



**Blockchain**News

Blockchain News was conceived in 2014 and born in 2015, designed, created, built, edited and written by journalist and publisher Richard Kastelein. Originally it was a labour of love, and an open source journalism project built to help the emerging community of Blockchain aficionados learn more about the potential of the technology outside of Bitcoin.



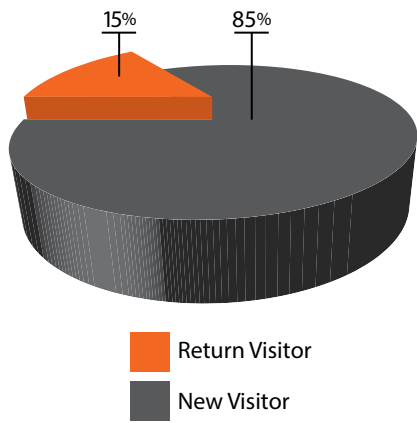
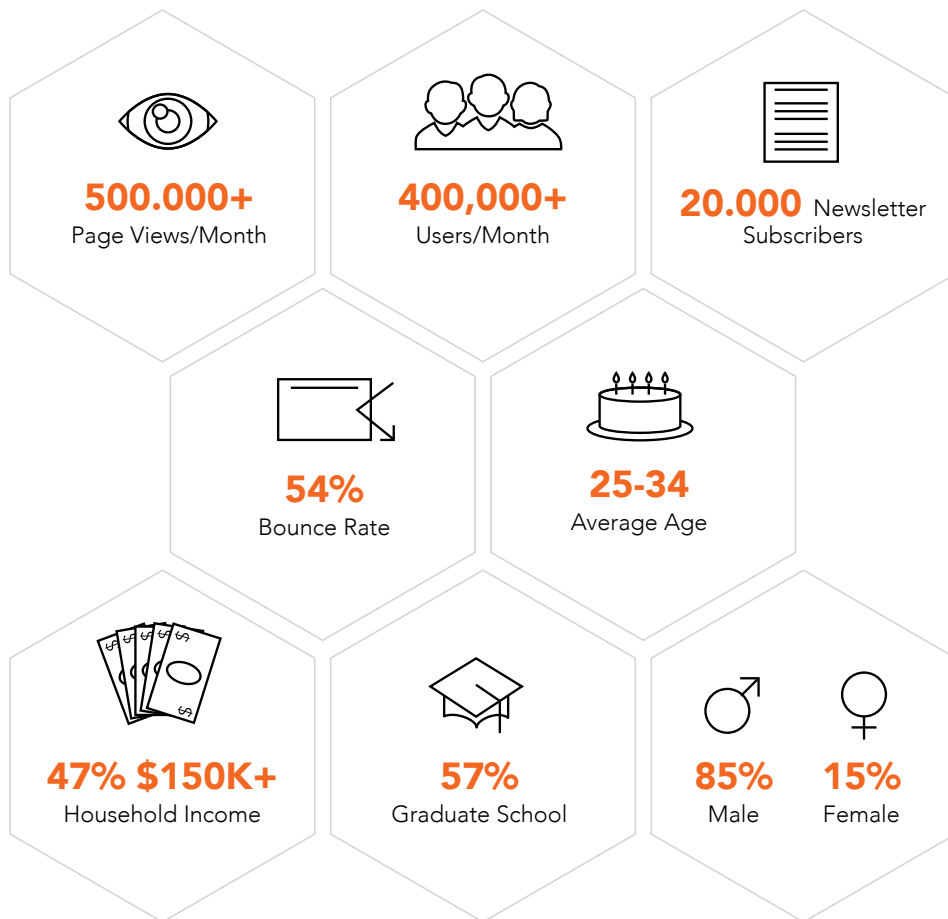
Blockchain News is an independent, must-read daily resource for information and commentary about blockchain technology, crypto assets and digital currency platforms such as Bitcoin and Ethereum. Blockchain News delivers the most urgent industry news.

The mission of Blockchain News is to publish useful news articles, interviews, and other bits of information that help people better understand the emerging world of Blockchain.

This project was born of the desire to create an online repository and community for news and opinion about Blockchain technology and theory. Blockchain News is an official Google News source and enjoys top three page one Google results for 'blockchain news' search.

Today it is edited by Kastelein's partner, Dutch journalist Wieke Beenen. They live in Haren, Groningen, in the Northern Netherlands and are raising three teenage daughters.

We have an affluent and well-educated audience seeking up-to-date industry news.

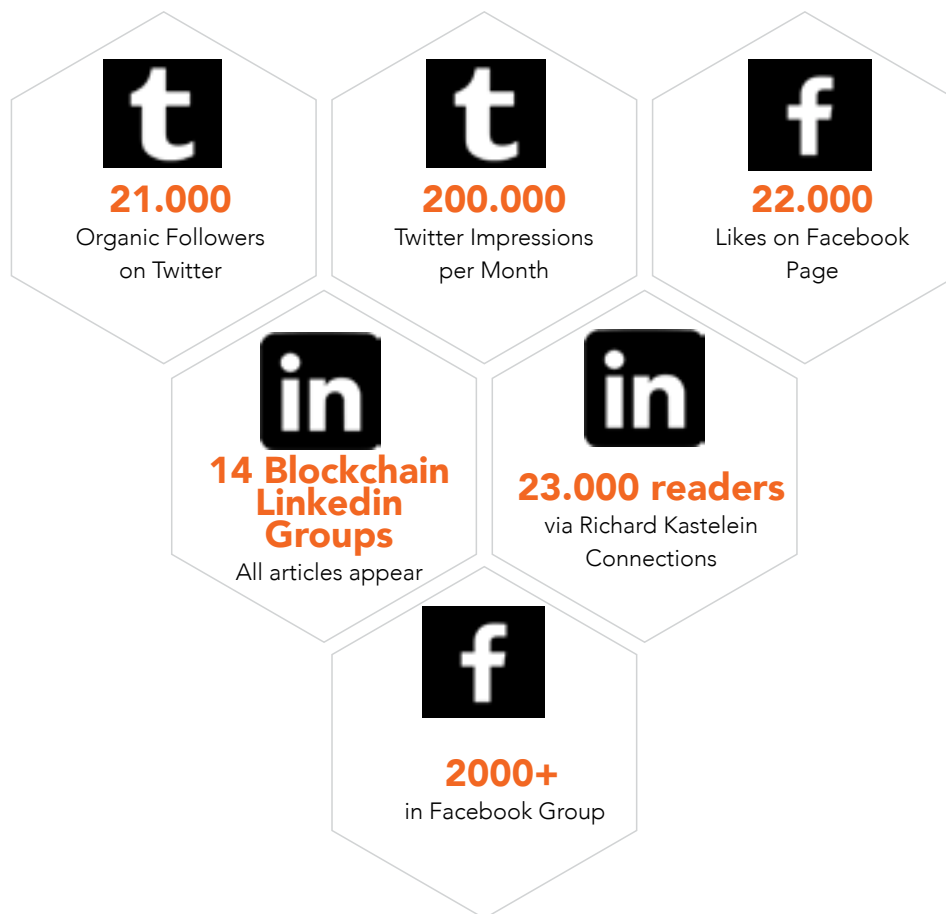


### Top Cities

New York	Seoul	London
<b>1.3K</b>	<b>1.1K</b>	<b>971</b>
Singapore	Hong Kong	
<b>935</b>	<b>700</b>	

\*Quantcast and Google Analytics, January 2018

We have powerful and far reaching fan base and dissemination in social media



# Latest Server Statistics

## blockchainnews

Copy from Copy to

### Overview

Block traffic on production / staging

#### PHP Test Driver

Preview site



Generate a preview of what your site will look like with PHP 7.2. This will not actually change the site's PHP version, and visitors to your live site will continue to see the current version. Clear your cookies to return your live site to its current version.

#### Environment stats

Download Usage CSV Delete environment

**Domain:** Enter domain  
**Technical Contact:** Sylvia Lacock  
**PHP Version:** 7.0  
**SSH Login:** Feature not available on Scale plans

**CNAME:** blockchainnews.wpengine.com  
**IP Address:** 35.229.78.196  
**Created:** Jun 13, 2018 10:44 AM UTC  
**Region:** North America

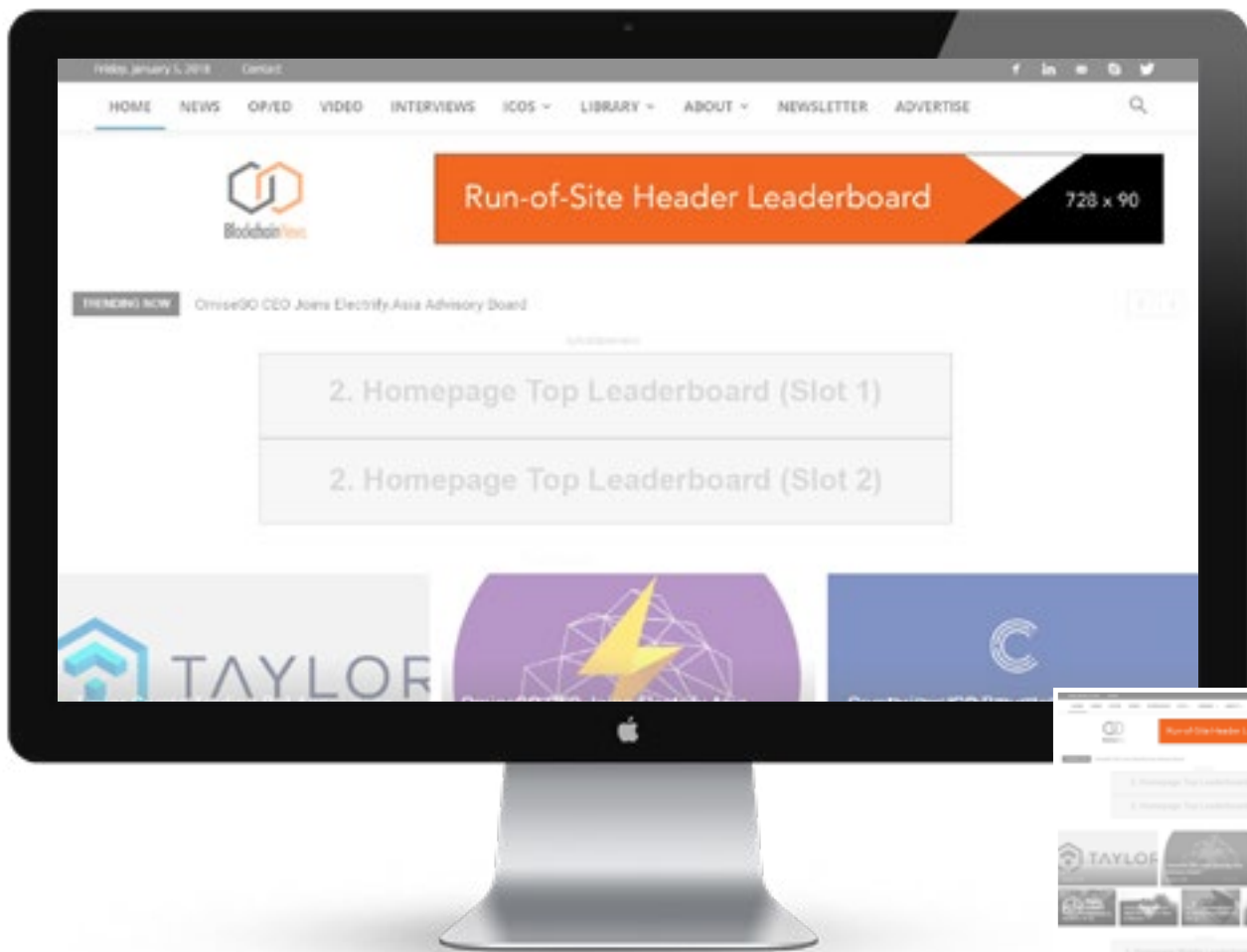
<b>Visitors</b>		<b>13,646</b> 30 day avg	<b>409,380</b> 30 day total
<b>Bandwidth</b>		<b>14 GB</b> 30 day avg	<b>420 GB</b> 30 day total
<b>Storage</b>			<b>20 GB</b> total

**WordPress Version:** 4.9.8 Refresh

**New core update available**  
Learn about our update process

Update to 5.0

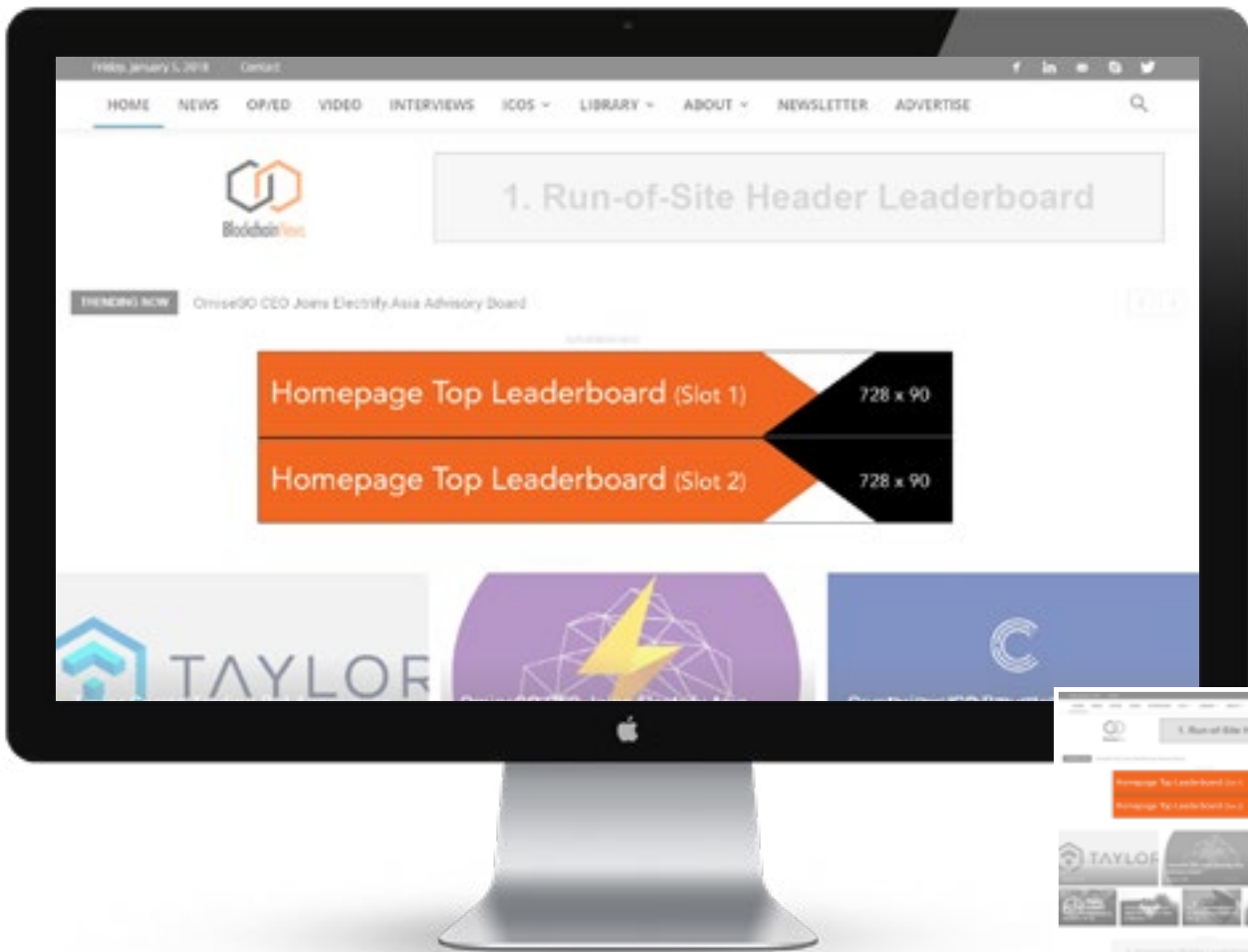
Defer the next update



The leaderboard ad is positioned above the content on all devices, directly below the site navigation. Leaderboard is responsive throughout the site and becomes a 350x50 on mobile.

- Positioned highest on page
- Homepage and Article pages
- Size: 728x90
- Discounts available for campaigns longer than 30 days





The leaderboard ad is positioned directly above featured articles. Leaderboard is responsive throughout the site and becomes a 350x50 on mobile.

- Positioned higher on page
- Two slots available
- Size: 728x90



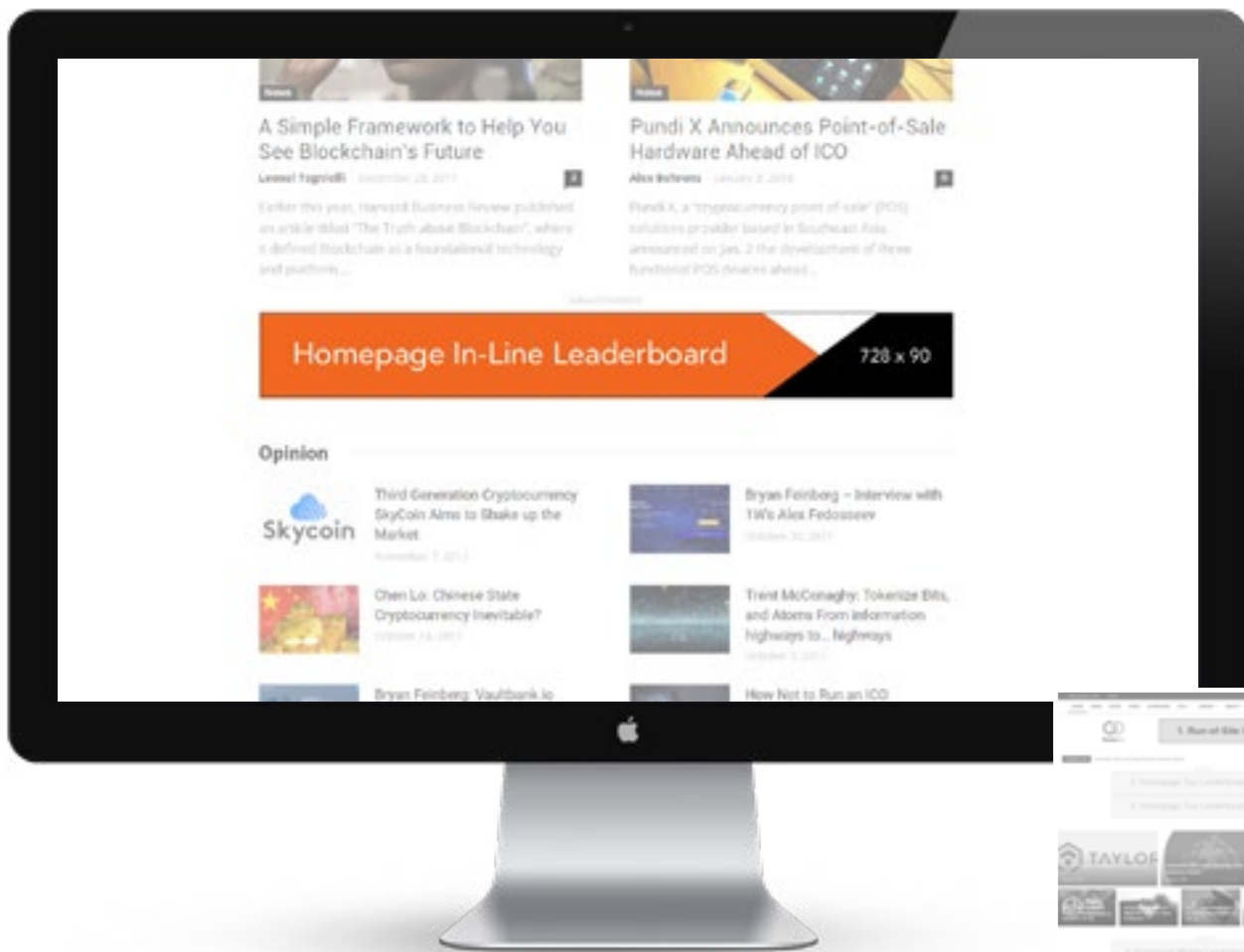


The middle leaderboard ad is positioned in the middle of the homepage. Leaderboard is responsive throughout the site and becomes a 350x50 on mobile.

- Two slots available
- Size: 728x90

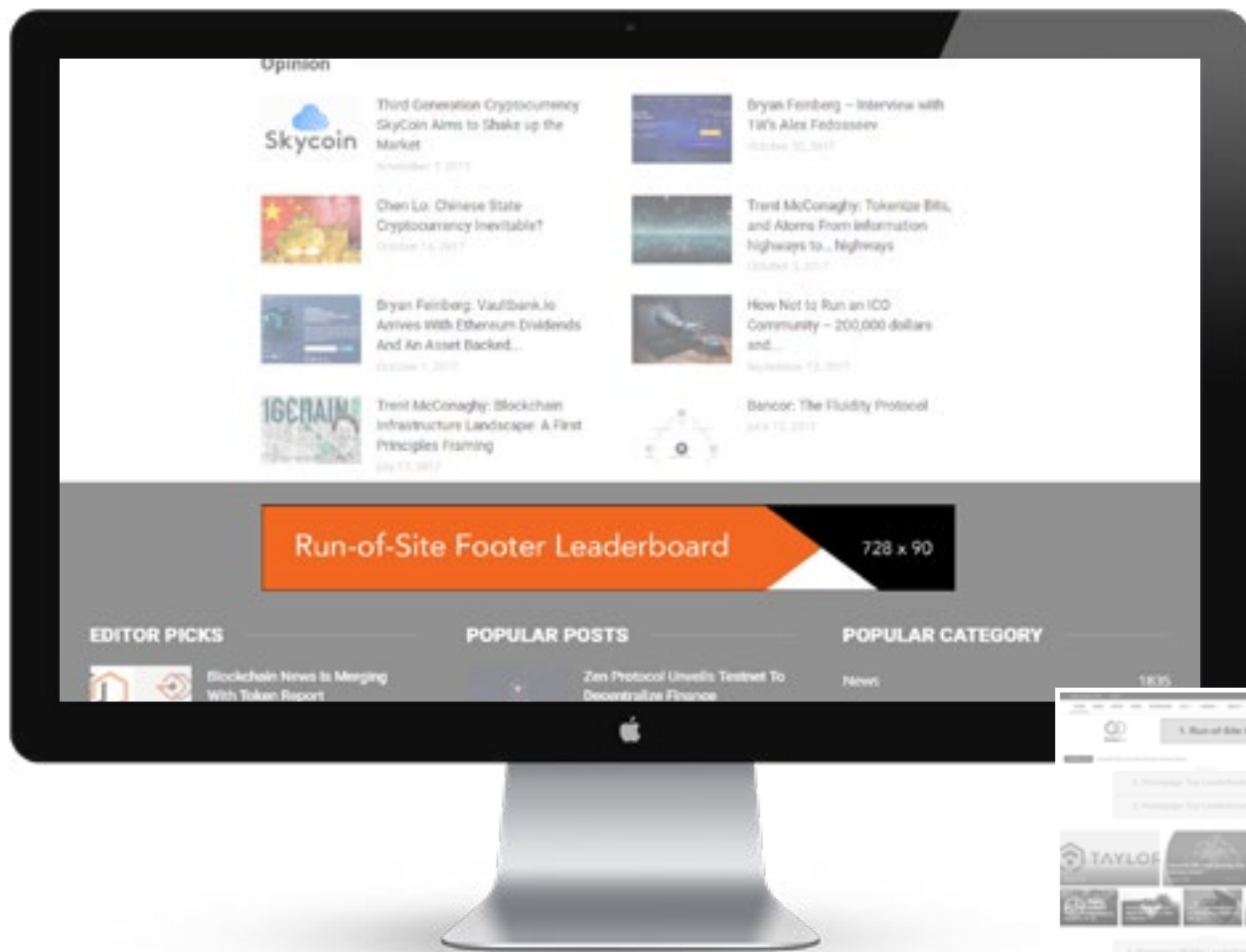






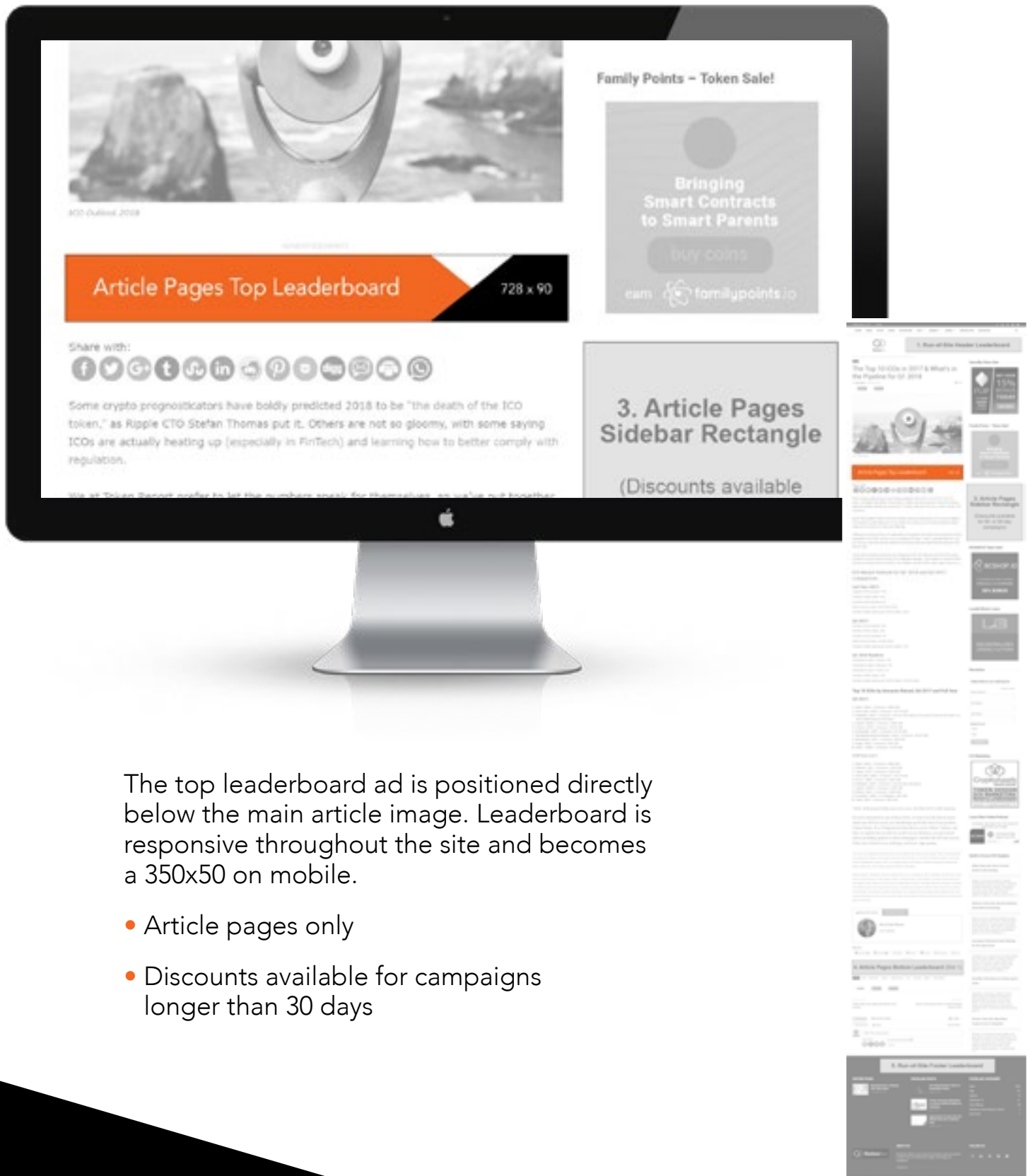
The In-line leaderboard ad is positioned near the bottom of the homepage. Leaderboard is responsive throughout the site and becomes a 350x50 on mobile.

- Shows multiple times
- Size: 728x90
- Discounts available for campaigns longer than 30 days



The leaderboard ad is positioned below the content on all devices, in the footer of all pages. Leaderboard is responsive throughout the site and becomes a 350x50 on mobile.

- Homepage and article pages
- Size: 728x90
- Discounts available for campaigns longer than 30 days



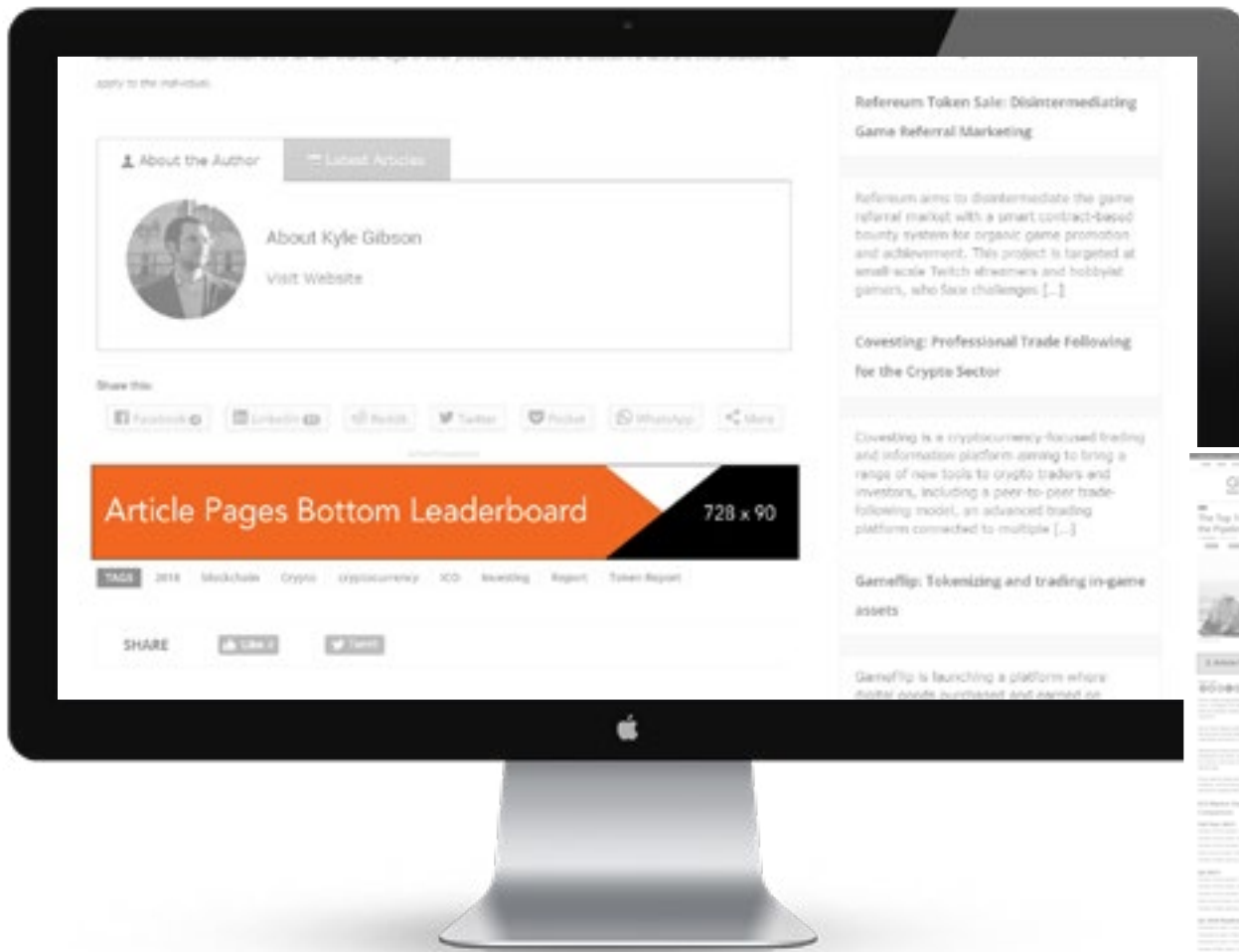
The top leaderboard ad is positioned directly below the main article image. Leaderboard is responsive throughout the site and becomes a 350x50 on mobile.

- Article pages only
- Discounts available for campaigns longer than 30 days



The medium rectangle appears in the second column and is positioned slightly lower on the page.

- Same size on all devices
- Article pages only
- Size: 300x250
- Discounts available for campaigns longer than 30 days



The bottom leaderboard is positioned directly below an article.

- Article pages only
- Size: 728x90
- Discounts available for campaigns longer than 30 days



Newsletter Pages Top Leaderboard 1

728 x 90

Newsletter Pages Top Leaderboard 2

728 x 90

### Blockchain News I - Feed

Blockchain, Distributed Ledger Technology, Initial Coin Offering (ICO), Cryptofinance, Token Sales, News and Opinion

The first ad our 12K+ subscribers see while they read the latest headlines in our newsletter.

- Size: 728x90





Target visitors with content that relates to your company. A perfect synergy of hitting the right audience, on the right site, when their focus is on a specific topic.

- Highly impactful advertising opportunity



## Display Ads

EURO  
(or Bitcoin and Ethereum Equivalent)

Run-of-Site Header Leaderboard	€1,500.00
Homepage Top Leaderboard	€1000.00
Homepage Middle Leaderboard	€250.00
Homepage In-Line Leaderboard	€250.00
Run-of-site Footer Leaderboard	€750.00
Article Pages Top Leaderboard	€500.00
All Pages Sidebar Square	€500.00
Article Pages Bottom Leaderboard	€500.00
Newsletter Leaderboard	€200.00
Sponsored Article	€250.00
Guaranteed Press Release with Follow links	€100.00

\*All payments preferred  
made in ETH or BTC.

\*Native tokens from  
ICOs are accepted con-  
ditionally at 3x ad rates.

**We do publish well written professional press releases for free occasionally (with no-follow links) but cannot guarantee all will be published. They must come in body of email or attached as word doc. No pdfs.**

**And they really must be well written in third person, not first person - with real news in it, not just a puff piece on how great the project is. Send PR to [editorial@the-blockchain.com](mailto:editorial@the-blockchain.com).**

**While we offer some free services, it's at our discretion - our banner ad clients get preferential treatment and guaranteed PR.**

BTC ADDRESS: **1CtoLdp6pjDLG8rRR6woDdfmuQFAX9b8cb**

ETH ADDRESS: **0x16a5C78C0CBBA0703c6a620fD5772dd6a09227D0**



BlockchainNews

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Please email  
[advertising@the-blockchain.com](mailto:advertising@the-blockchain.com).

Packages available.  
Please contact Publisher  
Richard Kastelein for more details.

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