



# MEDIA KIT



WWW.CRYPTOFALKA.HU







# SINCE 2018 MORE THAN A SIMPLE MEDIA SITE

Our goal has always been to ensure Web3 education for traders and domestic companies. We have one of the strongest community and media influences in Hungary's crypto and blockchain area since 2018.

## ★ FIRST HUNGARIAN CRYPTO TRADER COMMUNITY

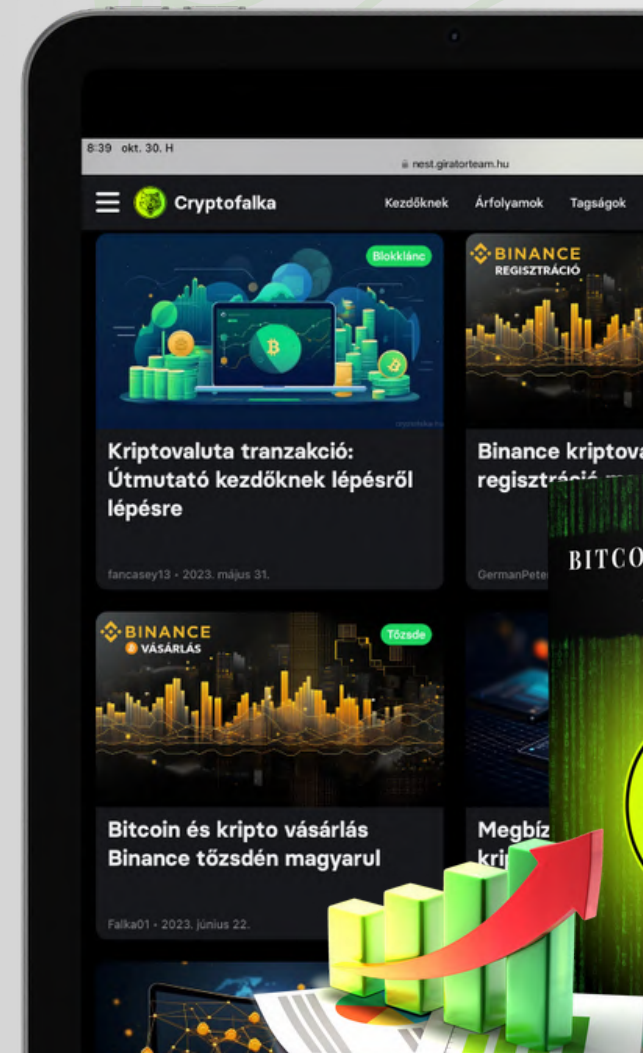
Cryptofalka has the country's first subscription-based cryptocurrency trading group, with more than **2,000 active traders and new joiners.**

## ★ TRUSTED AND RELIABLE INFLUENCERS

Our **experts are welcome to speak** at a wide range of events, whether it's a university lecture, corporate event or media appearance.

## ★ ALL CRYPTO KNOWLEDGE IN ONE PLACE

Our services also include educational content, mentoring, marketing, and other **crypto services for companies.**





# RELIABLE PARTNER AND AUTHENTIC SOURCE OF INFORMATION

Cryptofalka works closely the top tier companies in the web3 industry and is considered the most trusted source by information in the hungarian cryptosphere.



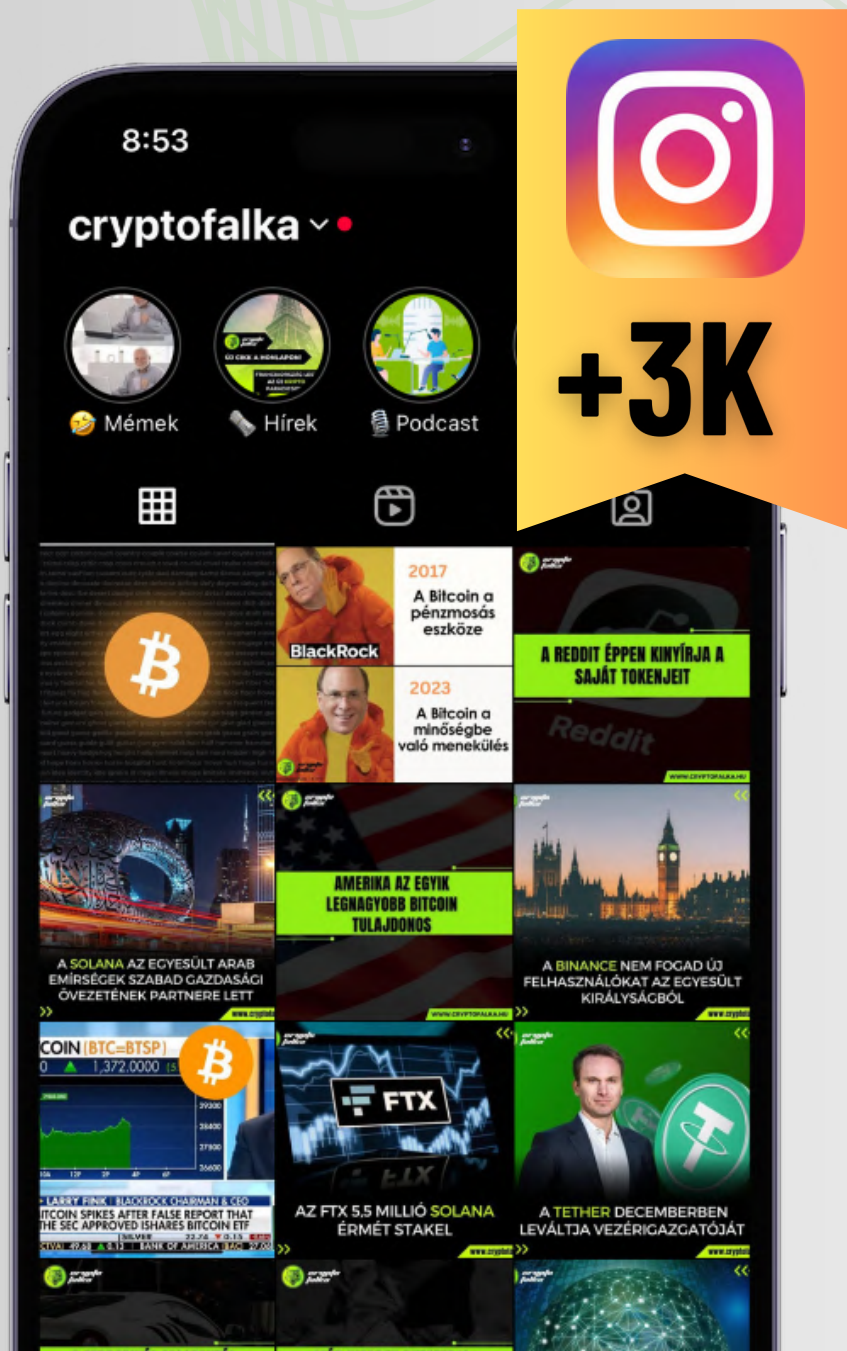
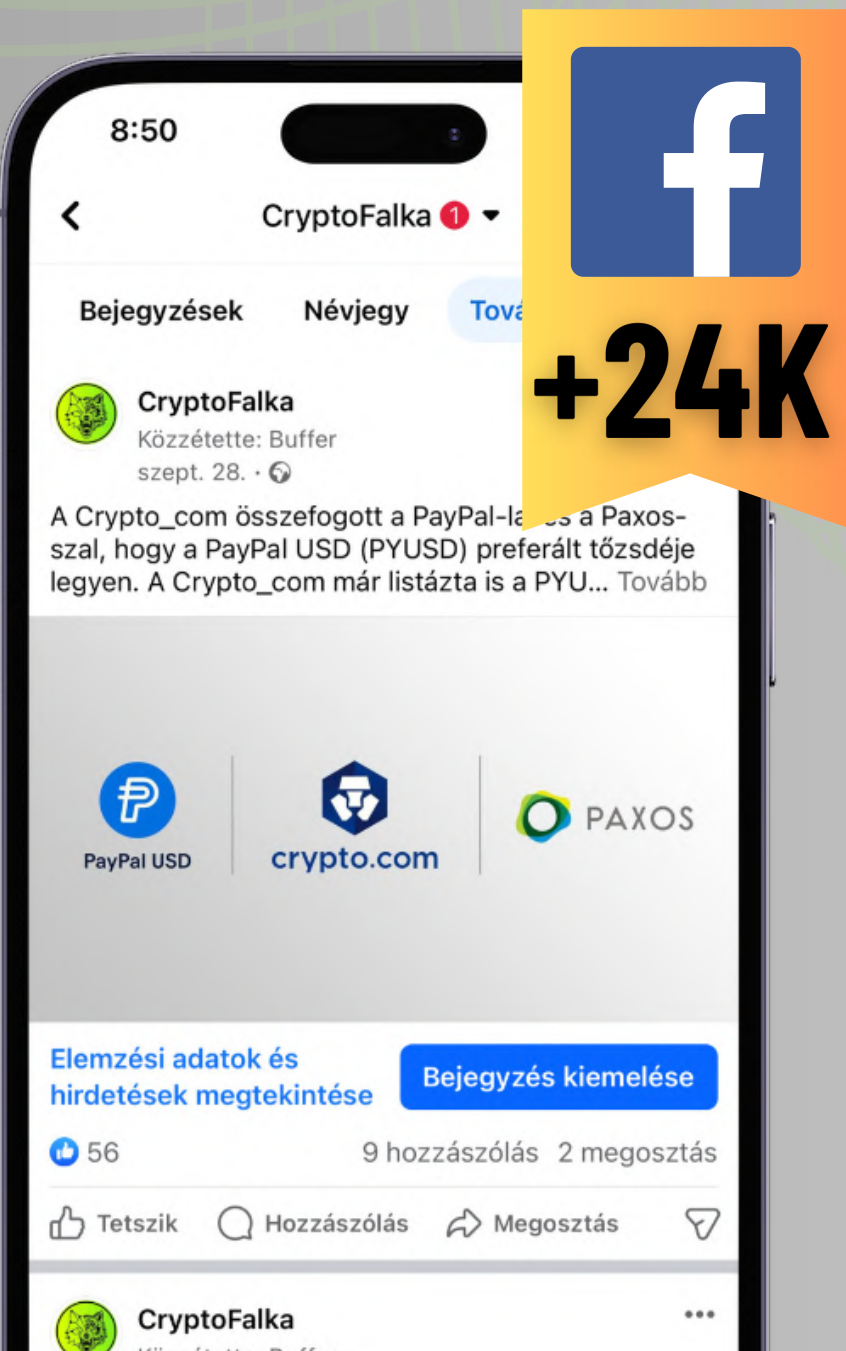
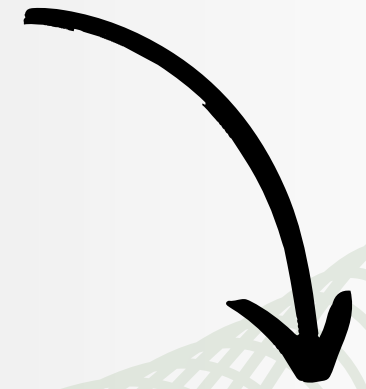




# SOCIAL MEDIA

ACTIVE TRADERS AND NEW COMERS!

We are representing ourselves on almost every social media platform. According to Meta analytics, Cryptofalka has become **the biggest blockchain social community in Hungary!**





# AUDIENCE

Whether you're interested in learning more about Bitcoin and digital currencies, investment options, cryptocurrency trading, mining, or simply staying up-to-date, our platform has something for everyone.

## LARGELY MALE AUDIENCE



Our website is predominantly visited by **MEN**, accounting for **84%** of our audience, while **WOMEN** make up **16%** of our visitors.

## FINANCIALLY ESTABLISHED YOUTH



Our platforms is frequented by the age group ranging from **25 TO 54**, making it a prime destination for crypto enthusiasts.

## FROM MOBILE



Cryptofalka is primarily accessed via **MOBILE (80%)**, with a smaller portion of visitors using **DESKTOP (18%)** and **TABLET (2%)** to stay updated on the latest news.





# ADVERTORIAL



WWW.CRYPTOFALKA.HU







# SINCE 2018 HUNGARY BIGGEST BLOCKCHAIN MEDIA SITE

## ✓ NEW WEBSITE DESIGNED WITH 5 YEARS OF EXPERIENCE

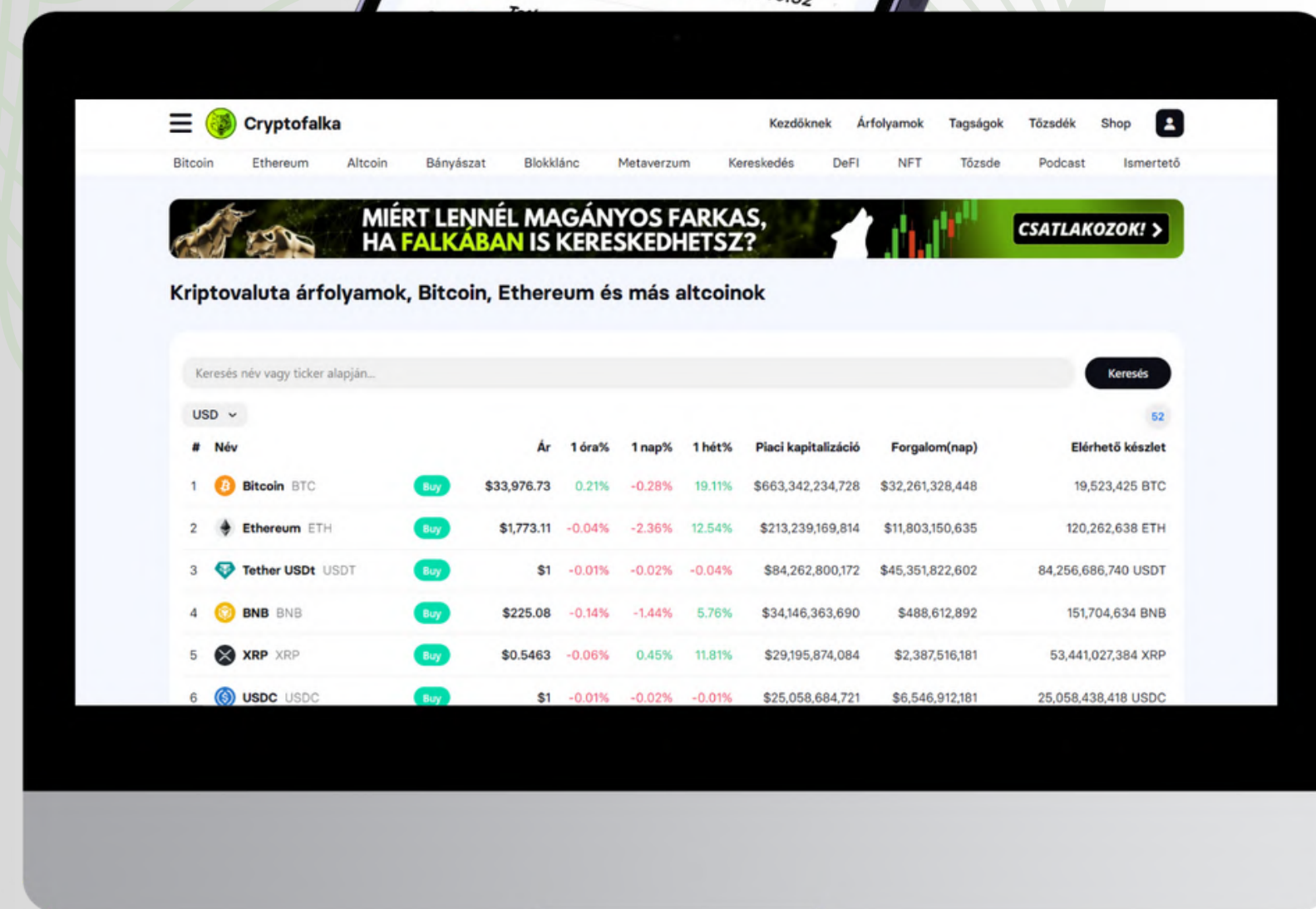
Our new website is tailored to the **needs of Hungarian users** and is based on our **experience of the last 5 years**. Cryptofalka.hu is a Python-built, **fast, reliable custom-programmed website**. (Not simple WordPress site)

## ✓ ADS & CONTENTS DESIGNED FOR ANY DEVICE

All **contents and banners are responsive**, display perfectly on any device (phone, computer, tablet), ensuring smooth user experience.

## ✓ ITERATED AND OPTIMAL BANNER PLACEMENT

Banners are designed and optimized to look appealing on all devices for our visitors while ensuring they don't intrude upon the overall user experience. We prefer **webp, gif, jpg formats** instead of java scripts, but the banners on the site can be set quickly and globally.





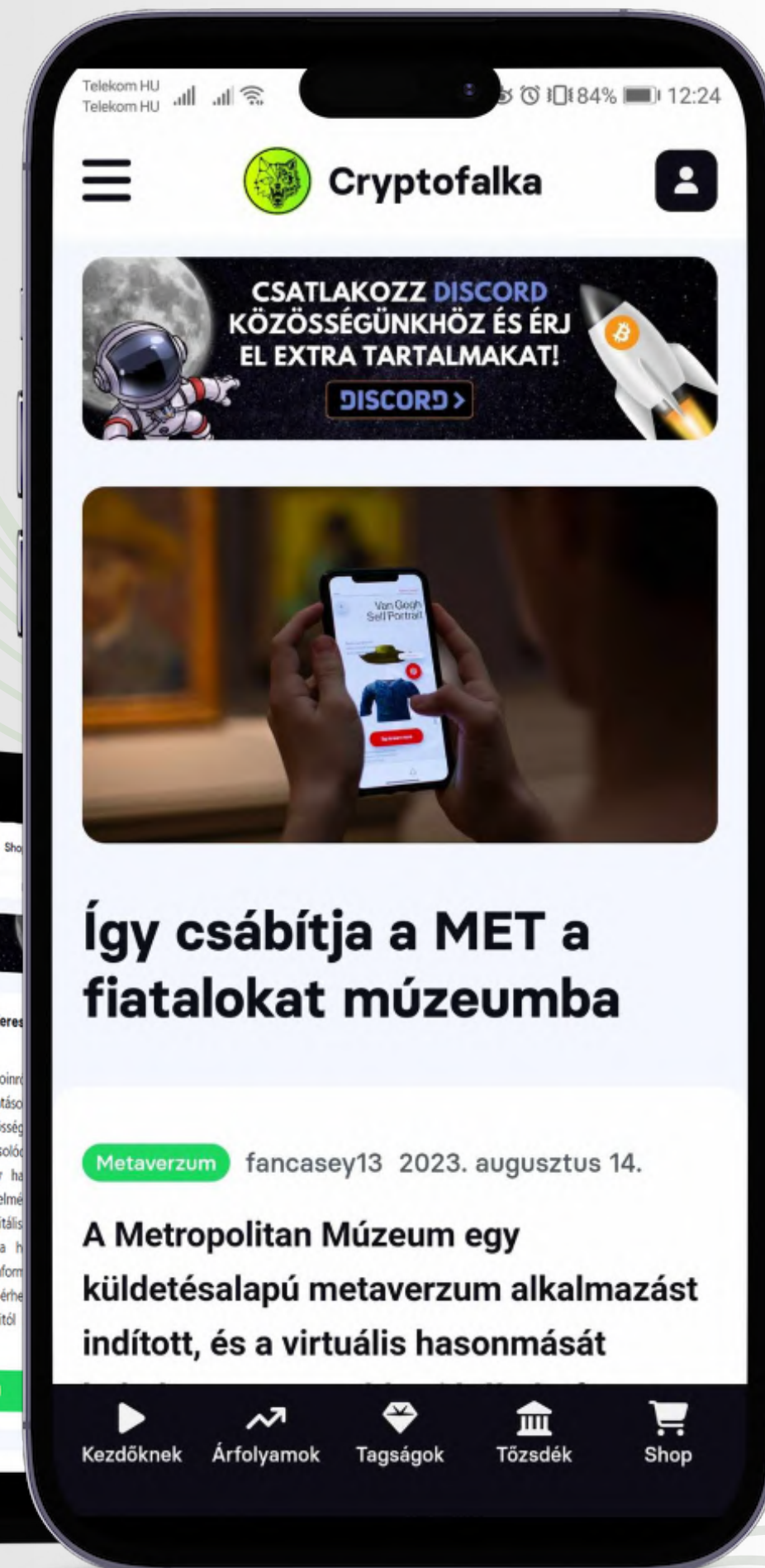
# PRESS RELEASE AND SEO POST

Publish important announcements or share your milestones with the community on our main Page! Press releases offer an effective way of reaching your target audience.

- ✓ INCLUDED EXTERNAL LINKS
- ✓ PERMANENTLY STAYS ON-SITE
- ✓ INDEXED BY GOOGLE, SEO ORIENTED
- ✓ + PROMO OPPORTUNITIES
  - Facebook, Twitter, Instagram blogpost



**EXAMPLE**








# NEWSLETTER

Expand your reach with Cryptofalka newsletter! It helps you to connect with more followers and gain stronger engagement. We help you connect with a precisely targeted audience, ensuring your message reaches those who are genuinely interested in your services.

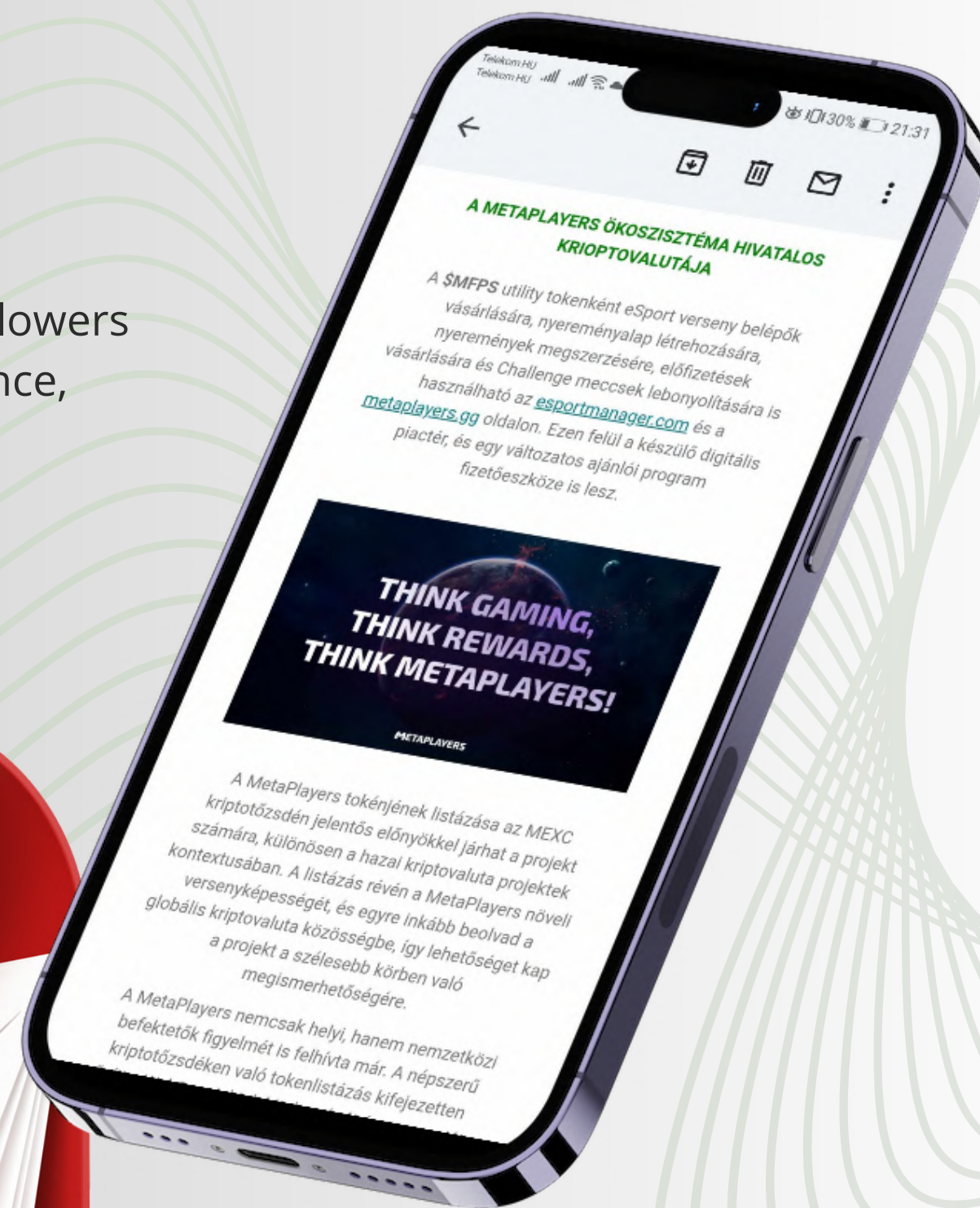
 **+ 5,000 ORGANIC CONTACTS**

 **+ 40% OPEN RATE**

 **INCLUDED EXTERNAL LINKS**

 **OPTIONAL NEWSLETTER BANNER**

- Flexible scaling
- 1 newsletter / week



**EXAMPLE**

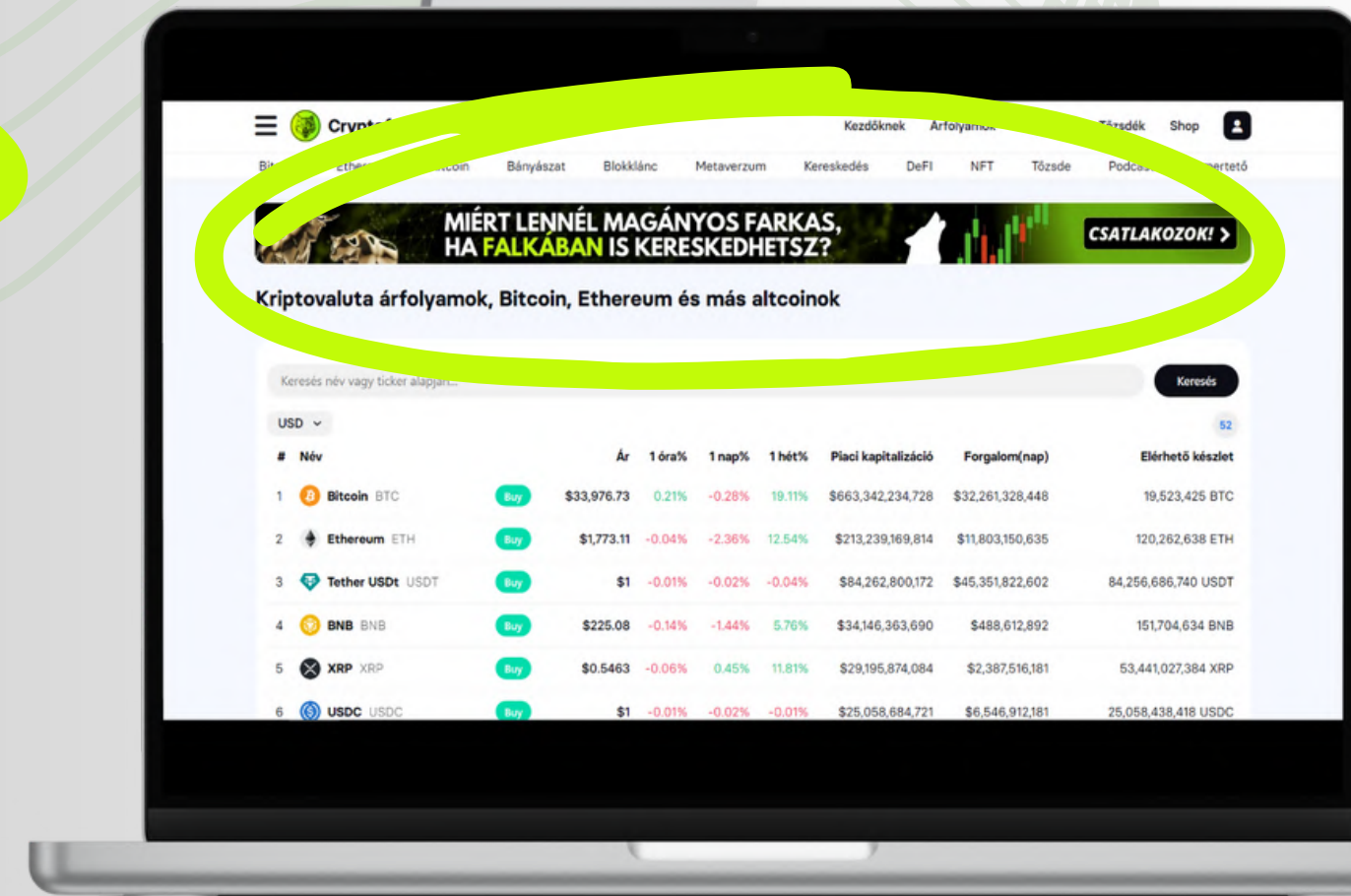
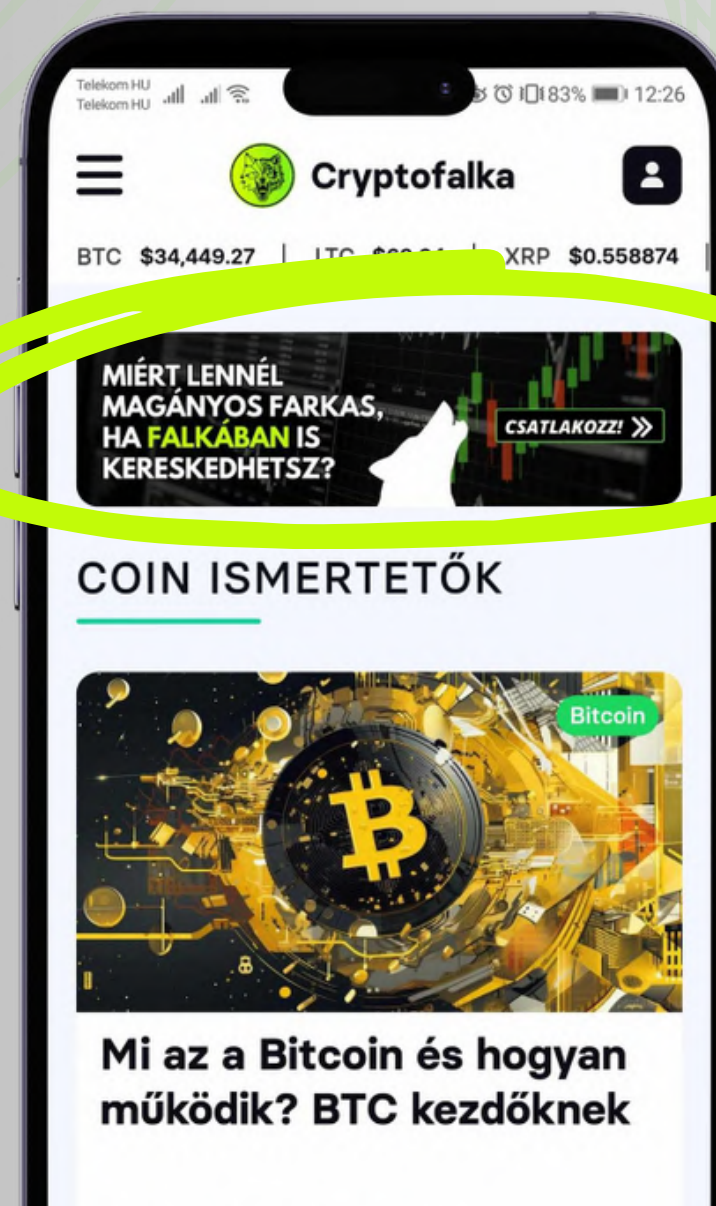




# LEADERBOARD BANNER 1X

Best add placements on the desktop and mobile version of high traffic, high visibility locations, creating brand awareness and generating click-throughs.

- ✓ APPEARS ON 16 WEBSITES IN TOTAL
- ✓ 1 HOME PAGE APPEARANCE
- ✓ 12 CATEGORY SUBPAGES
- ✓ 3 MOST VISITED SUBPAGES (PRICES, EXCHANGES, START HERE)



COIN ISMERTETŐK



Mi az a Bitcoin és hogyan működik? BTC kezdőknek

MIÉRT LENNÉL MAGÁNYOS FARKAS,  
HA FALKÁBAN IS KERESKEDHETSZ?

CSATLAKOZZ! >

A Bitcoin Ordinals megalkotója új  
ötlettel állt elő

Tévesen utalt nekik a  
Crypto.com, most bíróság elé  
állnak

A legnagyobb NFT bálnák még  
mindig milliomosok

Visszafizeti az FTX-adományt a  
Stanford Egyetem

800 millió üdvfélhez érkezik a

Powered by CoinMarketCap

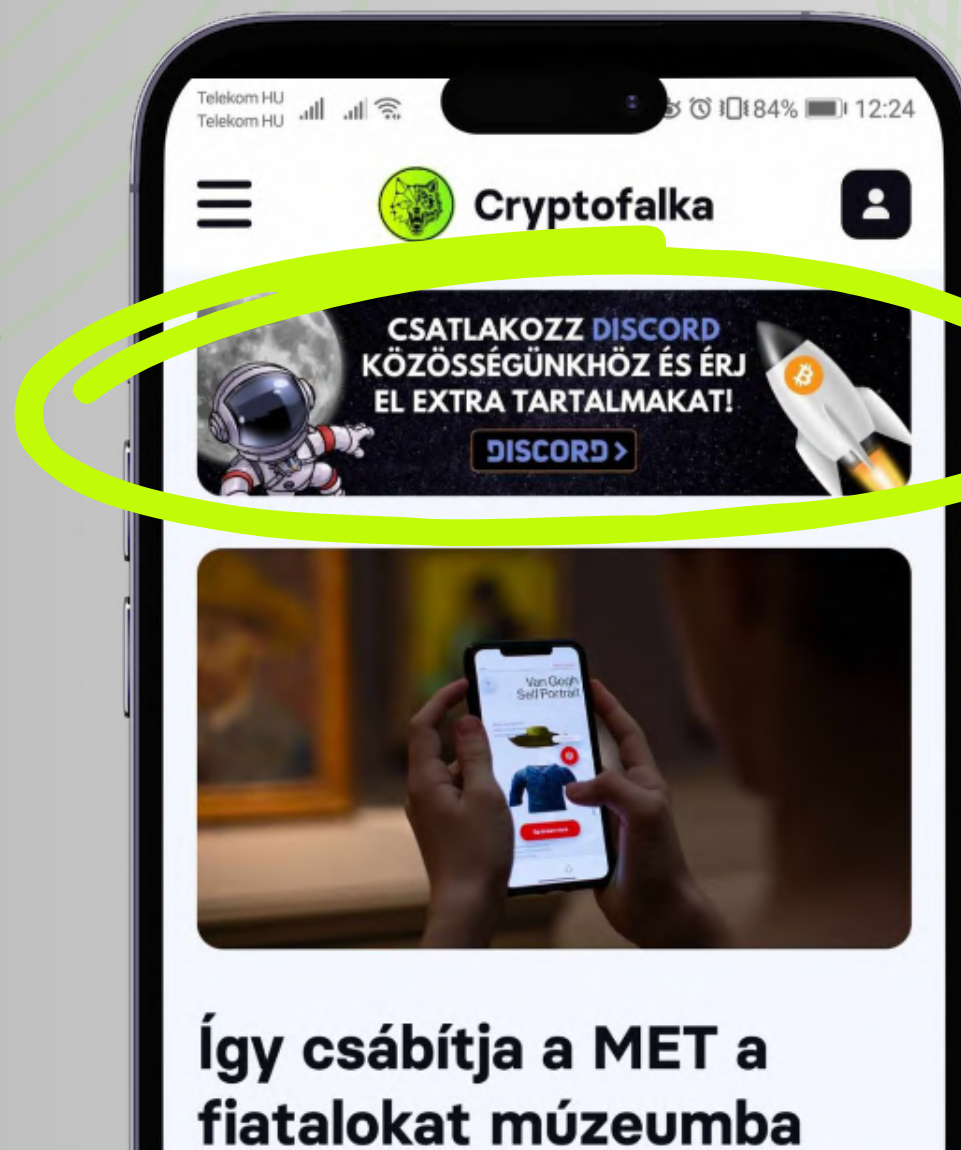
Bitcoin	\$61.98	↑-1.54%	XRP	\$0.490563	↑-0.33%	Dogecoin	\$0.058836	↑-1.83%	Ethereum	\$1,580.56	↑-0.23%	BNB	\$212.96	↑-0.17%	TRON		
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# ARTICLE-TOP BANNER 1X

Immediately captures the attention before even start reading the content. This banner allows for the message to remain prominent and memorable while visitors browse the website with inquiring curiosity.

- ✓ SHOWS UP IN MORE THAN 2,000 ARTICLES
- ✓ IMMEDIATELY CAPTURES THE ATTENTION
- ✓ HIGH TRAFFIC, HIGH VISIBILITY LOCATIONS
- ✓ EASY SWAPPING, GLOBALLY ADJUSTABLE



MOBILE VIEW



DESKTOP VIEW



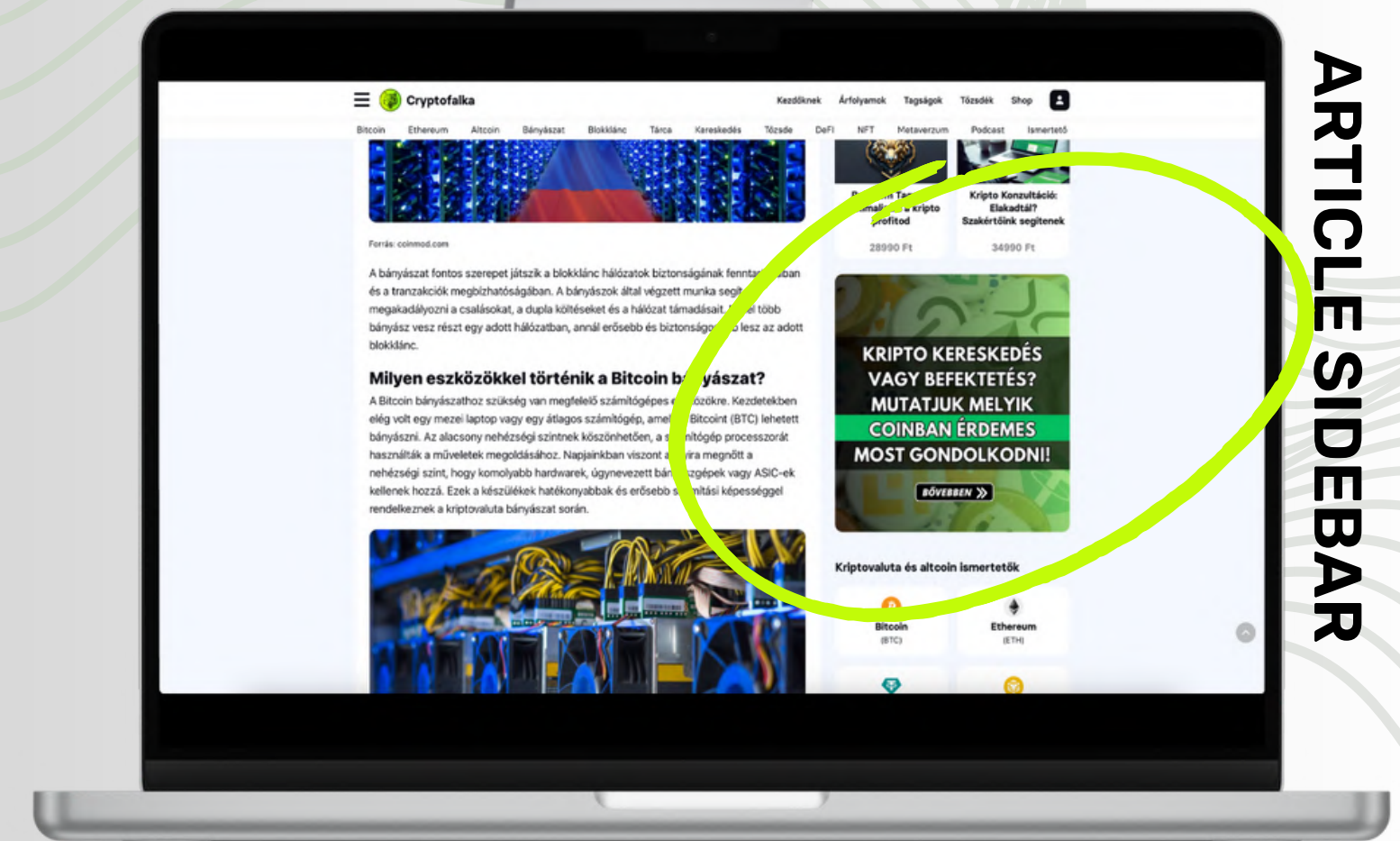
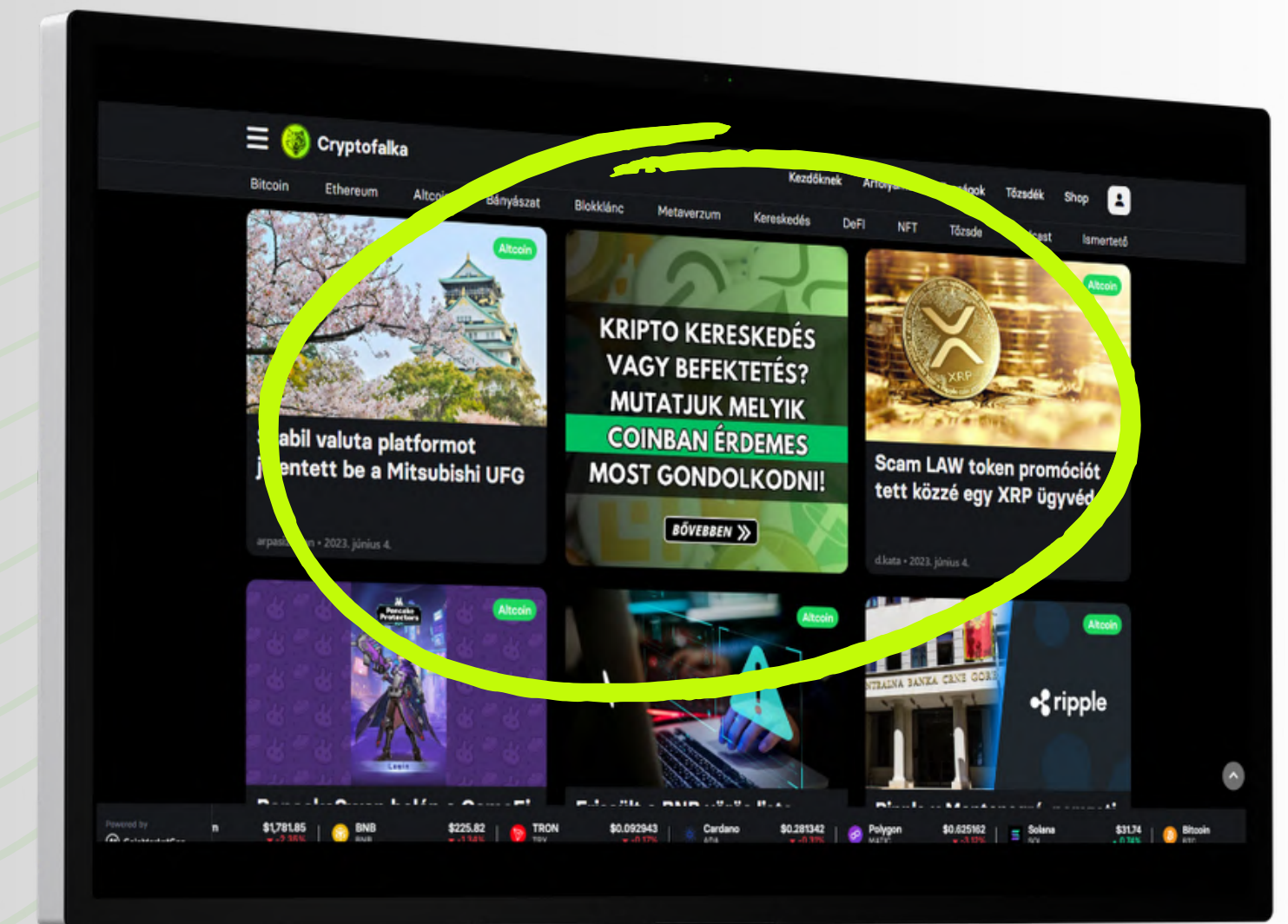
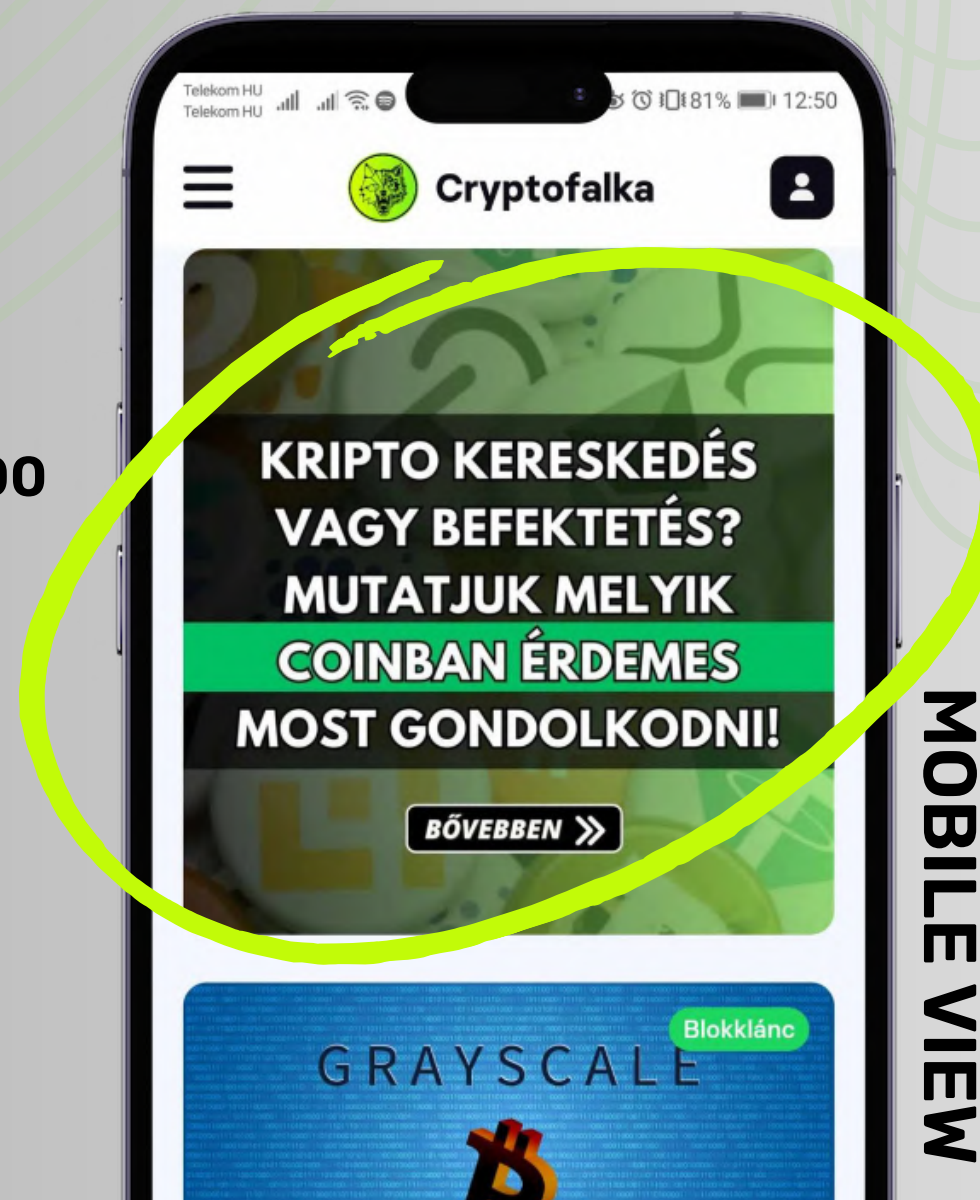
TABLET VIEW



# SPOTLIGHT BANNER 4X

Multiple placement increases the chances that visitors will notice. Positioning between news on the main page pushes visitors to face ads while displaying them in the sidebar of articles enhances the memorability of the message.

- ✓ MULTIPLE PLACEMENTS
- ✓ SHOWS UP IN MAIN PAGE
- ✓ SHOWS UP IN MORE THAN 2,000 ARTICLES SIDE BAR
- ✓ EASY SWAPPING, GLOBALLY ADJUSTABLE

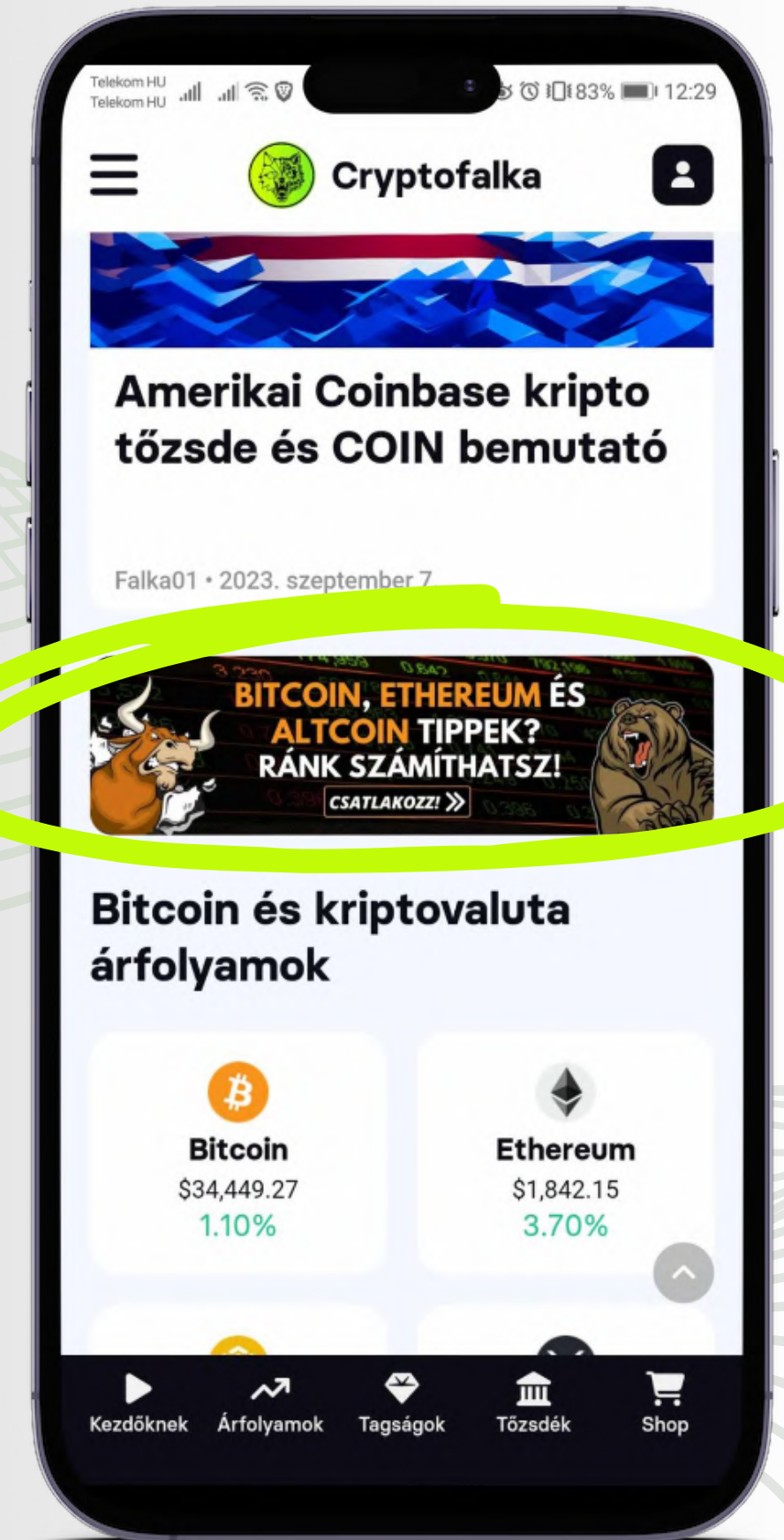
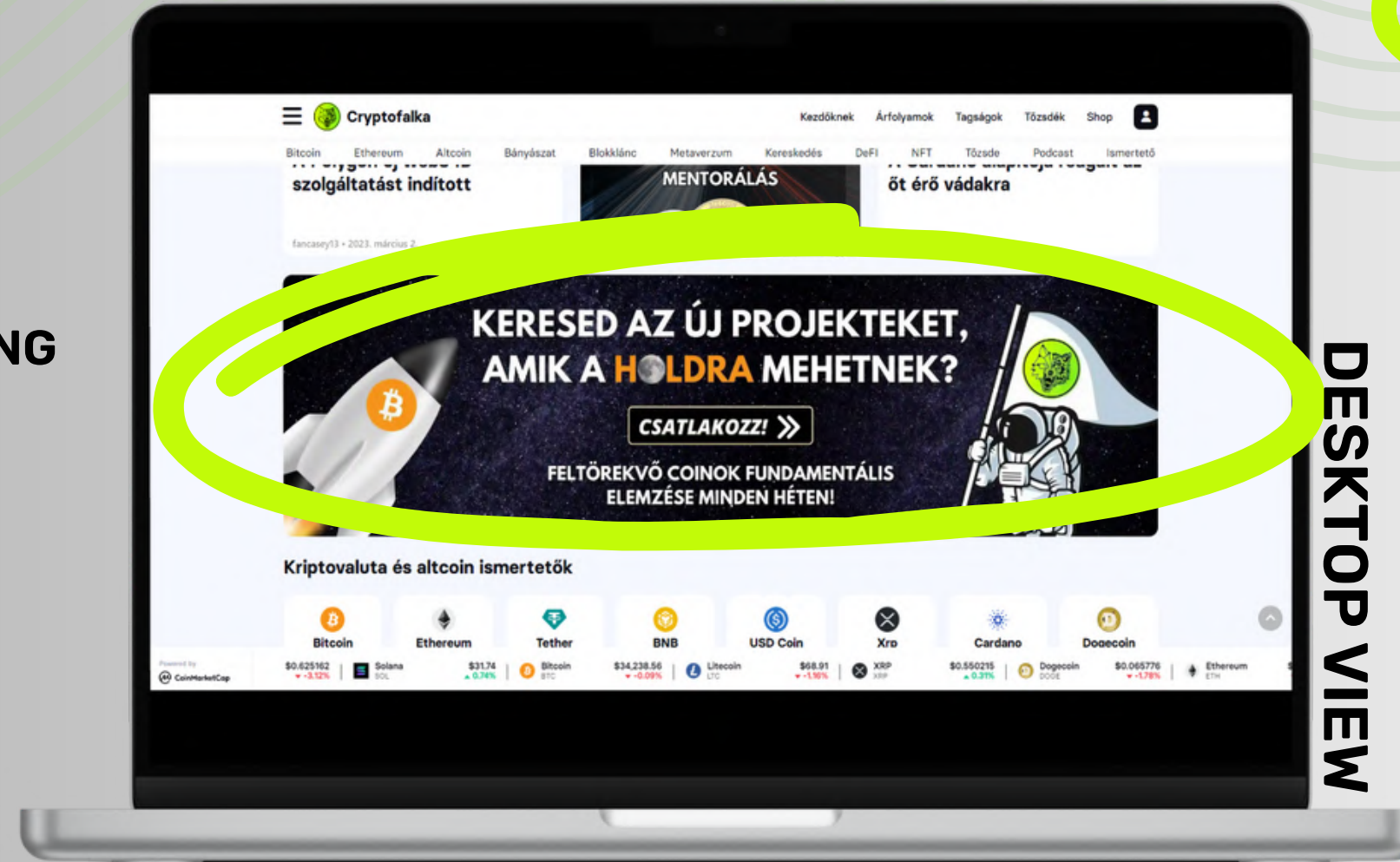




# PREMIUM EXTENDED BANNER 2X

Large ad area allows you to communicate creative messages effectively and position your brand strongly. In addition, full-width banner spaces contribute longer interactions and higher conversion rates.

- ✓ MAIN PAGE LOCATIONS
- ✓ LARGE, FULL-WIDTH
- ✓ POWERFUL BRAND POSITIONING
- ✓ EASY SWAPPING, GLOBALLY ADJUSTABLE



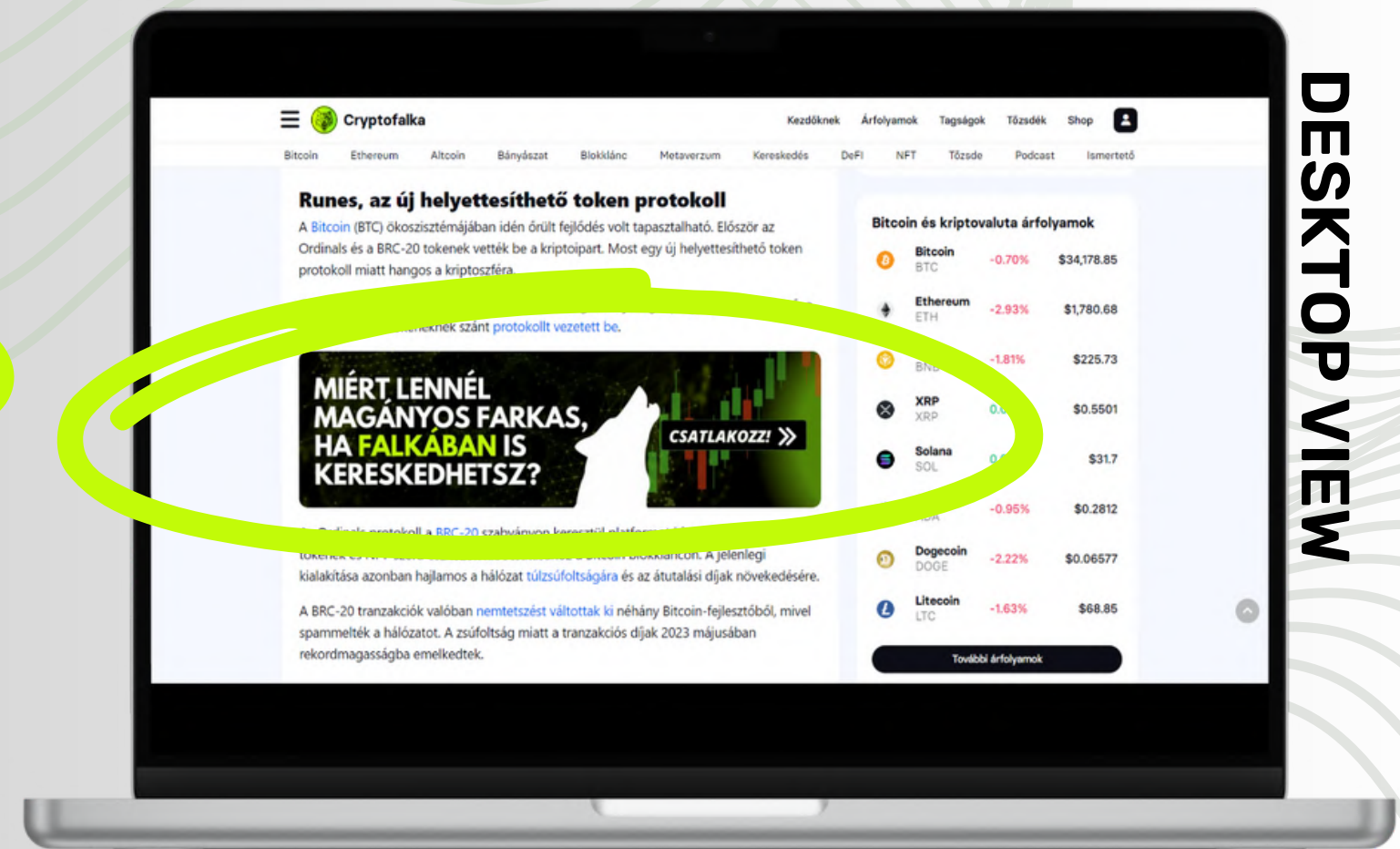
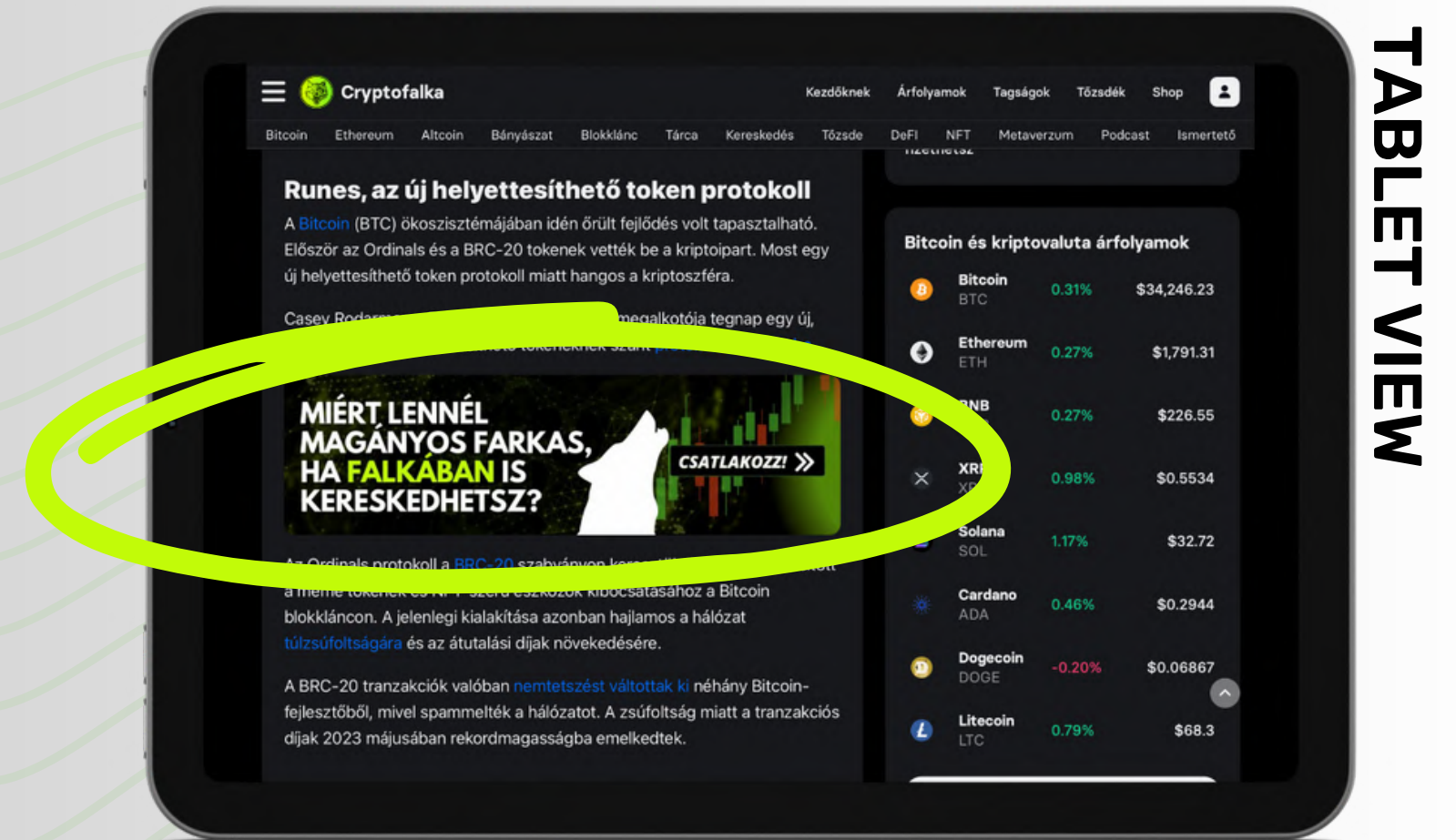
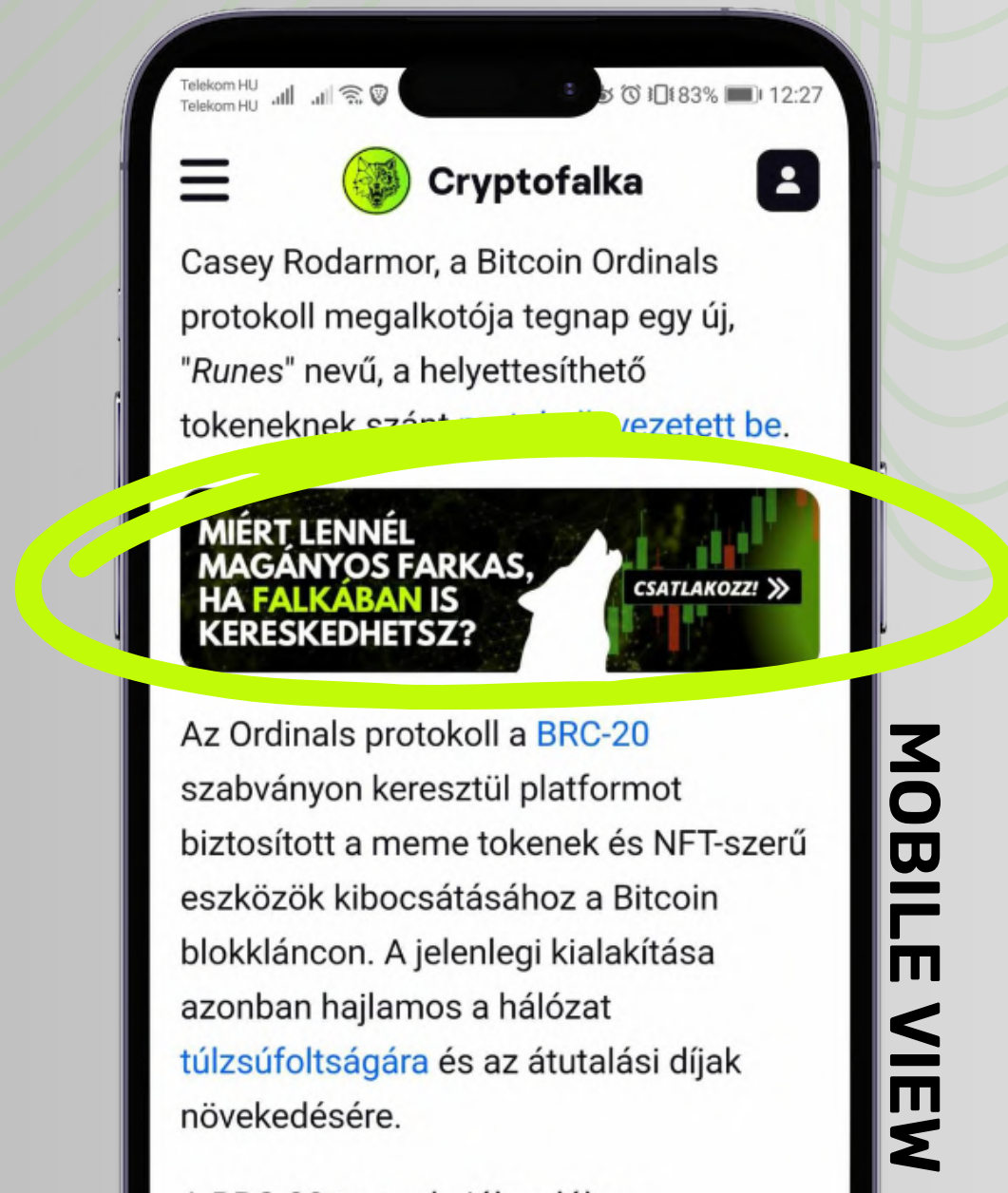




# IN-ARTICLE BANNER 2X

Positioning between news text pushes visitors to face the message. In-Article banners increase the effectiveness of the ad, which can result in higher conversion rates.

- ✓ SHOWS UP MORE THAN 2,000 ARTICLES SIDE BAR
- ✓ FLEXIBLE SCALING
- ✓ EASY SWAPPING, GLOBALLY ADJUSTABLE
- ✓ OPTIONAL TOPIC TARGETING

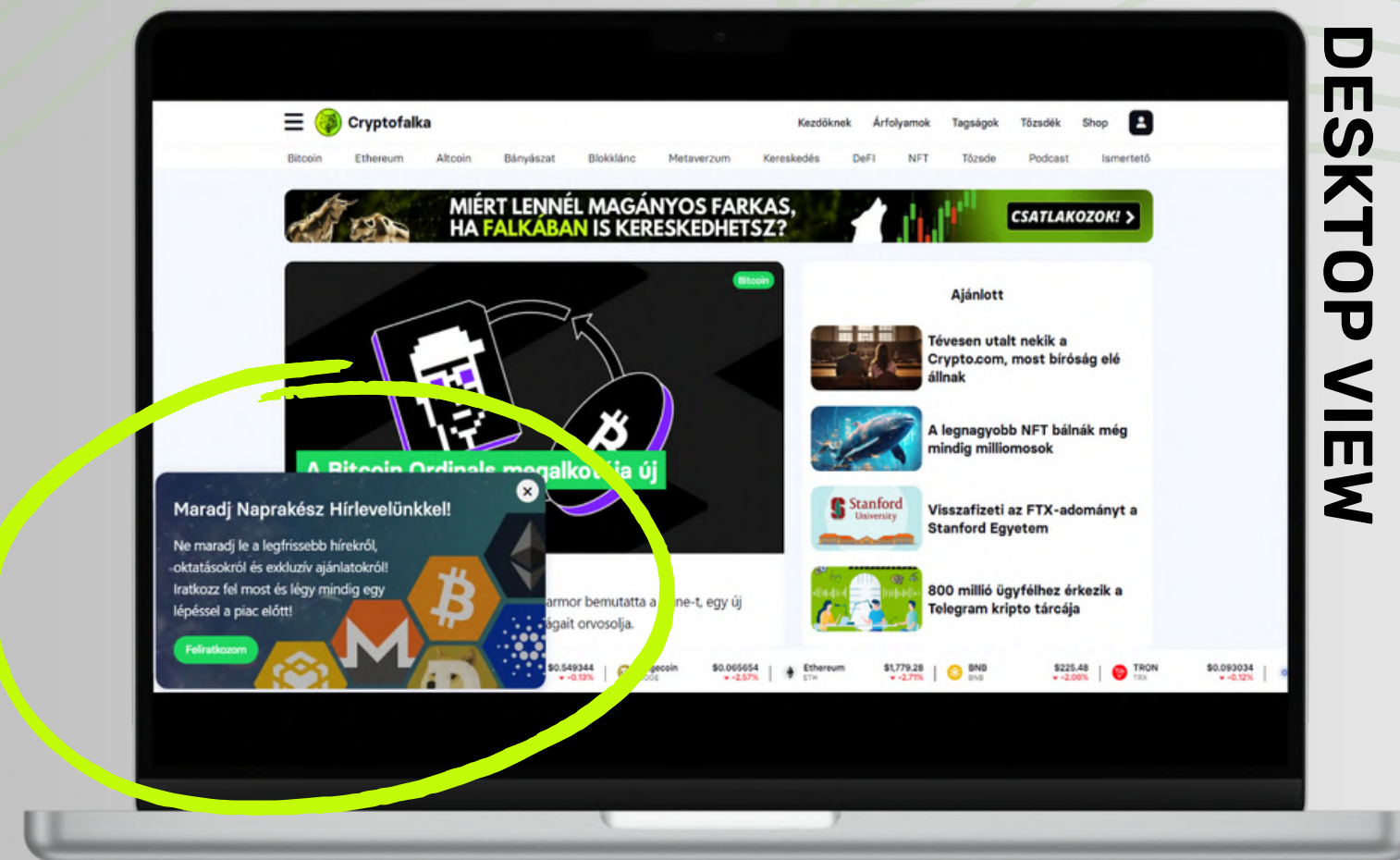




# POP-UP BANNER 1X

Makes the ad stand out from the rest of the content on the website, giving the opportunity to be noticed immediately. Quick and effective way to draw attention to a highlighted promotion.

- ✓ MAIN PAGE DISPLAY
- ✓ CUSTOMIZABLE POP-UP FREQUENCY
- ✓ OUTSTANDING VISIBILITY
- ✓ EASY SWAPPING, GLOBALLY ADJUSTABLE



DESKTOP VIEW



MOBILE VIEW






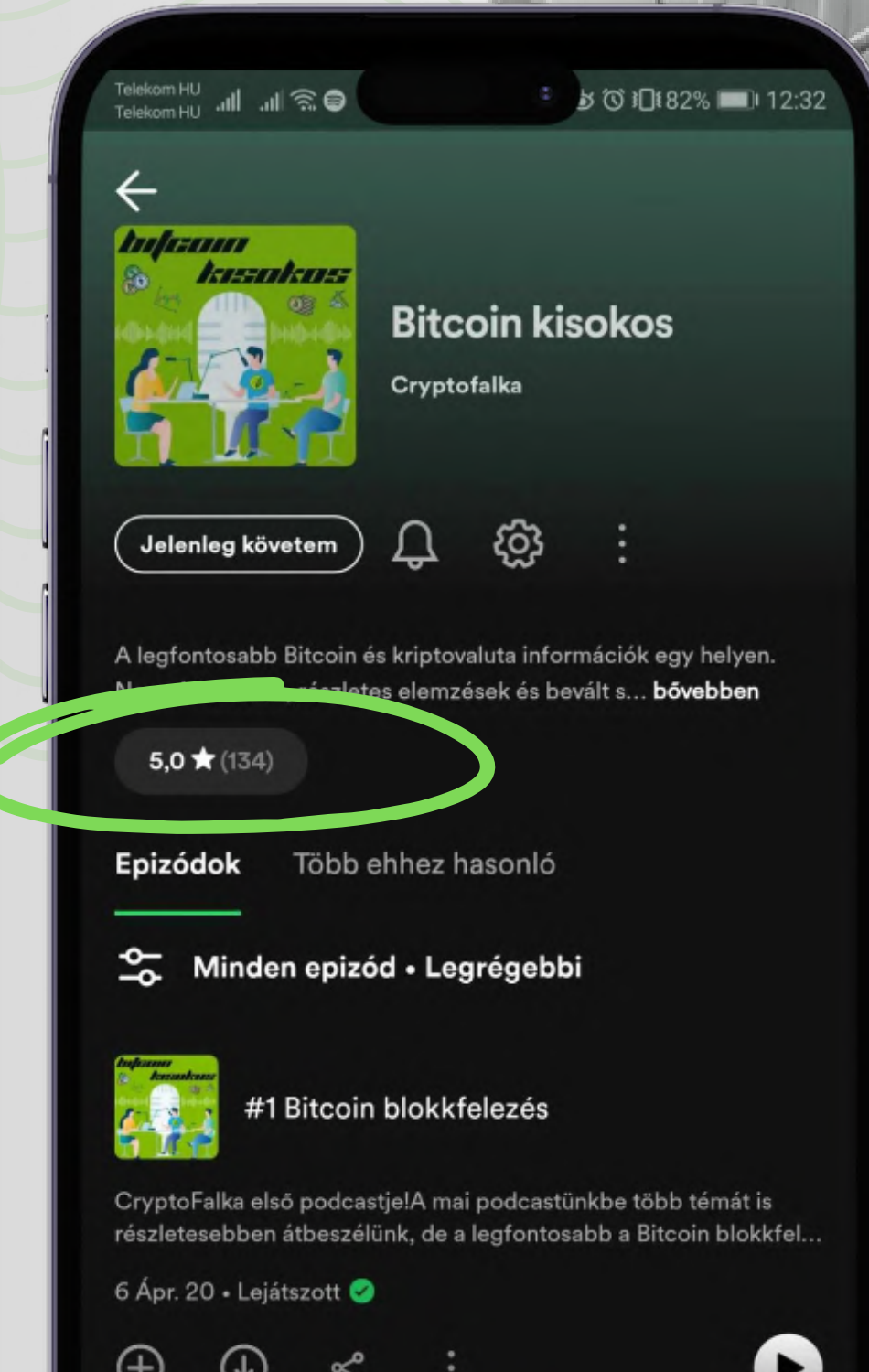
# PODCAST

Cryptofalka owns the **most popular blockchain oriented podcast** in Hungary! Furthermore, our show called Bitcoin kisokos is often ranked among the **top 25 best podcasts in Hungary**.

-  **MORE THAN 150,000 TOTAL PODCAST DOWNLOADS**
-  **5 STAR RATING BASED ON +130 REVIEWS**
-  **AVAILABLE ON: APPLE MUSIC, SPOTIFY, YOUTUBE**
-  **DEDICATED ~40 MINUTES AIRTIME**

-  **+ PROMO OPPORTUNITIES**
  - Facebook, Twitter, Instagram blogpost
  - Dedicated newsletter

 **LISTEN**





# VIDEO ADVERTISING

Choose us to effectively boost your presence in the digital realm. We tailor content to your needs, ensuring maximum impact. Don't miss the opportunity to expand your reach and enhance your success!



**YOUTUBE VIDEO & REELS**



**TIKTOK VIDEO & REELS**



**HOW TO USE, UNBOXING, INTERVIEWS, AMA ETC.**



**+ PROMO OPPORTUNITIES**

- Facebook, Twitter, Instagram blogpost
- Dedicated newsletter



**WATCH**







# CONTACT US:



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## AND GET YOUR CUSTOMISED OFFER!





**CAN'T WAIT TO  
HEARING FROM YOU!**



**WWW.CRYPTOFALKA.HU**

