

# BITCOINBÁZIS<sup>®</sup>

MEDIA KIT 2026



# ABOUT US

BitcoinBázis is Hungary's leading bitcoin and digital currency news portal since 2016. We cover all aspects of cryptocurrency, from the underlying technology to public blockchains.



**6 300 000**  
PAGE VIEWS<sup>1</sup>



**30%**  
RETURNING USER<sup>1</sup>



**47000+**  
FOLLOWERS<sup>2</sup>



**239 000+**  
TOTAL VIEWS<sup>3</sup>



**DR 43**  
DOMAIN RATING<sup>4</sup>  
Highest in HUN market



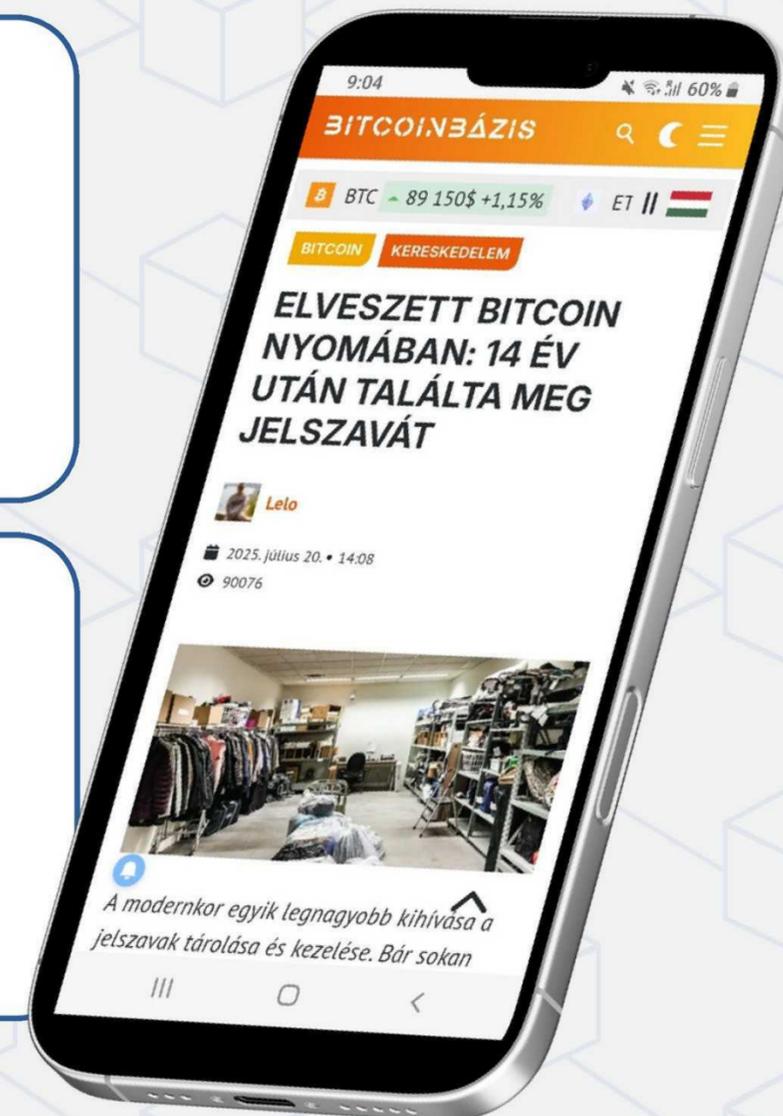
**2M**  
BACKLINKS<sup>4</sup>  
All time value



**147**  
KEYWORDS<sup>4</sup>  
Top 3 in Google Search



**2100**  
ACTIVE REFERRING DOMAINS<sup>4</sup>



<sup>1</sup> Source Google Analytics (January 1-December 21, 2025)

<sup>2</sup> Total followers on Instagram, Facebook, TikTok, YouTube, Spotify, Telegram and Twitter on 21st of December, 2025

<sup>3</sup> Combined number of podcasts and short video plays on YouTube and Spotify on 21st of December, 2025

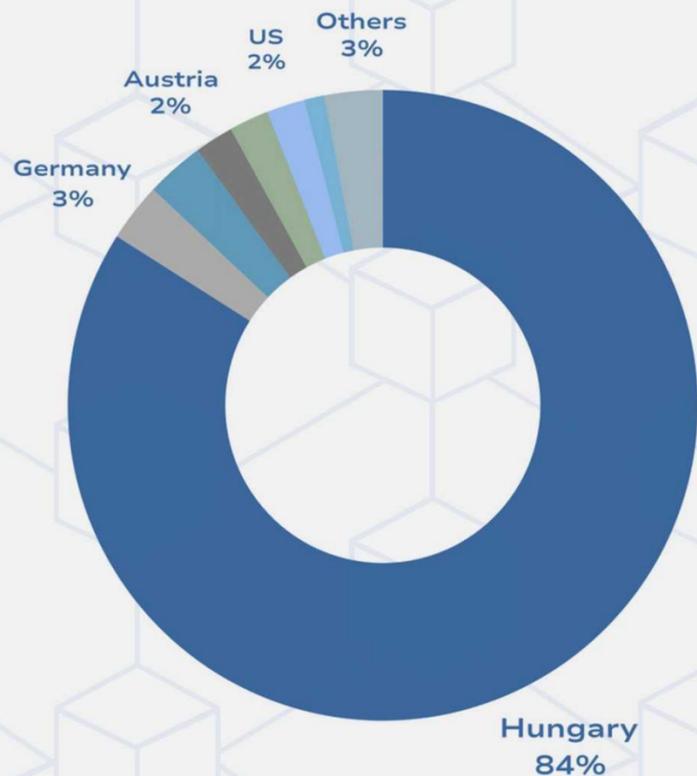
<sup>4</sup> SEO Data, Source Ahrefs on 21st of December, 2025



# KEY AUDIENCE INSIGHTS

DEMOGRAPHIC DISTRIBUTION OF USERS (%)

■ Hungary 
 ■ Germany 
 ■ Romania 
 ■ Austria 
 ■ Slovakia 
 ■ US 
 ■ UK 
 ■ Others



**MALE<sup>1</sup>**

**67%**

**MOBILE<sup>1</sup>**

**85%**

**ENGAGED IN NEWS & POLITICS<sup>1</sup>**

**25%**

**ENGAGED IN INVESTMENTS & FINANCE<sup>1</sup>**

**25%**

**“BITCOIN MINING”  
ON GOOGLE SEARCH RANKING<sup>2</sup>**

**#1.POSITION**

**“TRADING BOT”  
ON GOOGLE SEARCH RANKING<sup>2</sup>**

**#1.POSITION**

**“BITCOIN NEWS”  
ON GOOGLE SEARCH RANKING<sup>2</sup>**

**#1.POSITION**

**“CRYPTOCURRENCY”  
ON GOOGLE NEWS RANKING<sup>3</sup>**

**#2.POSITION**

<sup>1</sup> Source Google Analytics (January 1–December 21, 2025)

<sup>2</sup> Based on Hungarian Google Search Ranking on 21st December of 2025

<sup>3</sup> Based on Hungarian Google News Ranking on 21st December of 2025

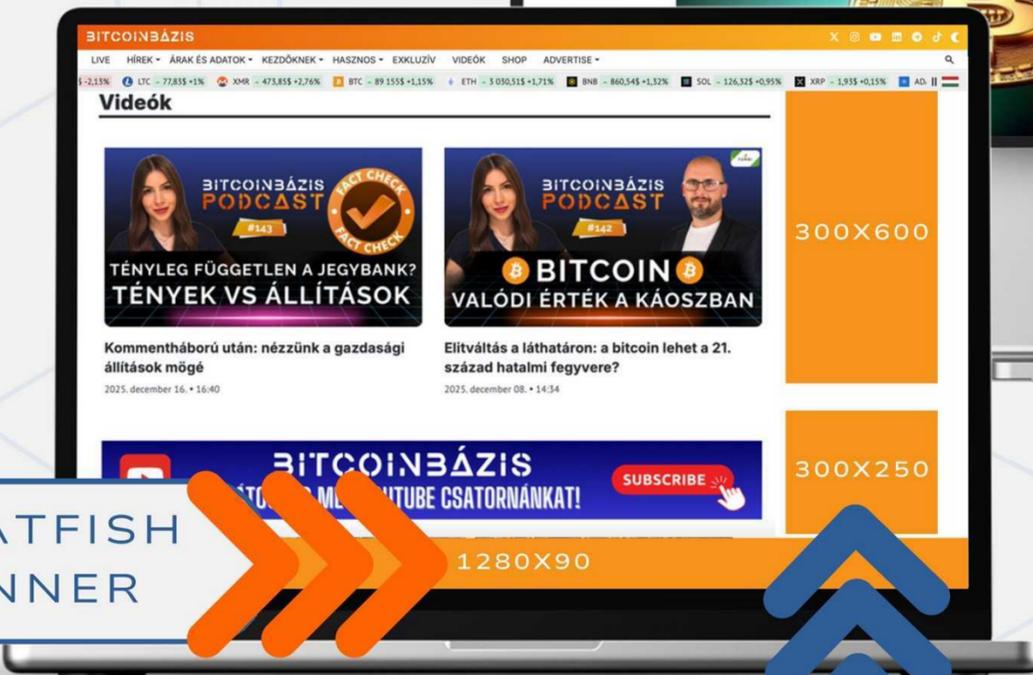
# BANNERS



UNDER MENU BANNER\*

BUTTON BANNER CAN BE PLACED IN A MENU

STICKY FOOTER\*



CATFISH BANNER



IN-ARTICLE BANNERS\*\* TOP, MEDIUM OR LOW

Top: after 2nd paragraph in-article  
Medium: after 5th paragraph in-article  
Low: after 8th paragraph in-article

UNDER CONTENT BANNER

SIDEBAR\*\* MAIN PAGE OR NEXT TO THE ARTICLE

\* High conversion rate  
\*\* Custom banner sizes are available

# BANNER PRICING PLANS

DEVICES

MOBILE, DESKTOP

DIMENSIONS

ADJUSTABLE  
TO INDIVIDUAL NEEDS

CPM (COST PER MILLE):  
THE COST FOR 1,000 AD  
IMPRESSIONS

OUR MINIMUM CPM RATE  
IS \$3.50, ENSURING COST-  
EFFECTIVE CAMPAIGN  
PERFORMANCE

PAYMENT DISCOUNT

10% DISCOUNT IF YOU  
PAY VIA BITCOIN OR  
BITCOIN LIGHTNING

ACCEPTED PAYMENT  
METHODS



DESCRIPTION

MOBILE\*

DESKTOP\*

BUTTON BANNER

\$2500

\$1600

UNDER MENU BANNER

\$2300

\$1700

IN-ARTICLE TOP

\$2000

\$1200

IN-ARTICLE MEDIUM

\$1500

\$1000

IN-ARTICLE LOW

\$1200

\$800

UNDER CONTENT BANNER

\$2000

\$1200

CATFISH BANNER

\$3200

\$1600

STICKY FOOTER

-

\$3000

SIDEBAR MAINPAGE

-

\$1000

SIDEBAR ARTICLE

-

\$1500

We proudly support crypto payments.  
Enjoy a 10% discount when paying with Bitcoin or Bitcoin Lightning!

\*Prices are for one month

## PRESS RELEASE

**\$200**

Based on ready content

## GUEST POST

EARNED MEDIA CONTENT

**\$400**

Written by us

**\$300**

Based on ready content

All services include basic **SEO and do-follow links**, ensuring lifetime publication and enhanced search visibility.

# OUR MEDIA SERVICES

## TECHNICAL REVIEW

**\$450**

Our in-depth technical reviews provide detailed project evaluations, including comparisons with similar technologies, to establish your credibility.

## WRITTEN INTERVIEW

**\$350**

We craft a custom interview by sharing questions in advance, turning your responses into a polished, SEO-optimized article.

# MEDIA PACKAGES

## BASIC PACKAGE

- 10 PR Articles
- + 1 Standard Banner
- + 1 Social Media Share\*

**\$3500**

## PREMIUM PACKAGE

- 20 PR Articles
- + 1 Premium Banner\*
- + 2 Social Media Shares
- /Instagram post + Story*
- + Facebook post + Twitter post/*

**\$6000**

## MAXI PACKAGE

- 25 PR Articles
- + 2 Premium Banners\*
- + 4 Social Media Shares
- /Instagram post + Story*
- + Facebook post + Twitter post/*

**\$8500**

## CUSTOM PACKAGE

Looking for a tailored solution? Let us create a package that perfectly fits your needs. Get in touch with us to discuss your requirements.

**TAILORED**

**COMPREHENSIVE PUBLISHING TO ENGAGE YOUR TARGET AUDIENCE**

\* High conversion rate

### GUEST POSTS OPTIMIZATION

Optimize your guest posts with targeted keywords, strategic internal links, and expertly crafted meta descriptions to enhance SEO performance.

**\$100**

### PRESS RELEASE DISTRIBUTION

Reach highly targeted audiences with optimized press releases distributed to leading cryptocurrency and finance media outlets, maximizing your visibility.

**\$500**

### CUSTOM KEYWORD RESEARCH

Comprehensive keyword analysis tailored to cryptocurrency audiences, helping you target the right users and achieve higher search rankings.

**\$200**

### BACKLINK BUILDING SERVICES

Secure high-quality backlinks from authoritative cryptocurrency sites and guides to enhance SEO rankings and drive organic traffic.

**\$700**

# EXPERT **SEO INSIGHTS** TO BOOST YOUR BRAND

We offer comprehensive trend analysis and topic suggestions to refine your content strategy, including a custom hashtag strategy for maximum engagement.

Leverage our extensive cryptocurrency expertise and dedicated SEO team to make your brand stand out and achieve measurable results.

**Ready to elevate your brand?**

**Contact us now to create a tailored SEO package that delivers results!**

# KEY PODCAST METRICS FOR 2025

## PODCAST AUDIENCE<sup>1</sup>

**MALE**



**91,5%**

**AGE 25-54**



**81%**

**WATCH TIME  
(IN HOURS)**



**14500+**

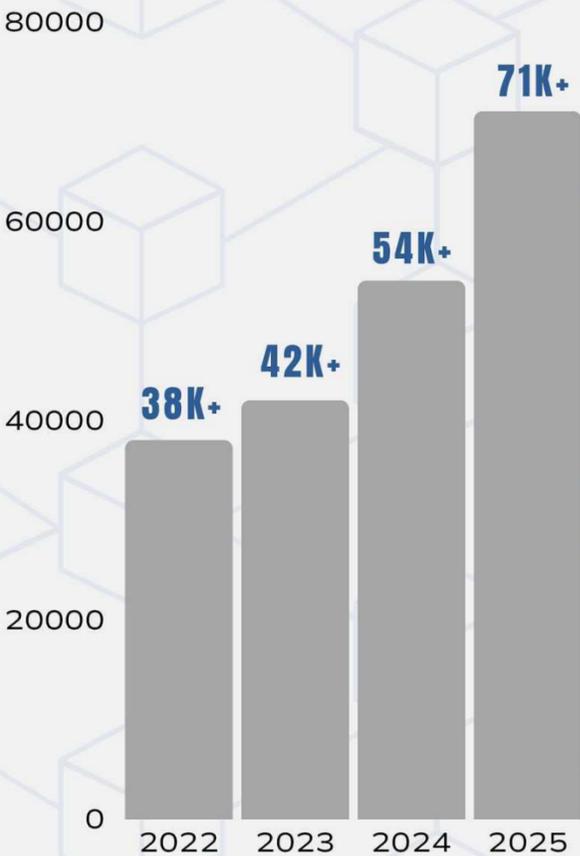
**SUBSCRIBERS**



**5500+**

Listeners have spent over 14500 hours engaging with our podcast content in 2025!

## PODCAST PLAYS<sup>2</sup>



Stable year-over-year growth, with a standout 30%+ increase over the past year!

## 2024-25 RESULTS COMPARISON<sup>2</sup>

**SUBSCRIBERS**

**+31%**

**IMPRESSIONS**

**+2,9%**

**CLICK-THROUGH RATE**

**+14,6%**

**AVERAGE VIEW DURATION**

**+9,4%**

Increased impressions and average view duration reflect the high-quality, engaging nature of our content.

<sup>1</sup> Combined results on YouTube and Spotify (January 1-December 21, 2025)  
<sup>2</sup> Based on YouTube Analytics data

# BITCOINBÁZIS PODCAST

YOUR GATEWAY TO ENGAGING CRYPTO CONVERSATIONS

BitcoinBázis Podcast releases 4 episodes monthly, providing sponsors with consistent exposure to a niche audience of crypto enthusiasts and tech leaders. With over 71,000 plays and 30% subscriber growth in 2025, it's the ideal platform to reach decision-makers in blockchain and finance.



*Looking for a personalized approach?  
Work with us to create a sponsorship package that aligns with your brand's vision and goals.*

## FULL EPISODE

+ SOCIAL MEDIA SHOUTOUT  
+ PR ARTICLE WRITTEN BY US

**\$1500**

## 30-SECOND MID-ROLL ADS

+LINKS IN ALL SHOW NOTES

**\$300**

once during the show

**\$500**

two times during the show

## MENTION AT THE START

+LINKS IN ALL SHOW NOTES

**\$350**

## ANIMATED LOGO OVERLAY

+LINKS IN ALL SHOW NOTES

**\$200**

three times during the show

**\$300**

five times during the show

# SOCIAL MEDIA INSIGHTS

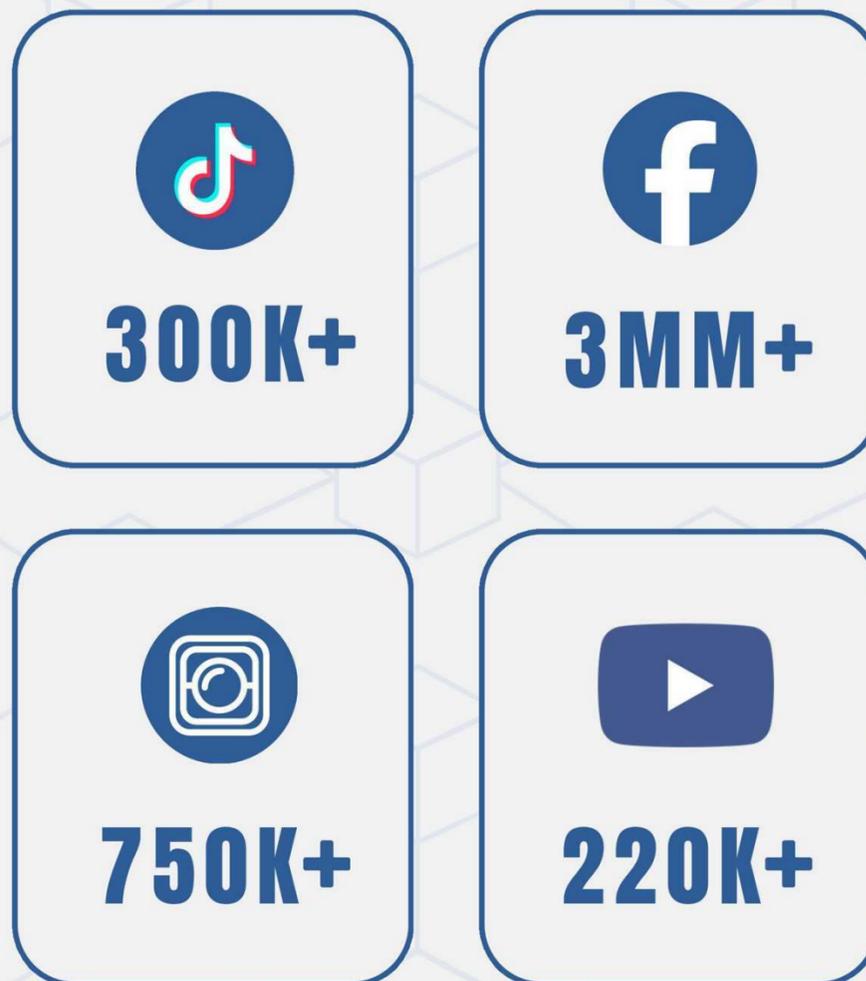
## PERFORMANCE METRICS & GROWTH HIGHLIGHTS

Our social media presence continues to drive strong engagement, reaching a growing global audience of crypto enthusiasts.

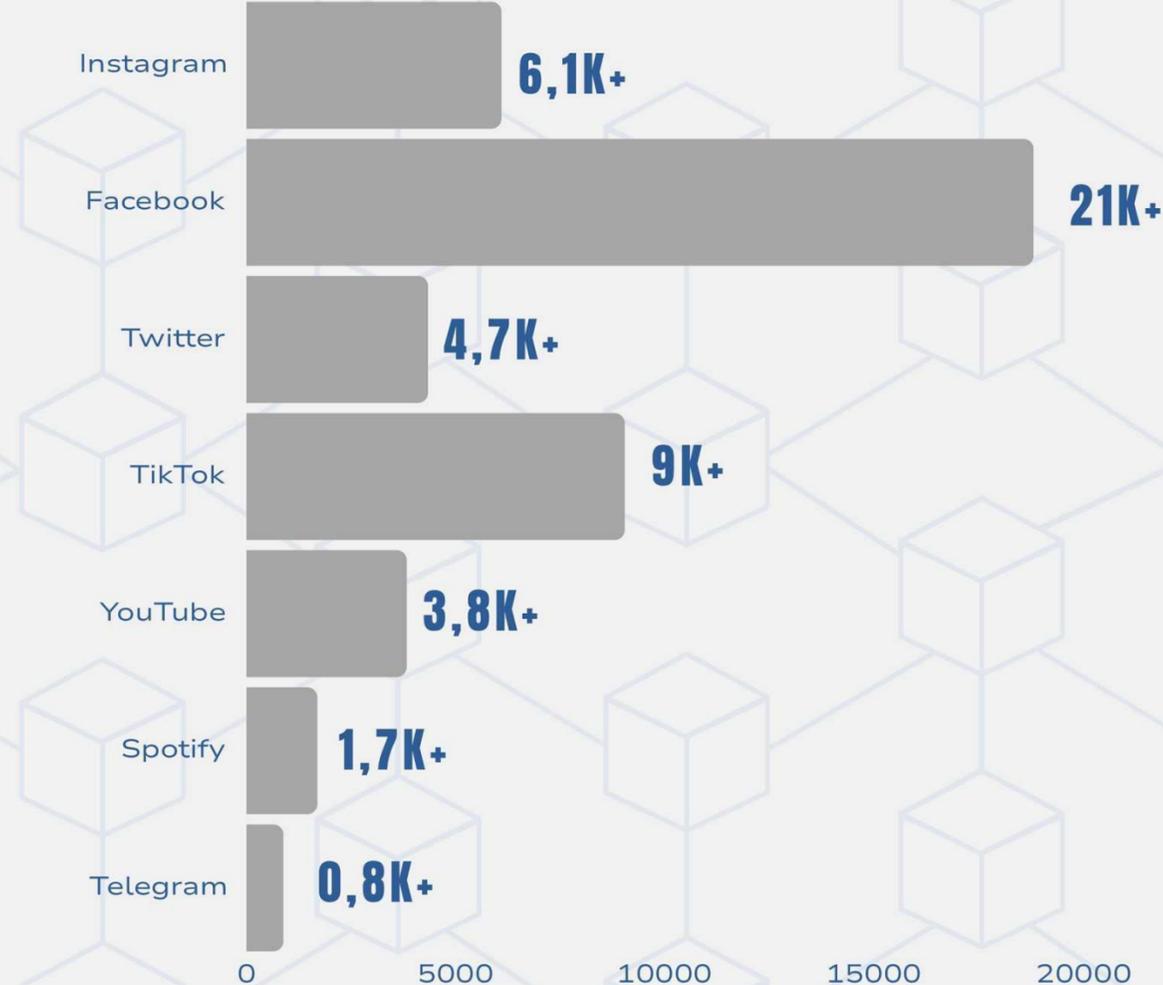
In 2025, we generated over 4.27 million views across TikTok, Instagram, Facebook, and YouTube, connecting with audiences worldwide through short- and long-form video content, representing an approximate 18.6% year-over-year increase from 3.6 million views the previous year.

*Join Hungary's largest crypto community on Instagram today!*

### TOTAL VIEWS 2025



### NUMBER OF FOLLOWERS 2025



## STANDARD VIDEO AD

One professionally crafted **TikTok video** optimized for engagement and visibility

**\$450**

## FULL VIDEO AD

Comprehensive video campaign including **TikTok, YouTube Shorts, and Instagram Reels** for maximum audience engagement

**\$750**

## POST PACKAGE

Custom social media posts across **Instagram, Facebook, and Twitter**, including an **Instagram Story**

**\$250**

# SOCIAL MEDIA ADVERTISEMENT

Our expert social media managers craft engaging campaigns tailored to TikTok, YouTube, Facebook, Instagram, and Twitter. From **promotional videos** to **text posts** and **strategic comments**, we deliver customized solutions to meet your brand's unique needs. Ready to elevate your brand?  
*Contact us today to customize your social media campaign!*

# CRYPTOCOMPANIES

LEADING CRYPTO BRANDS WHO TRUST BITCOINBÁZIS TO AMPLIFY THEIR IMPACT:



2MINERS.COM



bitpanda



Fairspin



trade  
santa



coinzilla



BINANCE



SIMPLEFX

1xBit

WACHSMAN

# OUR TEAM



Barbara Lőrincz  
Ace Podcaster



Tamazs  
Social Media



György  
Editor



Zsófia Elek  
Chief Editor



Marcell Lelovics  
Researcher&Analyst



Norbert Augusztin  
Editor



Miklós Pregi  
Tech Editor



Banderas  
Editor



Ákos Kabai  
Video Editor



Kati Hudák  
Editor



Andrea Kovács  
Market Editor



Kevin Tarnai  
Editor



Klaudia Bajtai  
Editor



Balázs Fekete  
Co-Founder



Rebeka  
Editor



Benedek Dózsa  
Editor



Balázs Szimkó  
Editor



Tomasito  
Editor



Csilla Fazekas  
Graphic Designer

# BITCOINBÁZIS<sup>®</sup>

ALL THINGS CRYPTO

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