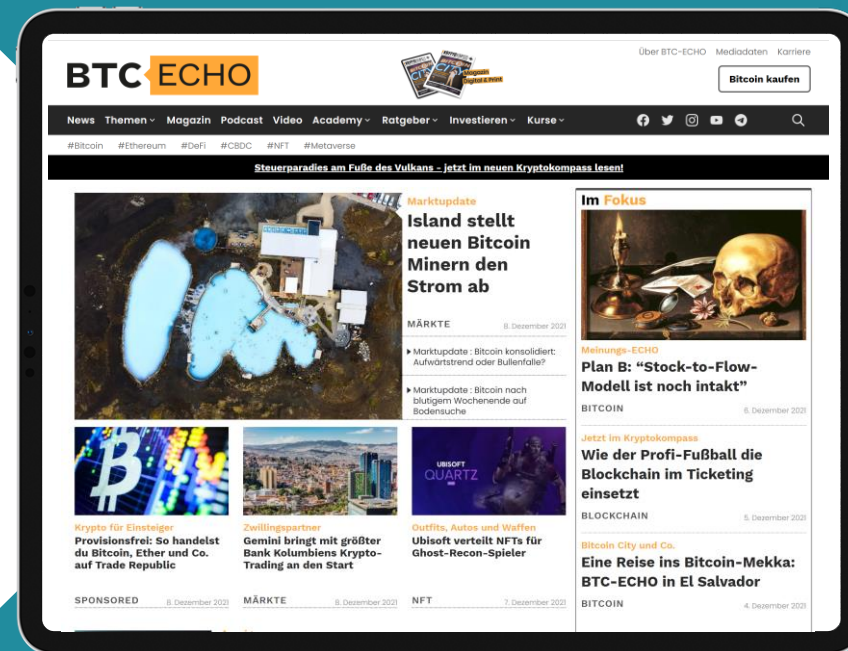


BTC-ECHO MEDIA DATA

Bitcoin & blockchain pioneers

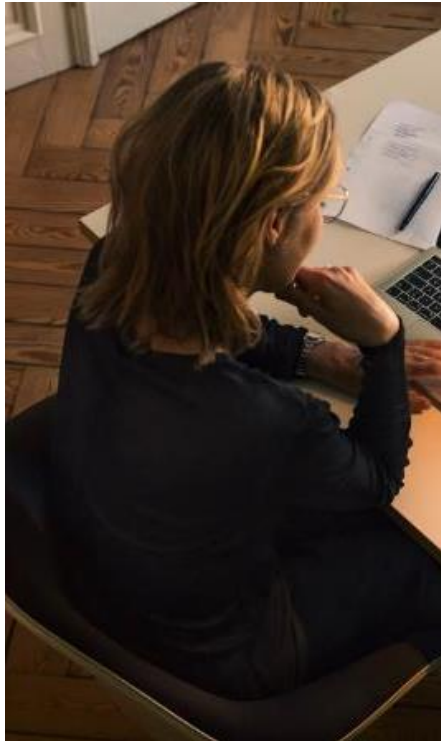


BTC-ECHO MEDIA DATA

What to expect



What BTC-ECHO
is about



Target group &
key facts



News &
highlights



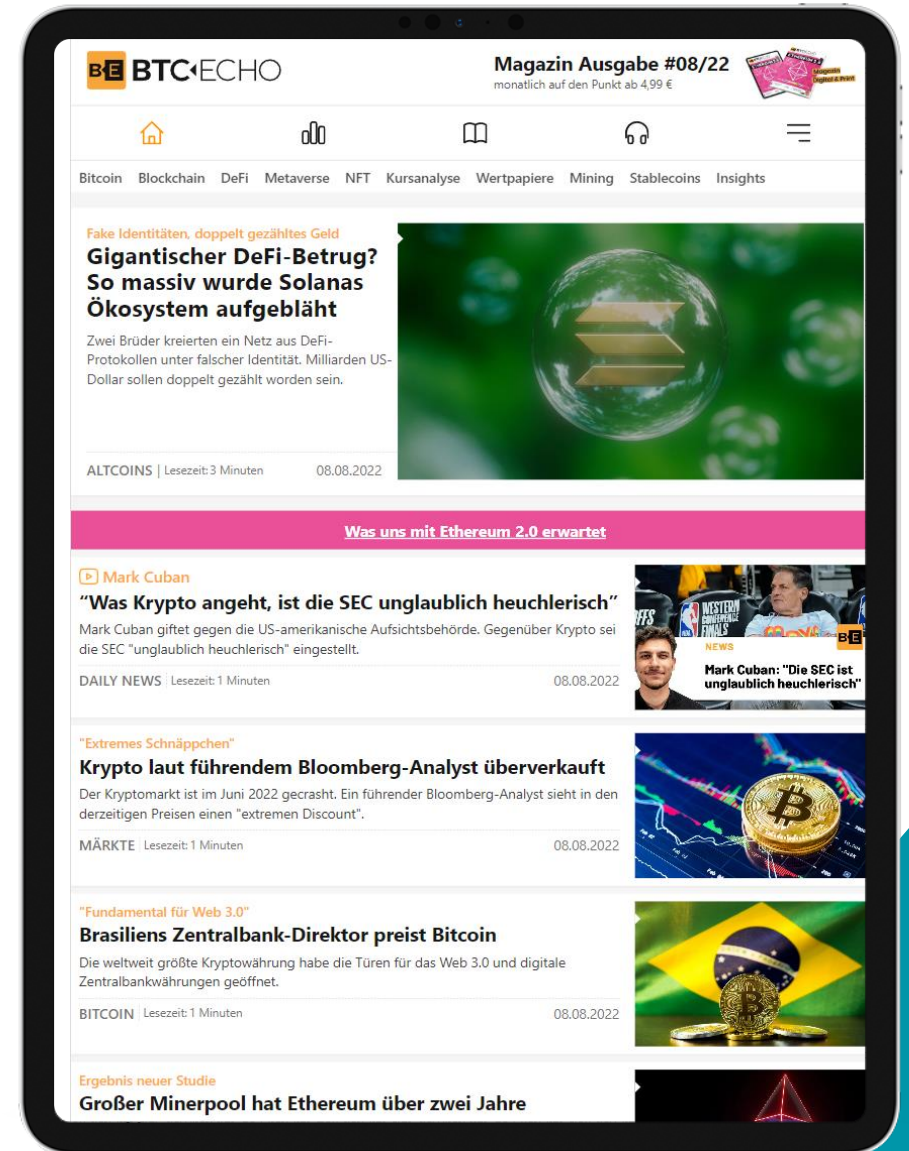
BTC-ECHO ... WHAT WE ARE ABOUT

The leading medium on the topics of bitcoin, blockchain and decentralised finance



Since it was founded in 2014, the mission of BTC-ECHO has been to keep people in Germany, Austria, Liechtenstein and Switzerland (DACH) up to speed with the latest developments in blockchain and the cryptospace with daily updated reporting and analysis.

Driven by a passion for technology and innovation, and backed up by an expert editorial team, BTC-ECHO has grown into the most widely used medium for bitcoin, blockchain and digital currencies in the German-speaking region of Europe.



BTC-ECHO ... OUR TARGET GROUP

intelligent

well-off

**do not shy
away from risk**

**carefully with
purchase decisions**

Crypto investors understand the complexities behind digital currencies and engage heavily with the relevant content.

They know the risks of investing and are aware of the high volatility of the market.

Invest money they can stomach losing.








Move around digital trading venues and use digital wallets on computers and mobile devices.

Are on the digital pulse.



BTC-ECHO... OUR READERS

Reach exactly the right target group for your campaign.

-  46 % are between 30 - 49 years old
-  81 % are male
-  31 % are among the first in their circle of friends to try out new technologies
-  25 % Have a household net income above 5.000€
-  21 % are executives/managerial staff in Germany
-  86 % are willing to pay more money for quality
-  38 % are opinion leaders

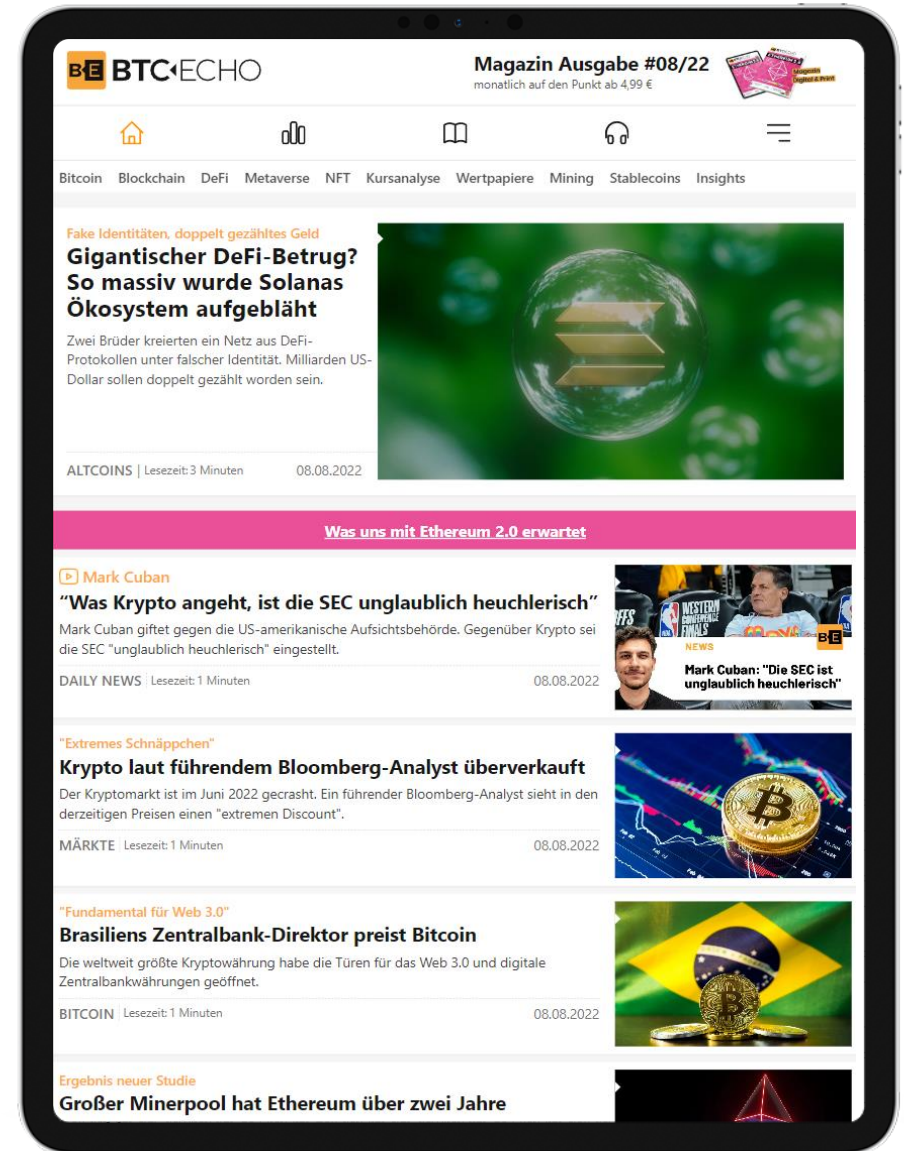
BTC-ECHO ... KEYFACTS

BTC-ECHO is one of the widest-reaching media for bitcoin, blockchain and digital currencies

**Digital
110,000
UNIQUE USER**

**2.28 million
VISITS
- digital**

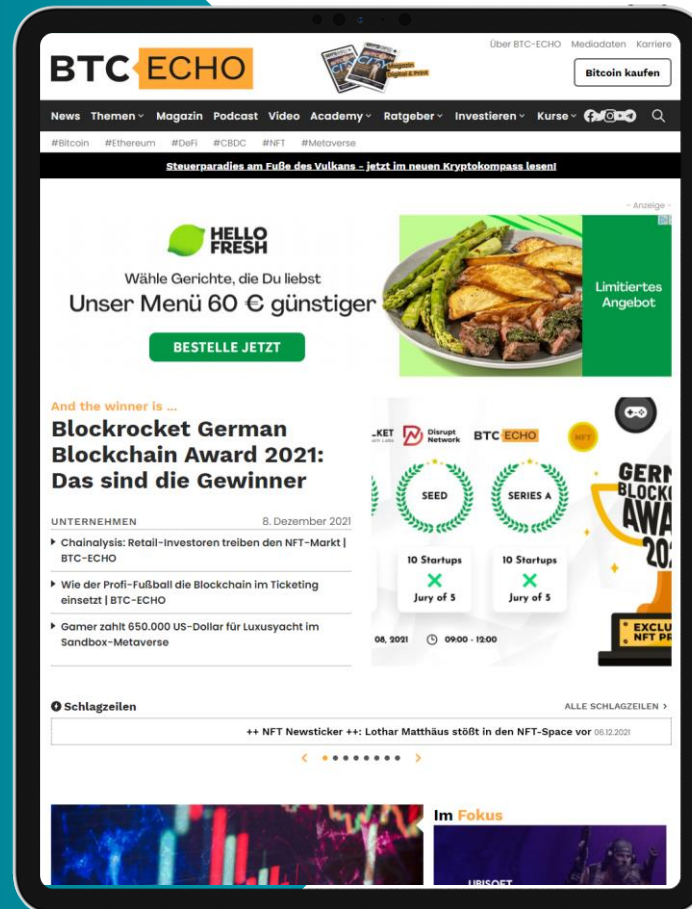
**3.4 million
PIs
- digital**



EVERGREEN ... WEBSITE ROTATION

Showcase your brand.

You can find more information in our [rate card](#).



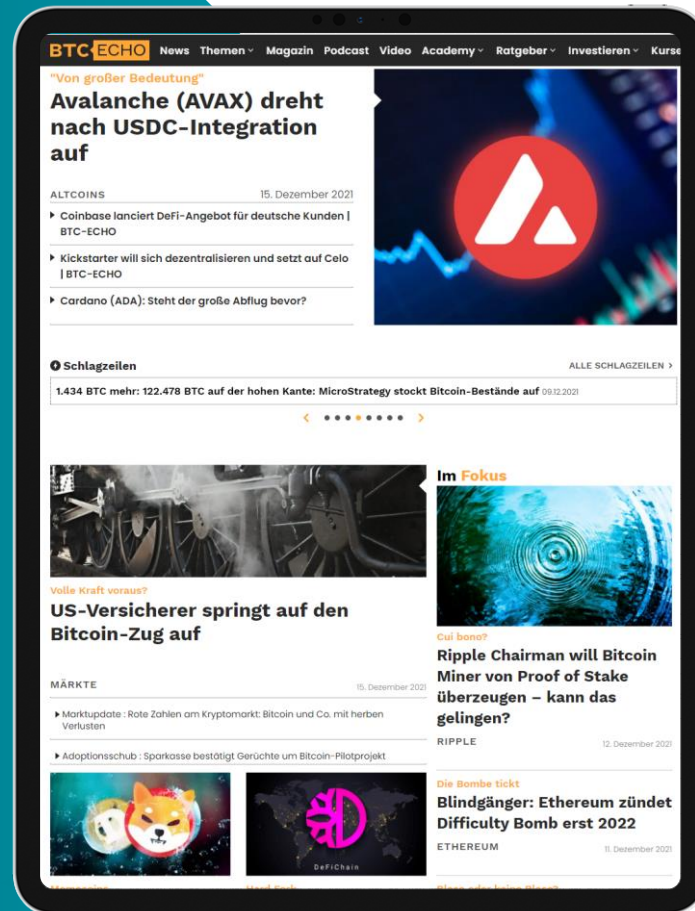
Take advantage of the appeal and reputation of the BT-ECHO media brand; use its positive image and trustworthiness to drive your brand message with strong visuals!

Our branding formats offer the perfect tailor-made solution to showcase your brand.

EVERGREEN ... TOPIC ROADBLOCK

A single booking for all the best environments in the iqd portfolio

You can find more information in our [rate card](#).



You can also profit from our roadblock concept with section bookings.

Use a roadblock to book all sections with the same topic focus and save money at the same time.

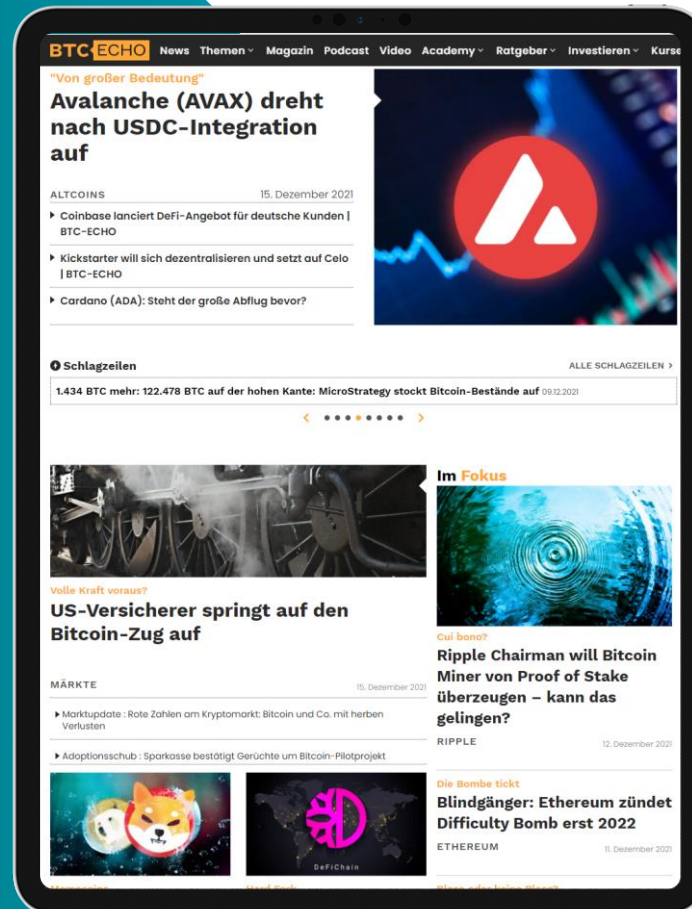
Our topic-based roadblocks are the perfect solution to ensure your digital presence in the relevant environment.

Take our Finance roadblock, for example. Make the most of our financial environments and use fixed-position bookings on our financial pages for a direct line to your target group!

EVERGREEN ... DISPLAY-CHANNEL

Profit from the wide range of topic areas and competitive CPMs.

You can find more information in our **channel presentation**.



The channels in the iq digital portfolio provide you with a platform for precision communication with your desired target group in relevant topic environments.

Presence on multiple websites enables you to generate rapid advertising pressure and high net reach.

The single booking concept minimises handling workload and optimises cost efficiency.

Take advantage of our Private Investment channel, for example, to reach the target group of relevant investors with your message.