



# CoinsPaid Media Presents:

*Media Kit*

[Start over ↓](#)







## Who Are We?

**CoinsPaid Media** is an online edition for audiences interested in cryptocurrencies and their active use both in our daily lives and business.

We publish news and informative articles on cryptocurrencies and how they're used, life hacks, best practices on saving money, investment ideas, fund protection tips, how to use **CoinsPaid** ecosystem products, and expert author columns.



## CoinsPaid Media Brand Idea

We are a trusted source of information and provide users with the opportunity to gain knowledge based on a comprehensive look at the current state of affairs in the crypto world and industry.



## Mission

We make the world of cryptocurrencies clearer and boldly face the digital future.

**CoinsPaid Media** collects, integrates, processes, and presents information to create a holistic and reliable picture of the industry. As a result, every reader can learn, explore, and apply the power of cryptocurrencies and tools when dealing with them.



#1

## What is it?

A press release is an informational message containing specific and concise information about an event, news, launch, or any other business activity.

#3

## What is it suitable for?

New product launches, major events, business activities, and market presence.

#4

## Where is it posted?

**In the following rubrics:**  
Business, News, Events.

**It is posted on the homepage:**  
a multiplier of 1.5. Placement is discussed individually.

It stays on the site permanently.

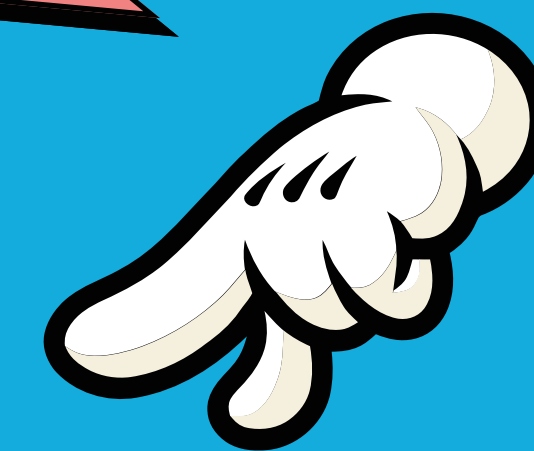
It is perfectly complemented by social media promotion  
**(a 20% discount on any package).**

#2

## What task does it accomplish?

A press release informs the desired audience about something, creates awareness, and positively influences the brand.

**Example:**



#Eng

#Rus

#Esp

Twitter

Instagram

Facebook



# Promotional article

#1

## What is it?

A promotional article is a marketing tool, a direct appeal to the audience to attract attention to the product.

#3

## What is it suitable for?

New product launches, marketing activities, big news, product or service promotions.

✦ ✦ ✦

#2

## What task does it accomplish?

A well-written promotional article results in higher sales, increased brand awareness, and greater customer confidence.

✦

#4

## Where is it posted?

**In the following rubrics:**  
Bitcoin, Business, News, Events, Forecasts, Columns.

**It is posted on the homepage:**  
a multiplier of 1.5. Placement is discussed individually.

It stays on the site permanently.

It is perfectly complemented by social media promotion  
**(a 20% discount on any package).**





# Commercial Interview

#1

## What is it?

A commercial interview is a marketing tool that reveals information about a product, a company, or a person in a conversation.

#2

## What task does it accomplish?

Informing about something, forming brand reputation, creating an opinion about a company, working with a personal brand.

#3

## What is it suitable for?

A project with outreach, the head of the company/project, through whose personality the product is favorably positioned.

#4

## Where is it posted?

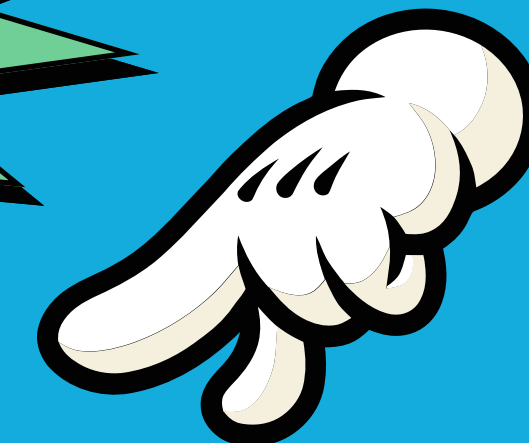
**In the following rubrics:**  
Business, Forecasts, Columns.

**It is posted on the homepage:**  
a multiplier of 1.2. Placement is discussed individually.

The interview stays on the site permanently.

It is perfectly complemented by social media promotion (a 20% discount on any package).

**Example:**



#Eng

#Rus

#Esp

Examples of social media promotion (a 20% discount for package placement):

#Eng

#Rus

#Esp

A video interview example. The cost of the video is calculated separately for each customer.



**Click!**



#1

## What is it?

An op-ed is an author's opinion on a certain topic posted in a permanent column on the site.

#3

## What is it suitable for?

Demonstration of expertise, personal branding, additional communication channel.

#4

## Where is it posted?

**Format 1:** Two publications per month, writing, editing, design, and promotion on the CoinsPaid Media editors' side.

It is placed in the **Columns rubric**.

**The material is posted on the homepage:** a multiplier of 1.2.

#2

## What task does it accomplish?

Increasing recognition, promoting the expert's personal brand, attracting new audiences.

**Example:**

#Eng

#Rus

#Esp

*Format 2:* providing a platform for materials in the Columns section, 2 publications per month are provided by the customer.



# 🏠 Native Format

#1

## What is it?

Native advertising is a form of product promotion that does not use direct or even indirect messages urging people to make a purchase. It is full-fledged content containing useful information on a topic related to the promoted product.

#2

## What task does it accomplish?

Lead generation (via the format), increasing awareness and educating people on how to use the product in the most effective way.

#3

## What is it suitable for?

Proper brand perception, generating positive company associations, product promotion through benefits.

**Publications.** The material is placed in the corresponding rubric. The material is posted on the homepage: a multiplier of 1.5. The article stays on the site permanently.

[#Eng](#) [#Rus](#) [#Esp](#)

**Special projects.** Comprehensive placement in native format. The price is discussed individually for the customer. One-time posting or a permanent section format on the site are possible.

[#Eng](#) [#Rus](#) [#Esp](#)

**Learning course in the Academy section with native integration.** (the price is calculated separately)

[#Eng](#) [#Rus](#) [#Esp](#)

**Top page button.** CTA (call-to-action) button with native design (buy cryptocurrency, exchange, play, etc). After clicking on it, the user is redirected to the customer's site.

**Native video.** The price is calculated based on the customer's brief.

Native format support on social networks increases efficiency. When adding a promotion package, you get a 20% discount for social media.



#1

## What is it?

Media advertising is graphic, video, audio, and text ads aimed at attracting an audience.

#2

## What task does it accomplish?

This type of advertising influences the audience's emotional perception.

The main purpose of media advertising is not to sell directly but to represent a company or its products and services.

Media advertising should form a positive attitude toward the company and its products, as well as create the necessary associations.

#3

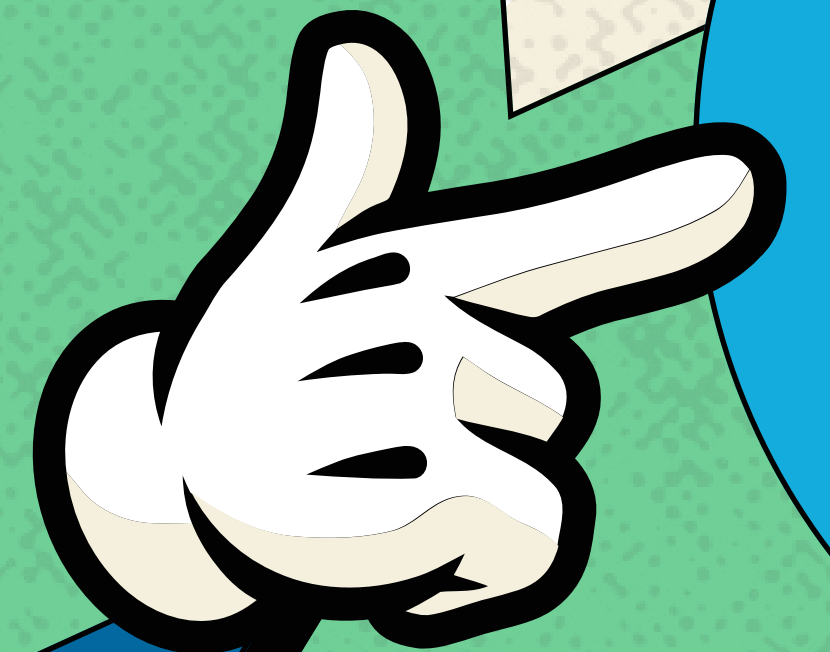
## What is it suitable for?

Any company and any format.

#4

## Where is it posted?

>>>





# The Homepage

## Side banners

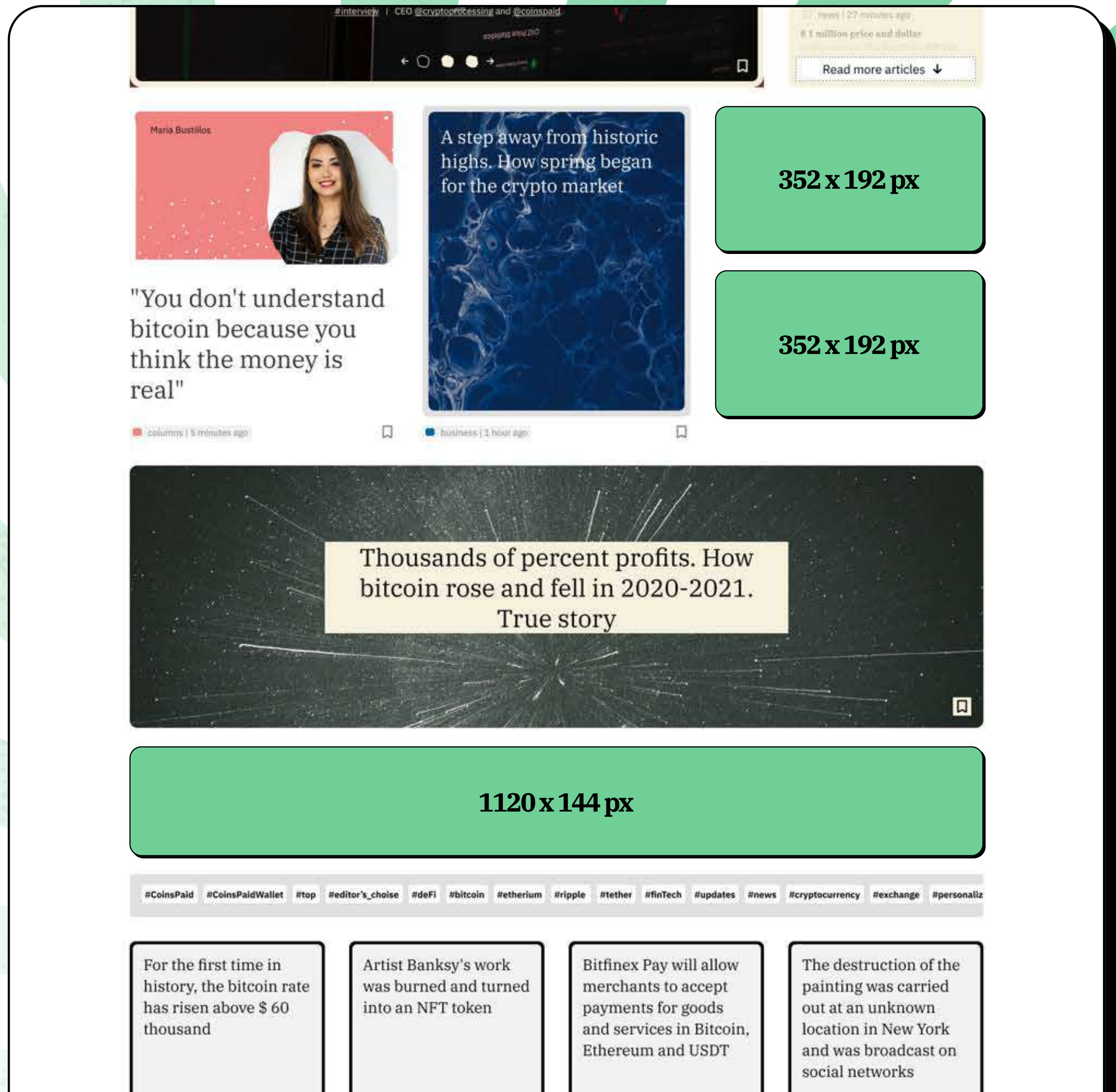
(minimum placement – 1 week)

## Horizontal banner

(minimum placement – 1 week)

## Branding backing

(maximum placement – 3 days)





# Academy

Vertical block  
(minimum placement — 2 weeks)



Navigation: All • Cryptocurrencies and Blockchain • CoinsPaid Ecosystem • Digital Economy • Trading

Filter: By release date

Article 1: #1. Cryptocurrency and Blockchain  
Everything you wanted to know about Bitcoin:  
Who Created Bitcoin? What is the Difference Between Coin and a token? And other burning questions.  
#bitcoin\_article

Article 2: #1. Cryptocurrency and Blockchain  
Blockchain:  
What is it and how is it used in finance  
#bitcoin article

Article 3: #32. Cryptocurrency and Blockchain  
What is the Austrian School of Economics?  
#news article

Article 4: #31. Cryptocurrency and Blockchain  
Good Boy or Dogecoin Phenomenon:  
How memes and the cryptocurrency market are related  
#podcast

Dimensions: 544 x 296 px

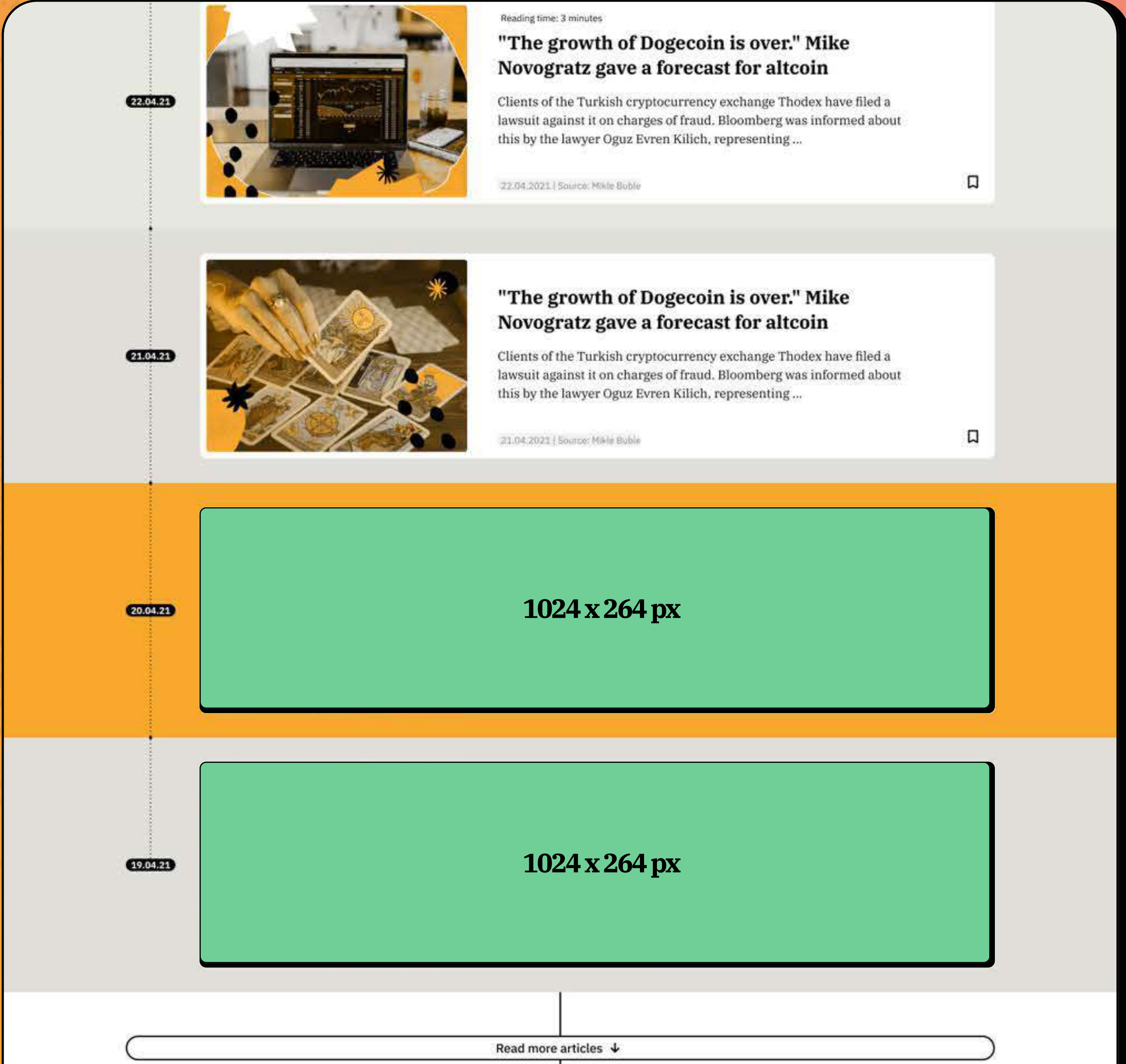
Footer: Read more articles ↓




# Forecasts


**Horizontal banner**  
(minimum placement — 2 weeks)

**Branding backing**  
(maximum placement — 3 days)



The image shows a vertical timeline of media advertising placements. A central vertical line marks the dates from 19.04.21 to 22.04.21. On the left side of the timeline, there are two large green rectangular blocks representing branding backing, one for 19.04.21 and one for 20.04.21, both labeled '1024 x 264 px'. On the right side, there are two article cards for 21.04.21 and 22.04.21. Each card features a circular image, a headline, a short text snippet, and a source attribution. At the bottom of the timeline, there is a button labeled 'Read more articles' with a downward arrow.

**22.04.21**  **"The growth of Dogecoin is over." Mike Novogratz gave a forecast for altcoin**  
Reading time: 3 minutes  
Clients of the Turkish cryptocurrency exchange Thodex have filed a lawsuit against it on charges of fraud. Bloomberg was informed about this by the lawyer Oguz Evren Kilich, representing ...  
22.04.2021 | Source: Mike Buble

**21.04.21**  **"The growth of Dogecoin is over." Mike Novogratz gave a forecast for altcoin**  
Clients of the Turkish cryptocurrency exchange Thodex have filed a lawsuit against it on charges of fraud. Bloomberg was informed about this by the lawyer Oguz Evren Kilich, representing ...  
21.04.2021 | Source: Mike Buble

**20.04.21** 1024 x 264 px

**19.04.21** 1024 x 264 px

Read more articles ↓



# News

Left vertical banner  
(minimum placement — 2 weeks)



#CoinsPaid  
#business  
Tag Search >

Instagram  
Telegram  
Youtube

news | 27 minutes ago  
**Landfall and flight to the moon. How Musk affects the price of Dogecoin in recent**  
In May, the head of Tesla and SpaceX spoke and wrote about the cryptocurrency meme on numerous occasions. Once it even led to a sharp drop in quotations by 25%...

**Big news:**  
Elon Musk says he HAS bought Dogecoin for his son 'so he can be a toddlerhodler'

news | 27 minutes ago  
**From Elon Musk to Maisie Williams. What stars are already using cryptocurrency**

news | 27 minutes ago  
**Another cryptocurrency. Main advantages and disadvantages of stablecoins**

news | 27 minutes ago  
**How pharmaceutical companies are moving towards blockchain**

news | 27 minutes ago  
**\$ 1 million price and dollar replacement. The brightest Bitcoin predictions**

news | 27 minutes ago  
**The bitcoin rate for the first time in history has risen above \$ 60 thousand**

news | 27 minutes ago  
**Another cryptocurrency. Main advantages and disadvantages of stablecoins**

news | 27 minutes ago  
**How pharmaceutical companies are moving towards blockchain**

news | 27 minutes ago  
**\$ 1 million price and dollar replacement. The brightest Bitcoin predictions**

256 x 375 px

news | 27 minutes ago  
**From Elon Musk to Maisie Williams. What stars are already using cryptocurrency**  
Hollywood actor Terry Crews released his own digital coin, rapper Jay-Z donated 500 bitcoins to the...

news | 27 minutes ago  
**From Elon Musk to Maisie Williams. What stars are already using cryptocurrency**  
Hollywood actor Terry Crews released his own digital coin, rapper Jay-Z donated 500 bitcoins to the...

column | 42 minutes ago

business | 1 hour ago  
There is no bad weather. It's almost the same with the crypto market

business | 1 hour ago  
Affiliate material: best crypto wallets for iOS



# Business

## Vertical banner

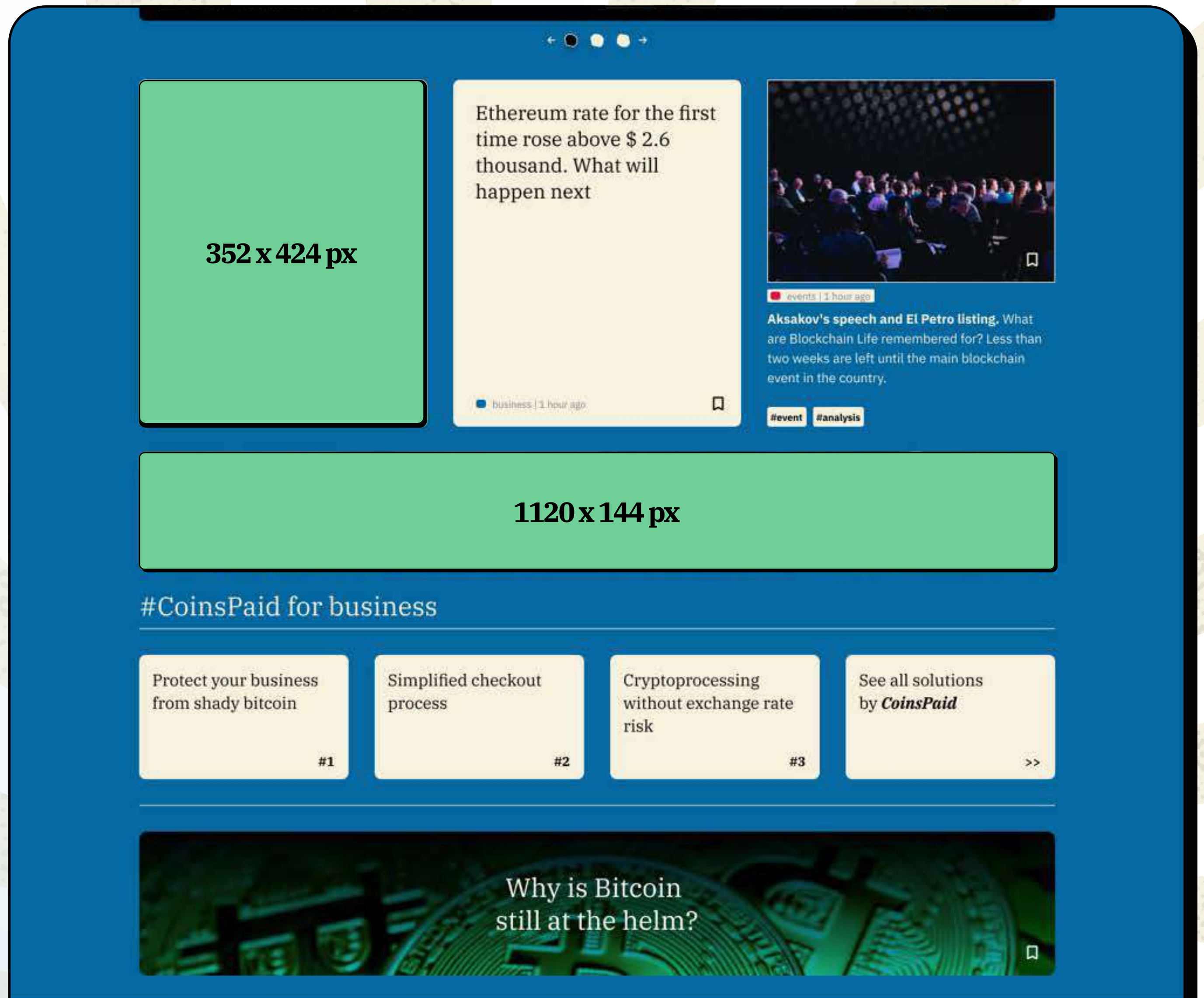
(minimum placement — 2 weeks)

## Horizontal banner

(minimum placement — 2 weeks)

## Branding backing

(maximum placement — 3 days)



Become a member of the CoinsPaid Media Community and start using crypto before it goes mainstream

Subscribe to the newsletter and training materials





# Bitcoin

## Top Block

(minimum placement — 2 weeks)

## Top vertical banner

(minimum placement — 2 weeks)

## Bottom vertical banner

(minimum placement — 2 weeks)

## Branding backing

(maximum placement — 3 days)

Top crypto exchanges in April according to CoinsPaid Media:

- [Binance](#)
- [Coinbase Pro](#)
- [Huobi Global](#)
- [Kraken](#)
- [eToro](#)

bitcoin | 10 hours ago

**Bitcoin's dominance has declined. Why is it important to monitor this indicator: has declined.**

*The first cryptocurrency is losing influence on altcoins. Experts explained why this is happening and what it might mean for the market.*

Read all articles

**Bitcoin miners earned a record \$ 1.5 billion in March. Such a cool news!**

For more than three months in a row, the revenue of the first cryptocurrency mining sector has exceeded \$ 1 billion

255 x 448 px

bitcoin | 10 hours ago

**«It's expensive to be a bear». Why the price of bitcoin in Korea is much higher**

256 x 272 px

256 x 272 px



# Events Columns

## Vertical banner

(minimum placement – 2 weeks)

## Branding backing

(maximum placement – 3 days)



Meetup

31 MAY

### Blockchain Hackers

Dubai, United Arab Emirates



Online Event

31 MAY - 02 JUN

### Global FinTech Fest 2021

## Everything you wanted to know about the cryptocurrency market industry

Subscribe to our newsletter. Only the most important things over the past month

Email

Subscribe

I agree to all the [terms and conditions](#)

By submitting this form, you confirm that you agree to the storage and processing of your personal data by **CoinsPaid Media** described in our [Privacy Policy](#) and receiving periodic promotional emails from us and information regarding special offers or services, newsletter and training materials.



Online Event

01 JUN - 05 JUN

### Synopsis 2021: Hot Trends



Meetup

01 JUN - 02 JUN

### Global DEFI Investment Summit

Dubai, United Arab Emirates



Conference

Crypto Event 2021

## Cryptocurrency rates

NAME	LAST	CHANGE%
BTC	\$ 60 223	+0,72
ETH	\$ 2 149,3	-0,11
NEO	\$ 62,55	-4,54
DSH	\$ 281,89	-3,11
LTC	\$ 249,5	-3,73

[See full list](#)

## Partner Press Releases

"Binance Coin will rise in price by another 70%"

How to properly invest 1 million in cryptocurrency?

"Lasts at least a year"

SEC threatens the future of cryptocurrencies

448 x 248 px

## #Bitcoin

**Bitcoin miners earned a record \$ 1.5 billion in March. Such a cool news!**

For more than three months in a row, the revenue of the first cryptocurrency mining sector has exceeded \$ 1 billion

bitcoin | 8 hours ago

**Elon Musk denied rumors about the sale of bitcoins by Tesla**

On Sunday evening, the billionaire criticized the first cryptocurrency, as a result of which its rate fell to a February

bitcoin | 9 hours ago



# Social Media

**CoinsPaid Media** social media is represented on the following sites:

*Youtube*

*Instagram*

*Facebook*

*Twitter*

*Spanish*  


*Twitter*

*Russian*



*Telegram*

**What tasks does it accomplish?** Placement on social networks covers all the customers' needs — from informing about the company and product launch to building audience loyalty and a personal brand.

**What is it suitable for?** Suitable for any client as a separate product and as a promotion add-on.

## Placement Packages:

### Package S

1 post on each social network, separately by audience.  
Telegram in Russian +20%;  
Twitter in Spanish +20%.

### Package M

1 post on each social network + support in 5 stories + interactivity: giveaways, contest, quiz, etc. 1 audience in Telegram in Russian +20%; Twitter in Spanish +20%.

### Package L

1 post on each social network + support in stories + interactivity + mention on YouTube + including in the mailing based on our database (posting in Russian and Spanish is included).





# Video Production

A type of advertising to show the target audience on Internet sites and social networks.

#1

## What task does it accomplish?

Product and company promotion, image and brand building, increasing market awareness and raising trust of the target audience.

#2

## What is it suitable for?

Suitable for any customer needs and closing their pain points.



Example



# Regulations on Discounts for Advertisers

- #1** Support of any publication with promotion on social networks: 20% off for social media package.
- #2** Support of any product with banner advertising — -10% for banner placement.
- #3** Branding and native format aren't included in discounts.
- #4** Discounts from items 1 and 2 may be combined.
- #5** Additional discounts may apply depending on the product set.

You can get advice on the most effective products to achieve your goals, statistics on all the sections you are interested in from the Head of Sales,  
**Diloram Sultankhodzhaeva:**

[sales.media@coinspaid.com](mailto:sales.media@coinspaid.com)



[Telegram](#)



[Whatsapp](#)