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.
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.

What task does it accomplish?
A press release informs the desired audience about something, creates awareness, and positively influences the brand.

What is it suitable for?
New product launches, major events, business activities, and market presence.

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).

Example:
Press Release

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

**What task does it accomplish?**
A well-written promotional article results in higher sales, increased brand awareness, and greater customer confidence.

**What is it suitable for?**
New product launches, marketing activities, big news, product or service promotions.

**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).
What is it?
A commercial interview is a marketing tool that reveals information about a product, a company, or a person in a conversation.

What task does it accomplish?
Informing about something, forming brand reputation, creating an opinion about a company, working with a personal brand.

What is it suitable for?
A project with outreach, the head of the company/project, through whose personality the product is favorably positioned.

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:
Examples of social media promotion (a 20% discount for package placement):
A video interview example. The cost of the video is calculated separately for each customer.
#1 What is it?
An op-ed is an author’s opinion on a certain topic posted in a permanent column on the site.

#2 What task does it accomplish?
Increasing recognition, promoting the expert’s personal brand, attracting new audiences.

#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.

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

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.

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.

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.

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.

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

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.

Click!
Click 2!
Media advertising is graphic, video, audio, and text ads aimed at attracting an audience.

#1

What is it?

#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)
Forecasts

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

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

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

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

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

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#CoinsPaid for business

- Protect your business from shady bitcoin
- Simplified checkout process
- Cryptocurrency without exchange rate risk
- See all solutions by CoinsPaid

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Why is Bitcoin still at the helm?

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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)
Events

Vertical banner
(minimum placement — 2 weeks)

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

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

- Youtube
- Instagram
- Facebook
- Twitter

**Spanish**

**Russian**

**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).

**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.
Video Production

What task does it accomplish?
Product and company promotion, image and brand building, increasing market awareness and raising trust of the target audience.

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

Telegram, Whatsapp