Crypto Insider

cryptoinsider.pro

Media kit, launch edition

Crypto Insider covers crypto market structure, exchanges, stablecoins, regulation, enforcement and institutional adoption, with an emerging-markets and Eurasia lens, and the primary document behind every claim. It does not give investment advice, price predictions or token promotion.

LAUNCH PARTNER RATES

Who Crypto Insider is for

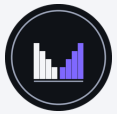
Crypto Insider covers crypto market structure, exchanges, stablecoins, regulation, enforcement and institutional adoption, with an emerging-markets and Eurasia lens, and the primary document behind every claim. It does not give investment advice, price predictions or token promotion.

We write for exchange and custody compliance teams, treasurers, funds, banks, lawyers, regulators and researchers. The test for every piece is simple: can the reader check it. Every figure, date and quote links to the document it came from, and at least one primary source sits behind every article.

PUBLISHING RHYTHM

Monday: weekly digest (six to eight sourced items). Wednesday: data piece with method. Friday: analysis or voice piece. Daily: two to four news items as the beat supplies them.

THE COLUMNS



Order Book
Exchange licences, listings, failures and market-structure rules, filing first



Reserve Ratio
Stablecoin and exchange reserves, supply and redemption terms, as the issuers and registers report them



Chain of Custody
Analysis of enforcement actions, rules and court records: what a set of documents shows together



Checksum
Editor's column on corrections, sourcing standards and labels at Crypto Insider

Coverage

Markets	Market structure and institutional adoption: venues, liquidity, derivatives, custody and funds.
Exchanges	Exchange licences, listings, reserve reports, outages and failures.
Stablecoins	Issuers, reserves, redemption terms and the rules that govern them.
Regulation	Rules and consultations from securities, banking and payments regulators.
Enforcement	Charges, settlements, sanctions and court rulings, from the filing.
Emerging Markets	Crypto policy and markets in Eurasia, Türkiye, the Gulf and beyond.
Opinion	Opinion from Chain of Custody, the analysis, explainer and opinion column, clearly labelled.

HOW WE REPORT

Every figure, date and quote links inline to its source. A fact that cannot be sourced is not published.

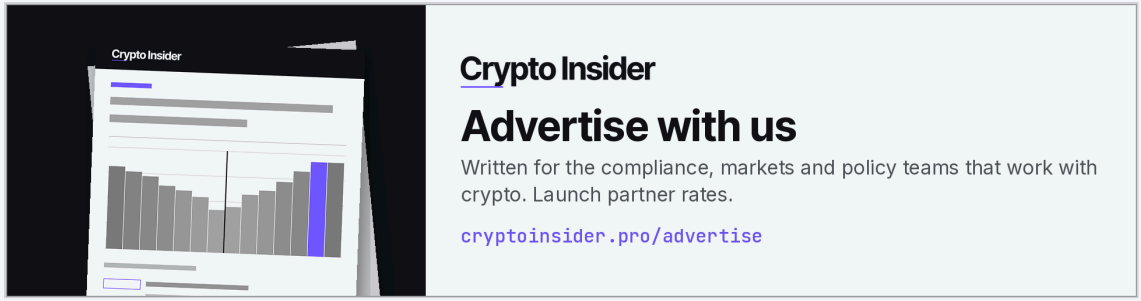
At least one primary source per article: a filing, release, regulator, ministry, statistics office, court or multilateral document.

Quotes appear only when the exact words are in a cited source.

No company, government or advertiser reviews a news piece before publication.

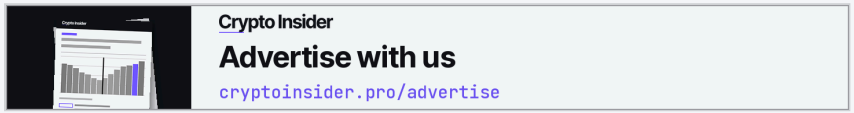
Sponsored content is labelled Sponsored in the kicker and on the page, excluded from editorial rankings and the news feed, and carries rel="sponsored nofollow" on outbound advertiser links.

Formats and placements



Homepage Leaderboard

970 × 250 px, 320 × 100 px on mobile. Homepage, below the lead stories.

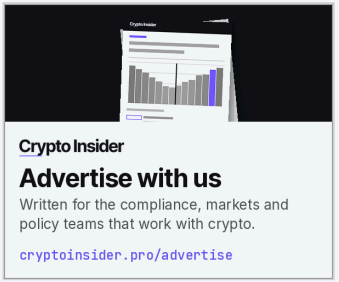


Article Inline

728 × 90 px, 320 × 100 px on mobile. Every article, after the third paragraph.

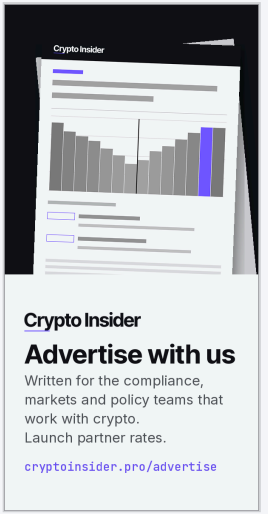
Sponsored Article and Newsletter Banner

Sponsored articles are written to the editorial standards and labelled Sponsored. Newsletter banner: 600 × 150 px in the Monday digest, available when the newsletter launches.



Homepage MPU

300 × 250 px. Homepage on every device; section, desk, column and archive pages on screens 1,080 px and wider.



Article Sidebar

300 × 600 px. Desktop article sidebar.

Launch partner rates

PLACEMENT	SIZE	DURATION	RATE (US$)
Homepage Leaderboard	970 × 250 px 320 × 100 px on mobile	30 days	$500
Article Inline	728 × 90 px 320 × 100 px on mobile	30 days	$400
Homepage MPU	300 × 250 px Same size on mobile	30 days	$350
Article Sidebar	300 × 600 px Desktop only	30 days	$300
Sponsored Article	Editorial format All devices	Single placement, hosted for 12 months	$800
Newsletter Banner Available when the newsletter launches.	600 × 150 px All email clients	4 sends	$250

Agencies receive 15 per cent off gross. Each placement is exclusive per slot and labelled Advertisement or Sponsored. At the end of each flight we send a delivery note with the dates your creative ran and the pages that carried it. Creative is due three working days before the flight starts.

Editorial standards for advertisers

1. Every advertisement is labelled Advertisement. Every sponsored article is labelled Sponsored in the kicker and on the page.
2. Sponsored articles are excluded from editorial rankings and the news feed, and are never written by the Newsdesk.
3. Links from paid placements carry rel="sponsored nofollow".
4. No advertiser reviews a news piece before publication. We do not sell editorial coverage.

BOOK A PLACEMENT

ads@cryptoinsider.pro

cryptoinsider.pro/advertise