



# **blokt**

**MEDIA KIT** Updated: 6/20/2018

# INTRODUCTION



“Cryptocurrencies and crypto assets will lead to the single biggest transfer of wealth and power in history; from governments to the people. Their success is inevitable.

**Greg Adams - MD**

# ABOUT BLOKT.COM

information,  
guidance, safety.  
**we've got it covered**



[blokt] is a leading blockchain and cryptocurrency resource which provides the latest in breaking crypto news, guides, ICO analysis, security tips and more. Thanks to our proprietary TrendSpotter software, our editorial team has access to potential scoops and story opportunities before they hit the news.



# OUR MISSION

## Timely Reporting, Exceptional Standards

In the blockchain sector, everything moves fast, and we understand the need to get information to our readership as quickly as possible.

## Industry Tools

We're creating multiple tools which will be available to users of [blokt], free of charge. Alpha release of the tools section is due for release this summer.



### News Without Bias

Biases can lead to the failure to address real issues within particular cryptocurrency and blockchain projects. These failures can be costly to investors.



### Globally Inclusive

We employ freelance journalists from over ten countries across the world and cover global crypto stories.



### Non-intrusive Advertising

We keep our ads clean to ensure a flawless user experience. No annoying popup ads, great CTRs.



# KEY PERSONNEL



**Greg Adams**

Managing Director



Managing Director, Proprietor & avid crypto-enthusiast. Greg is the founder of [blokt] and is responsible for building the team of journalists we have today.



**Edward Lock**

Business Relationship Manager



An easy going professional with a passion for blockchain. Edward is the Business Relationship Manager and deals with sales, partnerships and related inquiries. He is always happy to spend time with clients.



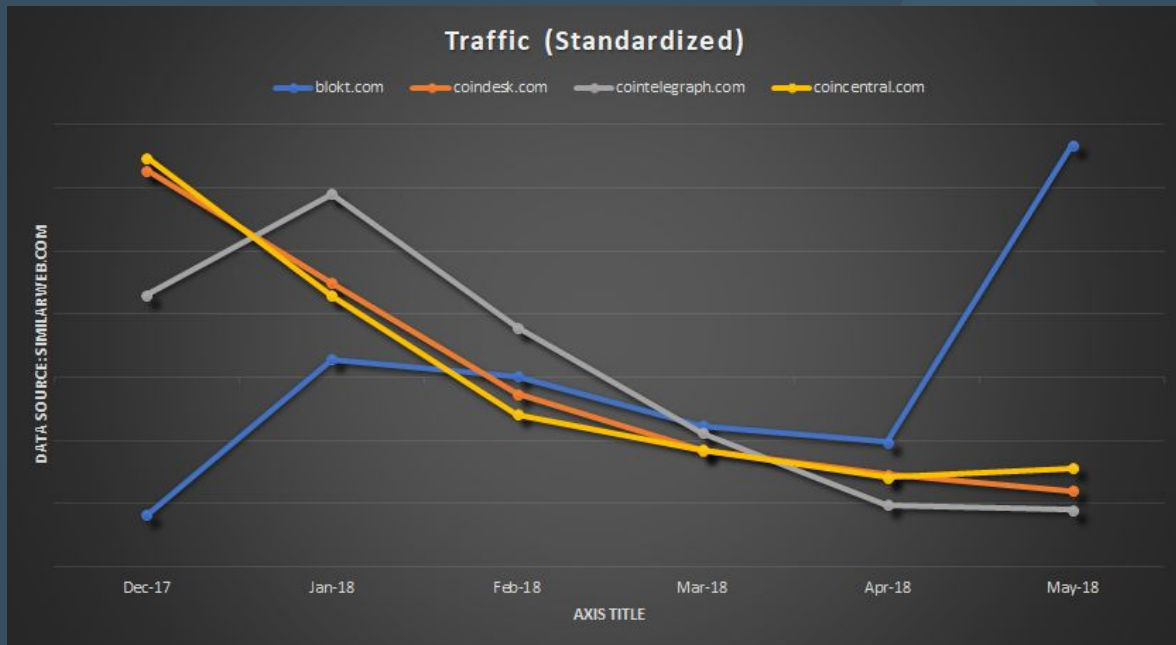
**Darren Brazer**

Managing Editor



Managing Editor, Tech Journalist, and Financial Market Analyst. Darren has over four years of experience as a market commentator and helps maintain a factually accurate standard of reporting.

# GROWTH



growing through  
the **bear**



While our competitors have stagnated, [blokt] has been growing through the recent cryptocurrency bear market. After recently scaling out our editorial team, our traffic is increasing rapidly.

# STATISTICS

**~100k**

Unique visitors  
per month

**3m 11s**

Average visitor  
time on site

**<30%**

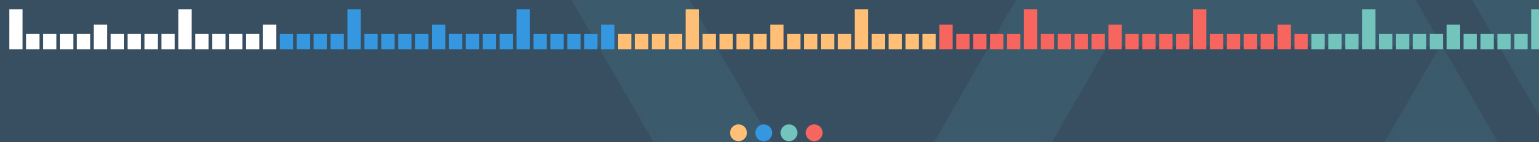
Bounce rate

**5k+**

Social media  
followers

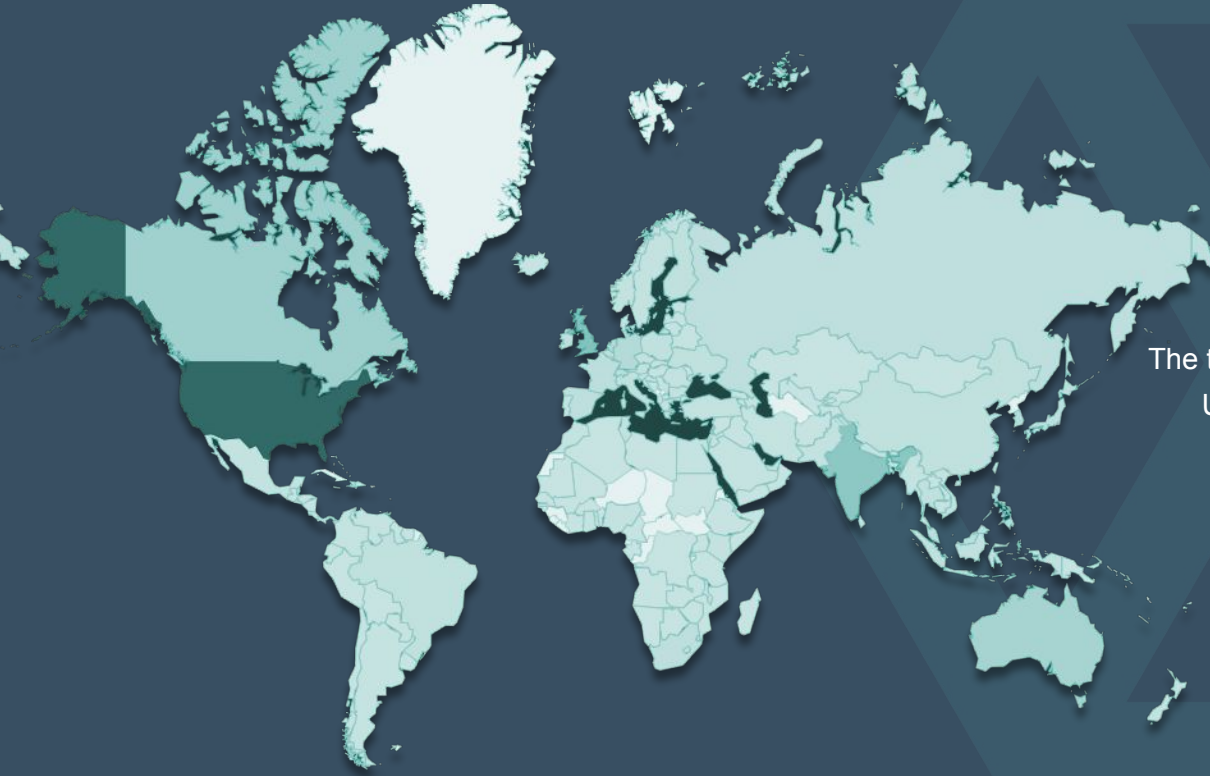
**1500%**

Growth in 2018



We have an active audience of blockchain and cryptocurrency enthusiasts. Many users visit multiple times per day to stay up to date on the latest developments in the sector. Our user base and viewer retention have grown astronomically since the start of 2018.

# REACH



## users where it matters



The top two countries we receive traffic from are the United Kingdom and the United States. We also have a large number of visitors from Canada, Australia, The Netherlands, Germany, India, Singapore and Korea.



# PARTNERS



Google News



Apple News



MJAC



Blockchain  
Economic Forum



IoT Tech Expo



Malta Blockchain Summit

...and many, many more.

# BLOKT.COM IS FEATURED IN...

## aggregators:



Google News



Apple News



News360



Flipboard



cryptoflash.io



cryptocoin.cc

## media:

**Investing**.com

**investing.com**



**Nasdaq**

**nasdaq.com**

**capital.com**

**capital.com**

**YAHOO!**  
Finance

**Yahoo Finance**



**EXPRESS**

**express.co.uk**

**MONEY**

**money.ca**

# BANNER PLACEMENTS

## Independent Study Confirms Tether (USDT) Backed by Adequate USD Reserves

Tether Limited has published a third-party report by an independent law firm to back its claim that all Tethers (USDT) currently in circulation are backed by U.S. dollar reserves.

By Shilpa Lema - June 20, 2018



**CONTENT TOP**  
728 x 90 px  
1 WEEK: \$670  
1 MONTH: \$2,000

Tether Limited's claim that U.S. dollar reserves fully back its tokenized currency had its fair share of critics ever since the company parted ways with its auditors nearly six months back. Under pressure to back its claim with credible evidence, Tether has now turned to a new third-party report by independent law firm Freeh Sporkin & Sullivan, LLP (FSS).

The report by FSS supports Tether's stand that adequate fiat reserves back all Tethers (USDT) in circulation.

### A Big Relief

**CONTENT INSIDE**  
300 x 250 px

The FSS report is based on a comprehensive review of relevant banking data, coupled with random date balance inspection. It comes as a huge relief for Tether Limited and cryptocurrency enthusiasts at a time when the company was facing allegations that it had been issuing more tokens than its fiat reserves could support.



**SIDEBAR #1**  
300 x 250 px  
1 WEEK: \$340  
1 MONTH: \$1,000

**CONTENT INSIDE**  
300 x 250 px

1 WEEK: \$500  
1 MONTH: \$1,500

evidence to support its claim.

However, despite this new development, the controversy surrounding USDT is unlikely to be over just as of yet.

### Report by a Law Firm, Not an Audit

While the FSS has come as a huge relief for Tether Limited and the proponents of the so-called stablecoin, the controversy surrounding it is unlikely to be over just as of yet. That's because the FSS is a legal service provider, not an accounting firm.

In other words, the FSS report doesn't have quite the same weight as an independent audit would carry.

**CONTENT BOTTOM**  
728 x 90 px  
1 WEEK: \$500  
1 MONTH: \$1,500

1 WEEK: \$340  
1 MONTH: \$1,000

**SIDEBAR #2**  
300 x 250 px

1 WEEK: \$340  
1 MONTH: \$1,000

**SIDEBAR #3**  
300 x 250 px

1 WEEK: \$340  
1 MONTH: \$1,000



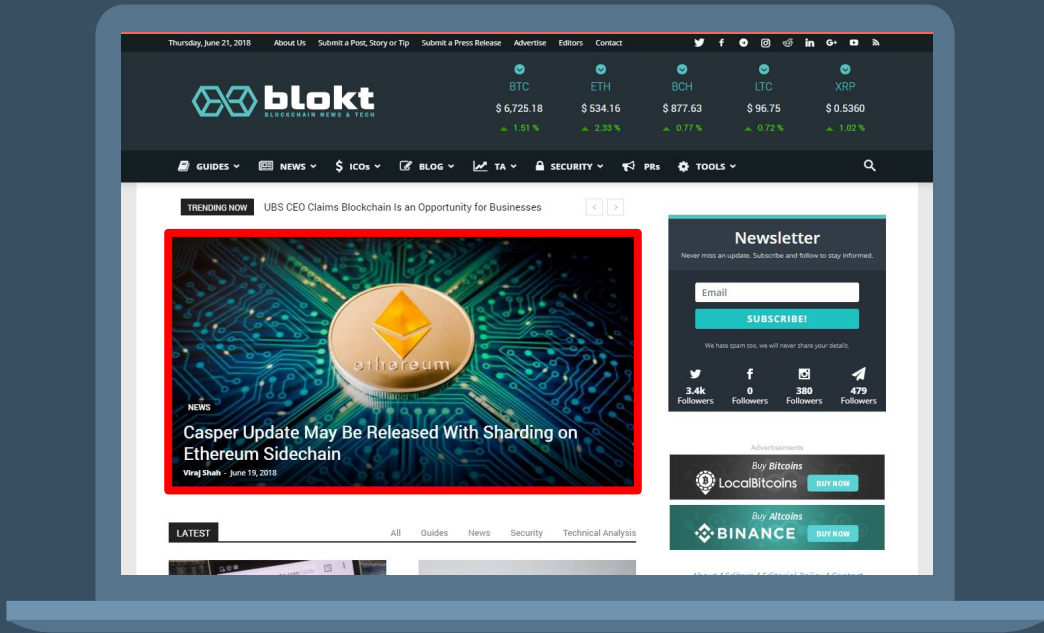
**FOOTER STICKY** 1100 x 48 px 1 WEEK: \$840 1 MONTH: \$2,500

# HOMEPAGE FEATURED AREA

**your brand,  
noticed**



The featured area on our homepage is the ultimate spot to have your brand, product, or service exposed to our user base. Read about our sponsored articles to reserve a spot here.



# BANNER PRICING

| Banner                       | Price                             |
|------------------------------|-----------------------------------|
| Content Top (728 x 90px)     | 1 Week: \$670<br>1 Month: \$2,000 |
| Content Inside (300 x 250px) | 1 Week: \$500<br>1 Month: \$1,500 |
| Content Bottom (728 x 90px)  | 1 Week: \$500<br>1 Month: \$1,500 |
| Footer Sticky (1100 x 48px)  | 1 Week: \$840<br>1 Month: \$2,500 |
| Sidebar #1 (300 x 250px)     | 1 Week: \$340<br>1 Month: \$1,000 |
| Sidebar #2 (300 x 250px)     | 1 Week: \$340<br>1 Month: \$1,000 |
| Sidebar #3 (300 x 250px)     | 1 Week: \$340<br>1 Month: \$1,000 |

# SPONSORED ARTICLES

## Press Release

**\$ 200**

- Add Google News: **+\$200**
- Promote via Social Channels: **+\$150**
- Premium Distribution (Nasdaq, Yahoo Finance, etc.): **+\$400**
- Content Writing: **+\$100**

Press releases will appear in the dedicated press release section on our homepage and also in our default sidebar, which is featured on the majority of our pages. There is also a link to the Press Release section in our main menu under 'PRs'.

## Sponsored Article

**\$ 350**

- Send to Aggregators: **+\$200**
- Promote via Social Channels: **+\$150**
- Featured Spot on Homepage (1 Week): **+\$500**
- Content Writing: **+\$100**

Submit a sponsored article to our website and get your brand in front of our ever-growing cryptocurrency user base.

## Interview/Review

**\$ 900**

### Maximum Exposure

One of our experts will interview your CEO, or write an honest review of your brand, product or service. All interviews/reviews are sent to aggregators, shared on our social channels and featured on our homepage.

# SOCIAL SERVICES

01

Telegram Push: **\$250**

3 x Telegram channel mentions in our channel.

02

Twitter Push: **\$250**

3 x tweets to our Twitter followers.

Popular

03

Telegram & Twitter Push: **\$400**

3 x Telegram channel mentions and 3 x tweets to our Twitter followers

# GET IN TOUCH

**Phone:**

Office: +1 (800) 823-2456

**Email:**

[advertising@blokt.com](mailto:advertising@blokt.com)

[edward@blokt.com](mailto:edward@blokt.com)

**Telegram:**

[t.me/bloktcrypto\\_chat](https://t.me/bloktcrypto_chat)

[t.me/EdwardLock](https://t.me/EdwardLock)

**Social:**

Twitter: [twitter.com/bloktcrypto](https://twitter.com/bloktcrypto)

Facebook: [facebook.com/bloktcrypto](https://facebook.com/bloktcrypto)

Linkedin: [linkedin.com/company/blokt/](https://linkedin.com/company/blokt/)