto loans in 40+ fiat currencies in over 200 jurisdictions in three super easy steps. Instead of selling your crypto, you can consider HODLing and borrowing against it instead? 😎 It's a win-win!

Other news

- Gary Cohn, a former chief economic advisor to U.S. President Donald Trump, has joined as an advisor to blockchain startup called "Spring Labs". Spring Labs is seeking to develop a blockchain network for sharing financial data. 🤝
- Thanks to the approval by the New York State Department of Financial Services (NYDFS), cryptocurrency exchange Gemini is now supporting LTC trading. Investors will be able to trade LTC, along with the other currencies offered on the exchange like BTC, ETH and ZEC, starting 16 Oct at 13:30 UTC. 💰

$2K
per sponsored post

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Weekly sponsorship

Increase your brand visibility by sponsoring the newsletter for a week. Put your logo and brand prominently before readers. Great for branding and always-on campaigns.

$10K
per week

$3K
per day

coinmarketcap.com

CoinMarketCap
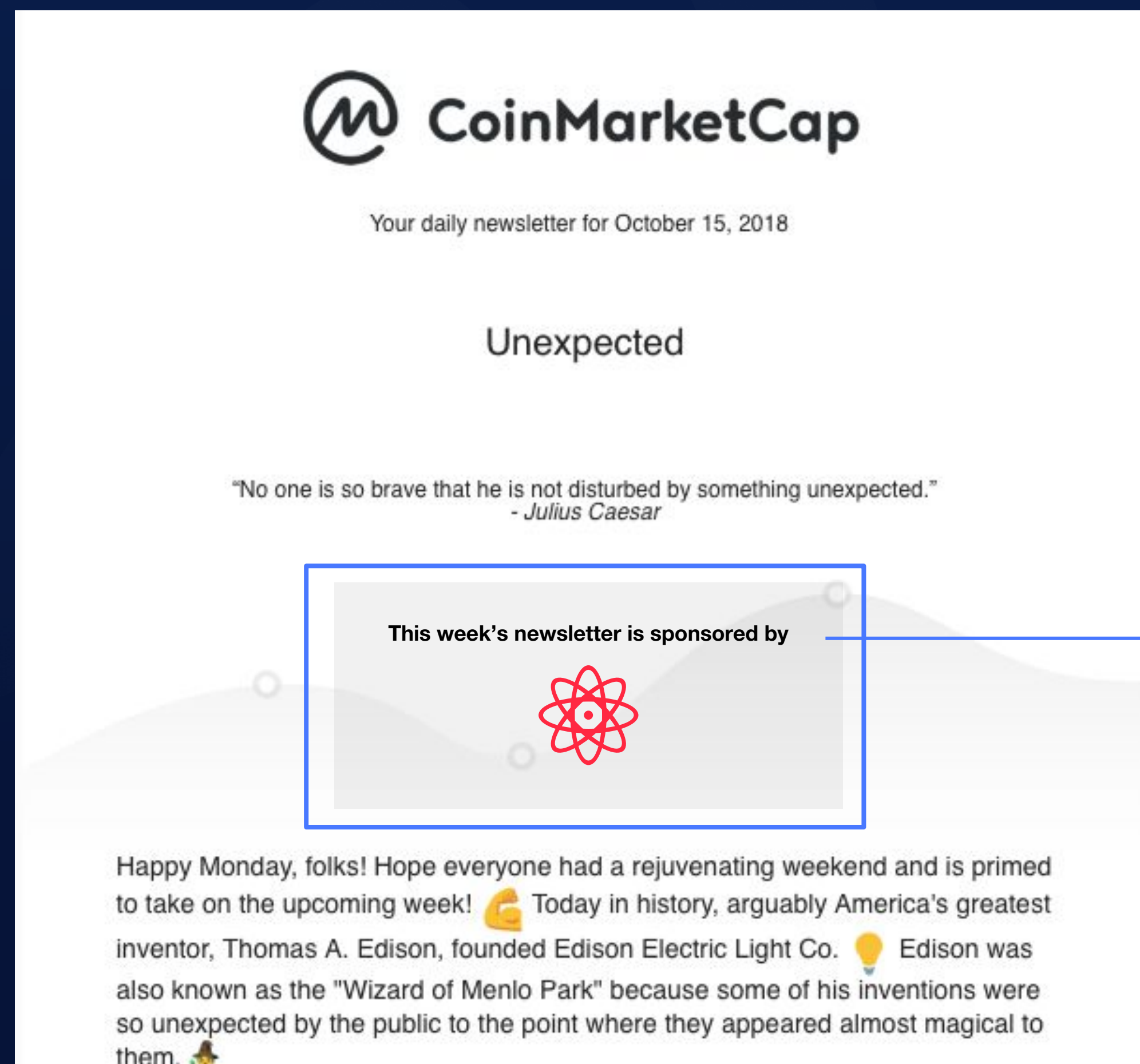
Blog

Blog metrics

Our blog boasts high quality, thought-provoking, in-depth content.

Be among the top luminaries in the crypto and blockchain space.

Readership of

60,000

interested in blockchain and
crypto long-form content

Be among the top

100

crypto projects on
CoinMarketCap

Average of

3%

targeted click-throughs to
product or offer

* Data as of Nov 30, 2018

CoinMarketCap

Blog

Sponsored post

Grow thought leadership, explain your product, and generate new leads by writing for our blog among some of the largest names in crypto. Best paired with a social promotion campaign on our Twitter, Facebook, or Telegram.

SPONSORED POSTS

How to list your token/coins on exchanges after your ICO worry-free

alcmc   November 15, 2018

Cryptocurrencies are gaining a lot of popularity recently – and with popularity, comes many businesses looking to enter the field. Blockchain is attracting many legitimate businesses looking to apply the technology to their products, but at the same time many less savory characters have also started schemes to scam projects and investors. These days, they do so mainly by spoofing emails or creating fake identities.

Spoof emails have become a popular practice in a scammer's toolkit. It is a technique in which a

$3K
per post

coinmarketcap.com

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Blog

Sponsored post

- You must provide a working draft including all main points that you want to share with our audience.

- Ideally, content should be informative and/or entertaining, to ensure that your conversion rates are high.

- We will work with you to get the content ready for the blog. We reserve the final right to accept or make edits to the content.

- If you require us to write the content from scratch, each piece will cost $5K extra, on top of the placement amount of $3K.

CoinMarketCap

Social

Social promotion metrics

Tap on our big social media fan base to reach your prospects.

Get exposure to the most curated followership in crypto.

Twitter

480K

followers within an engaged Crypto Twitter

Facebook

30K

followers on highest-converting platform

New!

Telegram

3.3K

organic engaged daily active community

* Data as of Dec 2018

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Social
Twitter blast

Reach prospects with a timely promotional message.

$2K
per post

$3K
for 2 bundled posts

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CoinMarketCap

Social

Facebook blast

Reach prospects with a timely promotional message.

$2K
per post

$3K
for 2 bundled posts

coinmarketcap.com

CoinMarketCap

Social

Telegram shoutout

Engage the community with a friendly, tailored messaging.

$2K
per post

$3K
for 2 bundled posts
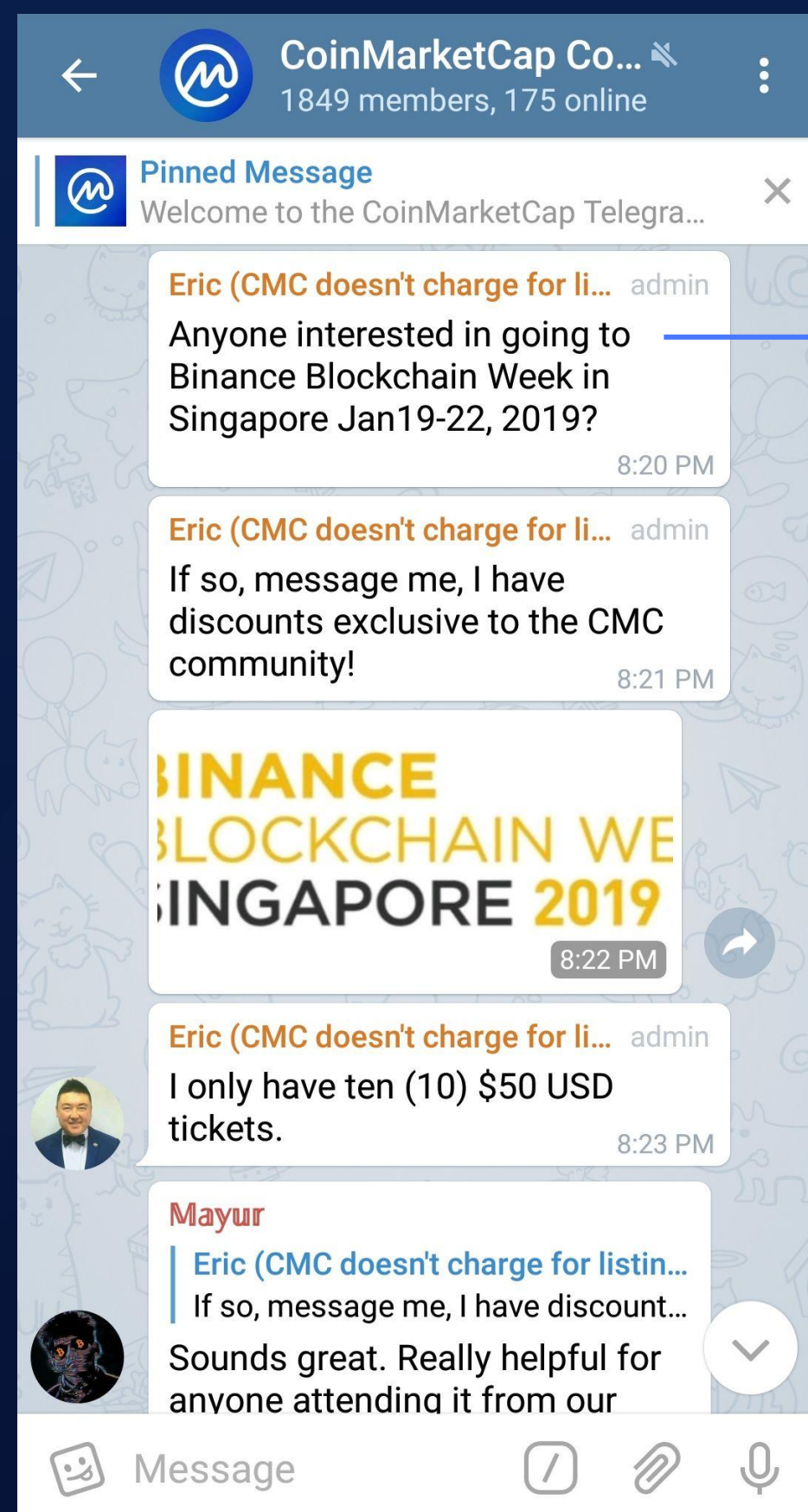
CoinMarketCap

Programmatic

Extend your reach with programmatic

Promote your product or company to CoinMarketCap audiences around the world,

even when they're browsing other sites or apps.

Examples

CoinMarketCap

Programmatic **Partners**

Work with our official partners for programmatic to retarget and reach your customers.

Crypto Audiences

Token™ Agency

- Serves U.S. and Asian audiences.

- Also provides advertising services for Facebook and Twitter with CoinMarketCap audiences.

Please contact advertising@coinmarketcap.com

- Serves U.S. and Europe audiences.

Please contact advertising@coinmarketcap.com

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Packages

Maximize your budget based on objectives

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(A) Product/Event launch

Launch your product or event with a systematic growth and acquisition effort.

Below: Sample $65K budget, extend for more ads or markets/international media

Newsletter + Social	Advertising	Videos + Programmatic + Consulting
## Reach	## Interest	## Grow
Generate buzz by reaching your audiences through a newsletter post, newsletter sponsorship, and a promotional blast on all our social channels.	Find customers or users most interested in your product by remaining top-of-mind throughout your campaign period, on the CoinMarketCap app and site.	Further extend your launch by producing 2 videos, placing programmatic ads, and growing to a new market with our native consulting or media partners.
Budget: $15K 23%	Budget: $20K - $100K 30%	Budget: $30K - $80K 47%

CoinMarketCap

(B) Major announcement

Announce major updates by creating targeted and sustained awareness.

Below: Recommended $40K budget, add more for header banners for maximum impact

Blog

Explain

Write two posts, one with the announcement (press release) and one explaining the strategy and decision-making behind it.

Budget: $6K   15%

Newsletter + Social

Share

Place one newsletter post for the press release, and sponsor the newsletter for a week plus share the other blog post on our social media.

Budget: $15K   37.5%

Advertising

Sustain

Target your specific geographies or timings to increase visibility through ads: Header banners work best, or multiple top, side, or bottom ads.

Budget: $19K - $100K   47.5+%

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(C) New listing

Tell the world about your new listing on CoinMarketCap!

Below: Sample $10K budget

Social

Shoutout

Get a special shoutout on our social channels for your project upon listing.

Budget: $3K   30%

Advertising

Appeal

Create greater brand awareness directly on CoinMarketCap with ads on specific (e.g. ETH) or all pages.

Budget: $5.5K   55%

Videos

Educate

Conduct a special interview and explainer video to tell the world about your project and the team behind it.

Budget: $1.5 - $3K   15%

CoinMarketCap

Getting started

Process and FAQs

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Advertising with CoinMarketCap

Process for getting your ads on CoinMarketCap

We offer a variety of ad placements, sold directly through our advertising team. We try to make the process as fast and efficient as possible:

1. You tell us the number of impressions and placement(s), when to start/end the campaign, and give us the ad creatives to use.
2. We provide a BTC/ETH payment address.
3. Upon receipt, we start your campaign.

Since we are using cryptocurrencies for payment, it is possible for us to create and release a campaign within a few hours of initial contact.

CoinMarketCap

Advertising with CoinMarketCap

Specifications for your ads

- We use Google DFP for ad trafficking. Compatible creative types listed <u>here</u>.
- All HTML5 creatives must pass validation <u>here</u>.
- All creatives must be below 250kb in file size.
- If you wish to geo target/exclude your ads, you can do so for free.
- We reserve the right to reject any banners, based on content.

CoinMarketCap

Frequently-asked questions

Don't find your question here? We're here to help! advertising@coinmarketcap.com

1. **Can I pay in crypto?**

   Yes, you can. We accept USD, BTC and ETH. If you would like to pay in USD, please do so via wire transfer, as we don't currently accept PayPal or credit cards.

2. **What is the minimum purchase for ads?**

   US$5,000.

CoinMarketCap

Frequently-asked questions

Don't find your question here? We're here to help! advertising@coinmarketcap.com

3. How quickly can ads be up and running?

If payment and banners are sent during weekdays between 9am - 6pm EST, we can get a campaign live within a few hours.

4. Does CMC offer a dashboard to view ad campaign progress?

At this time, we can generate reports and send them to you upon request. We will offer an ads dashboard in the future, however.

CoinMarketCap

Frequently-asked questions

Don't find your question here? We're here to help! advertising@coinmarketcap.com

5. How much extra does geotargeting cost?

If you are purchasing a smaller share of voice (SOV) for a region, we will not charge for this.

However, if you are interested in purchasing a higher percentage of impressions for particular countries, we may need to include a CPM surcharge.

CoinMarketCap

Get started now

advertising@coinmarketcap.com