

Reach the crypto-native audience **that actually reads.**

CoinRoop is an independently operated crypto media platform reaching 500K+ monthly readers across 183+ countries. Below is every way to advertise with us — monthly plans only, no weekly clutter.

See Packages

Get a Custom Quote

500K+ monthly readers

4.2M+ annual page views

183+ countries reached

81% of readers hold crypto

6

—WHO WE ARE

Your gateway to the crypto-native audience

Since 2020, CoinRoop has built one of the most engaged crypto communities in the industry — real-time news, market analysis, exchange reviews, and education, cited across 50+ major platforms and referenced by leading AI assistants.

Founded	2020
Headquarters	Dubai & Europe
Domain Authority	63+ (Moz)
Monthly Readers	500K+
Annual Page Views	4.2M+
Countries Reached	183+
Content Pieces	2,500+

What We Cover

Crypto News

Market Analysis

Exchange Reviews

AI Tools

Crypto Casino

Education

DeFi & Web3

Project Reviews

Data-driven insights into our readership

Where our readers come from, what they hold, and how they engage.

500K+

Monthly readers

4.2M+

Annual page views

183+

Countries reached

3 min

Avg. session

Top Geographies



Audience Profile

Age Range	22–45 (78%)
Gender	72% M / 28% F
Mobile Users	64%
Desktop Users	28%
Tablet Users	8%
Crypto Holders	81% of readers
Return Visitors	47%

Traffic Sources



Audience Types

DeFi & Web3 Builders

CEX/DEX Traders

AI & Tech Enthusiasts

Blockchain Developers

NFT Collectors

FinTech Professionals

Startup Founders / VCs

Crypto Journalists

△ ALWAYS VERIFY TRAFFIC DIRECTLY WITH US

Please don't rely solely on third-party estimator tools like SEMrush, Ahrefs, or SimilarWeb to judge our reach. These tools primarily model traffic from indexed organic **keyword** rankings — they can't see and consistently under-report several of our largest channels.

That means they miss traffic from AI assistants and chat search (ChatGPT, Claude, Perplexity, Gemini), direct navigation, social media referrals, and email/newsletter click-throughs — all of which make up a meaningful share of our real, verifiable audience.

Contact us any time for live analytics access or a screen-shared walkthrough of our actual traffic dashboard before committing to a campaign.

The advantages of a premium crypto platform

🌐 Global Crypto Audience

500K+ monthly readers across 183+ countries, spanning the US, India, UK, and UAE/MENA.

📄 High-Intent Traffic

81% of readers hold crypto. 3+ minute average sessions mean deeper ad recall.

🔗 Domain Authority 63+

Sponsored content includes dofollow links carrying real SEO weight.

🤖 AI Chatbot Visibility

Indexed by ChatGPT, Claude, Gemini, and Perplexity — your brand shows up in AI answers.

📰 Cited by Major Media

Referenced across 50+ platforms including CoinTelegraph, CoinDesk, and Decrypt.

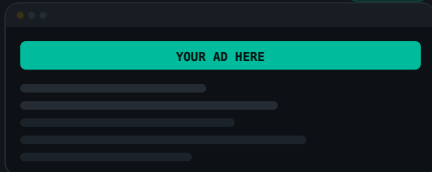
✔ Editorial Independence

Strict fact-checking by finance and blockchain specialists on every piece.

Monthly banner placements

All display formats are billed monthly only. Figures below show **maximum** impression capacity per placement — actual delivery depends on real-time traffic and may run lower some months (see traffic note above). Our design team can build your creative at no extra cost.

Leaderboard Banner 728x90

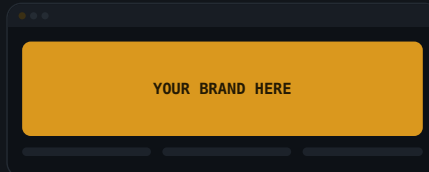


Above-the-fold, sitewide on every article page. Max ~2.1M impressions/mo.

Sitewide HTML5 Click tracking

\$3,500/month

Billboard / Hero Banner 970x250



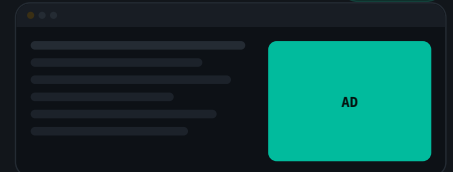
Our largest format — homepage & category pages. Max ~890K impressions/mo, ~0.18% CTR.

Homepage Rich media

Desktop & tablet

\$5,600/month

Sidebar Rectangle 300x250



Persistent on all article pages, sticky option available. Max ~1.4M impressions/mo.

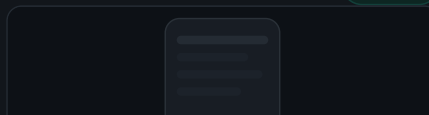
All articles Desktop & tablet

\$1,750/month

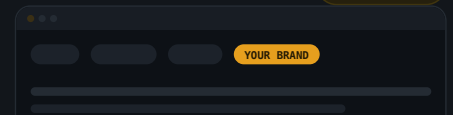
Half Page 300x600



Mobile Sticky Footer 320x50



Nav Menu Button EXCLUSIVE



YOUR AD

YOUR AD

In-article injection for immersive engagement. Max ~680K impressions/mo, ~0.22% CTR.

In-article Desktop only

\$2,800/month

Always-visible mobile anchor. 64% of our traffic is mobile. Max ~2.7M impressions/mo.

Mobile only Sticky

\$1,400/month

Text-link placement in the top navigation. Limited to 1 partner at a time. Max ~4.2M impressions/mo, ~2.5% CTR.

1 exclusive slot All devices

\$2,100/month
Minimum 3-month commitment

—CONTENT & NATIVE ADS

Editorial placements that build trust

Sponsored Article

FEATURED

SPONSORED



Placeholder for sponsored article text.

800–1,500 word article written by our specialists, permanent placement, 2 dofollow links, 7-day homepage feature, newsletter inclusion.

\$1,050/article
Client-provided article: \$840

Press Release Distribution

FAST PUBLISH

PRESS RELEASE



Placeholder for press release text.

Published within 24–48h, 1 dofollow backlink, distribution to news aggregator partners. Avg. 2.5K+ views, 50+ pickups.

\$560/release
Writing service add-on: +\$210

Listicle Placement

SEO BOOST

1

2

3

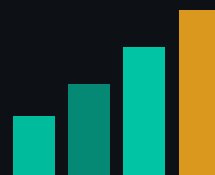
Rank #1–3 spotlight in our "Best of" articles across Exchanges, AI, Wallets, DeFi, and Casino categories. Updated monthly.

\$350/spot (3 mo)
Renewal: \$280 per 3 months

Branded Research Report

PREMIUM

RESEARCH



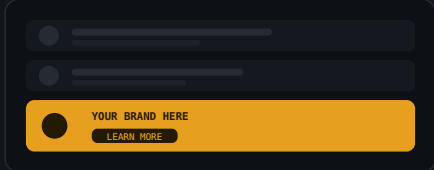
2,000–3,000 word original research report with custom charts, gated or open access, your brand as sponsor. Includes design, writing & promotion.

\$3,500/report

Direct inbox access

50,000+ active subscribers, 42% avg. open rate, 5.2% avg. CTR on sponsor links.

Newsletter Sponsorship



Exclusive sponsor section in our weekly digest, logo + 150-word custom copy + CTA button.

\$1,400/issue
4 issues: \$4,900 (save \$700)

Solo Email Send

DEDICATED



100% share of voice — your message, and only your message, to the full list.

\$2,450/send
3 sends: \$6,300 (save \$1,050)

Premium Email Blast

SEGMENTED



Targeted send to specific segments — traders, DeFi users, or geographic regions. Min. 10,000 targeted subscribers.

\$3,500/blast

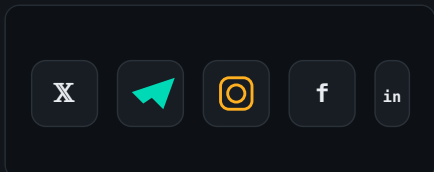
—SOCIAL MEDIA PROMOTION

Multi-platform reach

Promotion across our active social channels — X, Telegram, Instagram, Facebook, and LinkedIn.

Social Blast Package

MULTI-PLATFORM



Simultaneous promotion across X, Telegram, Instagram, Facebook, and LinkedIn with custom copy per platform.

\$1,050/campaign

Pinned Post

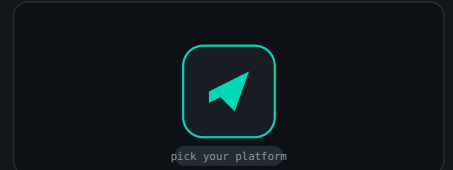
X & TELEGRAM



Pinned to the top of our profile for maximum visibility to all visitors.

\$560/24 hrs
72 hrs: \$1,400 (save \$280)

Individual Platform Post



One-off post on a single platform of your choice.

from \$210
Bundle all 5 platforms: \$1,050

PLATFORM

INDIVIDUAL POST

X (Twitter)

\$350

Telegram

\$420

Instagram

\$280

Facebook

\$210

LinkedIn

\$245

—PREMIUM PLACEMENTS

Exclusive, high-impact opportunities

All premium placements are billed monthly. Impression figures shown are maximum monthly capacity, not a guaranteed delivery — actual numbers depend on real-time traffic.

Homepage Takeover

MAX IMPACT

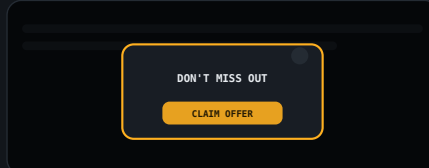


Full homepage branding, hero banner, sidebar ad, and sponsored content slot. Max ~1.9M impressions/mo. 1 advertiser at a time.

\$11,200/month

Exit-Intent Popup

HIGH CTR

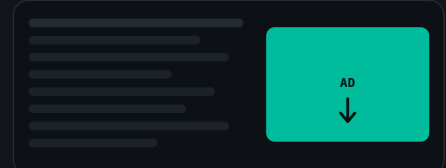


Full-screen modal on exit intent. ~3.8% conversion rate, frequency capping, A/B testing available.

\$3,500/month

Sticky Sidebar

FOLLOWS SCROLL

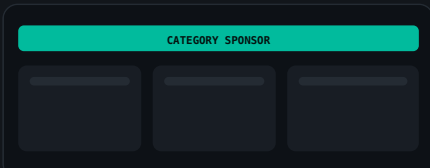


300×600 or 300×250, follows the viewport through long-form articles. ~3.2x more visible time.

\$2,450/month

Category Page Sponsor

CONTEXTUAL

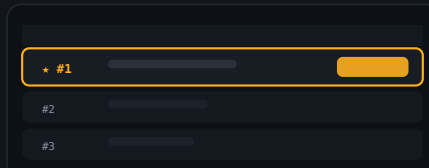


Exclusive sponsor of an entire category — News, Exchange, Learn, Altcoin, or Casino.

\$1,750/month
Minimum 2-month commitment

Comparison Table Top Spot

FEATURED

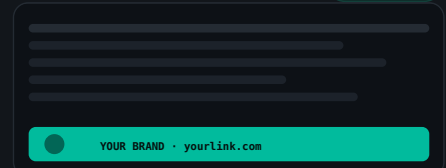


#1 position in popular comparison tables with "Featured" badge and CTA button. Billed quarterly.

\$187/month

Footer Sponsorship

SITEWIDE



Logo and dofollow text link in the footer of every page, all devices.

\$700/month

—ADVERTISING PACKAGES

Bundled solutions for maximum ROI

STARTER

For new projects testing the waters

\$2,100 one-time

- ✓ Sidebar 300x250 (1 month)
 - ✓ Newsletter mention (1 issue)
 - ✓ Social media post (1 platform)
 - ✓ Press release distribution
 - ✓ Performance report
- Value \$2,520 · Save \$420

GROWTH · MOST POPULAR

For scaling projects

\$5,250 one-time

- ✓ Leaderboard banner (1 month)
 - ✓ Sponsored article (written by us)
 - ✓ Newsletter solo send
 - ✓ Social blast (all 5 platforms)
 - ✓ Listicle placement (3 months)
 - ✓ Performance report
- Value \$6,580 · Save \$1,330

PREMIUM

Maximum exposure for major launches

\$10,500 one-time

- ✓ Homepage takeover (1 week)
 - ✓ Billboard banner (1 month)
 - ✓ 2x sponsored articles
 - ✓ Newsletter sponsorship (2 issues)
 - ✓ Social blast + pinned posts
 - ✓ Exit-intent popup (1 week)
 - ✓ Priority support
- Value \$13,860 · Save \$3,360

Long-Term Commitment Discounts

10%	3-month commitment	Brand awareness campaigns
15%	6-month commitment	Product launch & growth
20%	12-month commitment	Market dominance strategy

✓ FIRST-TIME ADVERTISER BONUS

New advertisers receive an additional 15% off their first campaign. Minimum spend \$700.

—PAYMENT & TERMS

Flexible payment, clear policies

Payment Methods

Bitcoin (BTC)	Ethereum (ERC-20)
Tether (USDT)	USDC (ERC-20)
BNB (BEP-20)	Solana (SPL)
Polygon (MATIC)	XRP (Ripple)

Terms & Conditions

Payment	100% upfront under \$5,000; 50/50 above
Cancellation	7-day notice required. No refunds
Content	Editorial review, no scam/illegal ads
Reporting	Delivered within 72 hours

Bank Transfer

Visa / Mastercard

PayPal

Wise / Payoneer

Campaign Process

01

Inquiry & goal setting

02

Custom proposal

03

Creative submission

04

Payment & go-live

—CONTACT US

Let's grow your brand together

Ready to reach 500K+ crypto-native readers? Reach out for a custom media plan — response within 24 hours.

EMAIL

hello@coinroop.com

TELEGRAM

t.me/coinroopads

Website

coinroop.com/advertise

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This media kit is confidential and intended for advertising partners only.