MEDIA KIT FOR PARTNERS AND ADVERTISERS

cryptoticker.io: where investors learn, compare and decide

Since 2017, cryptoticker.io has been the learning and comparison platform for crypto, stocks and personal investing, in five languages: German, English, French, Spanish and, since October 2026, Dutch. Our newsroom in Berlin explains markets, compares exchanges, brokers and wallets and puts the day's news into context. Our readers have income to invest and are deciding right now where their money goes.

210,000+
page views per month

140,000+
readers per month

63%
of page views on smartphones

72 million+
Google impressions in four weeks, mostly in news

01 Learn, compare, decide

LEARN
Guides and forecasts
Guides, explainers and price forecasts take beginners and experienced investors through crypto, stocks and tax.

COMPARE
Comparisons and reviews
Exchange comparisons, reviews and head-to-head pages show fees, licensing and features at a glance.

DECIDE
Prices and news
Prices, news and analysis accompany the moment an account is opened or an order is placed.

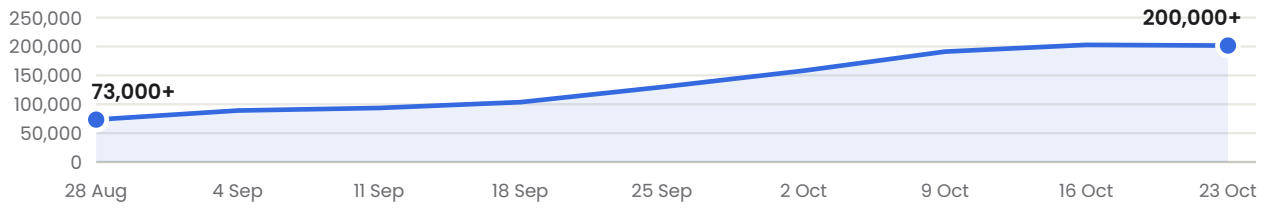
02 Reach by edition and country

EDITION	VIEWS PER MONTH	SHARE
English · cryptoticker.io/en	100,000+	50%
German · cryptoticker.io/de	74,000+	35%
French · cryptoticker.io/fr	18,000+	8%
Spanish · cryptoticker.io/es	10,000+	5%
Dutch · cryptoticker.io/nl	NEW since 27 Oct 2026	
All editions	**210,000+**	

COUNTRY	VIEWS PER MONTH
Germany	59,000+
United States	57,000+
France	12,000+
Switzerland	8,600+
United Kingdom	7,500+
Spain	7,000+
Austria	6,500+
Canada	6,300+
Netherlands	5,000+

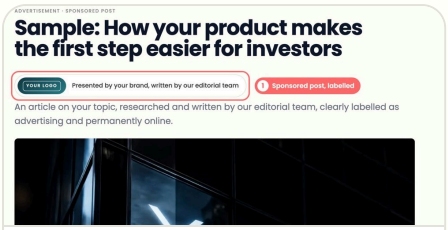
Germany, Austria and Switzerland account for 74,000+ page views per month, 77% of them on mobile, the Netherlands and Belgium for 7,200+. Monthly figures 30 Sep to 29 Oct 2026.

Page views per 28 days, all editions each Friday, late August to October 2026

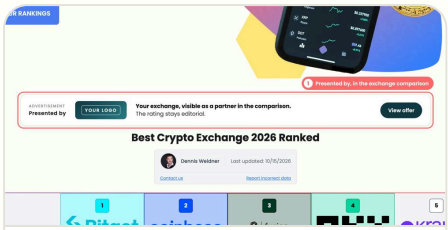


Own measurement, known automated traffic filtered out, all figures rounded down.

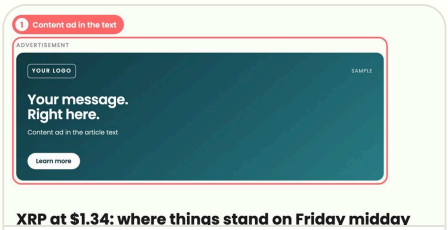
03 Ad formats on real pages



Sponsored post, labelled



Presented by, in the exchange comparison



Content ad within the article

04 Sponsored content

FORMAT	WHAT YOU GET
Sponsored post	Your topic as an article in one language, agreed with you, labelled as sponsored, permanently online and shared via newsletter and social media.
Campaign article, financial product	For exchanges, brokers and wallets: an article as part of a booked campaign, topic and format set by our editorial team, permanently online.
Additional language	The same article on another of our five editions, with its own URL.

05 Exchange comparison

FORMAT	WHAT YOU GET
Setup	Your listing in our comparison, a review page or a head-to-head page: researched, written and integrated.
Placement and upkeep	Ongoing visibility as a partner in the comparison or in a fixed slot, maintained and kept up to date. From one quarter.

06 Display and more

FORMAT	WHAT YOU GET
Content ad	Within the article text, mobile and desktop, 300×250.
Medium rectangle	In the sidebar, desktop, 300×250.
Half page ad	In the sidebar, desktop, 300×600.
Newsletter	Logo, short text and link in an issue of our newsletter.
Mention in price analyses	Where a token can be bought, or a running promotion.
Trading game	Your asset as a tradable instrument in our trading game.

07 Terms

- **We put together your quote after a short call, matched to your period, editions and goal.**
- All prices in euros plus statutory VAT.
- For a first order, payment in advance for the first quarter, then 14 days net. Payment in cryptocurrency is possible.
- Our general terms and conditions for advertising and media services apply: cryptoticker.io/de/agb

08 Technical specifications

AD UNIT	DIMENSIONS AND CONTENT	FILE	LEAD TIME
Content ad, medium rectangle	300×250 px, delivered at 600×500 px	JPG, PNG or WebP, up to 150 KB	5 working days
Half page ad	300×600 px, delivered at 600×1,200 px	JPG, PNG or WebP, up to 200 KB	5 working days
Sponsored post	Briefing, logo, images from 1,200 px wide with cleared rights, target links	Text and images	10 working days
Exchange comparison	Product data, fees, licensing	Logo as SVG or PNG	10 working days
Newsletter	Logo, up to 300 characters of text, one link	PNG and text	5 working days

Target URL with UTM parameters or your ad server's click tracker. Every slot has a fixed height, so the layout stays calm while loading.

09 Labelling and environment

- **Clearly labelled:** every ad carries the label of its edition, “Advertisement” in English, and partner links carry rel=sponsored.
- **Sponsored posts** are labelled as sponsored and stay online permanently.
- **Editorial comparisons:** partners are clearly marked in the comparison, the rating stays with our editors.
- **Vetted advertisers:** crypto providers advertise with an EU licence under MiCA, and our environment is free of gambling.

10 Quality and measurement

- **Almost one minute of active reading time** per page view and 54% engaged sessions.
- **Google News** lists cryptoticker.io as a source, and ChatGPT and Google's AI overviews cite us.
- **Clean numbers:** known automated traffic is filtered out, all figures are rounded down.
- **Technology:** Next.js with pre-rendered pages, consent via Cookiebot, ads.txt at cryptoticker.io/ads.txt.

11 How booking works

1. **Request**
   Period, format, edition and budget to partner@cryptoticker.io.
2. **Call and quote**
   After a short call you receive your quote with volume and dates.
3. **Delivery**
   Ad units and briefing to the specifications above; we confirm acceptance.
4. **Launch and reporting**
   Views, viewable impressions and clicks per ad unit, weekly or at the end of the campaign.

12 Contact and booking



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Book a call: calendly.com/dennis-cryptoticker
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