

MEDIA KIT

ALTFINS IS THE LEADING CRYPTO ANALYTICS PLATFORM WITH #1 CRYPTO SCREENER

Trusted by :

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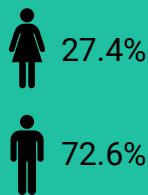
HyroTrader

altrady

coinchange

COINRULE

Get Exposure To Active Crypto Traders and Investors



33% USA
31% Asia
28% Europe
5% Australia
3% Africa

60k-90k

Traders /
month

250k

Sessions /
month

54%

Interaction rate

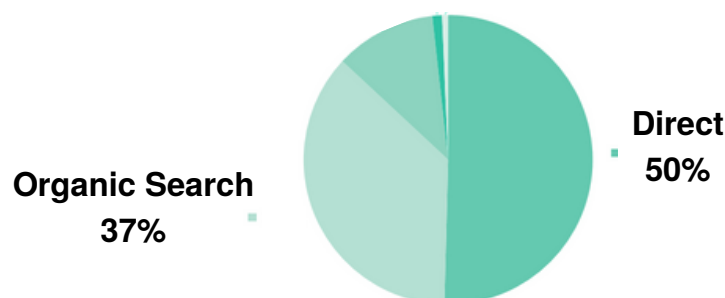
5.56m

Average
session time

500k

Pageviews /
month

Traffic



ACTIVE CRYPTO TRADERS AND INVESTORS

Elevate your project's reach with exposure to an audience of active crypto traders. From insightful reports to banner ads, newsletters, and sponsored articles, we help you acquire valuable customers.



High-Quality Audience

Our services ensure your message resonates with a **highly engaged and active trading audience** in the cryptocurrency ecosystem, enhancing your project's awareness.



Maximize Customer Acquisition

Seize the chance to engage potential clients **at the ideal moment**. On altFINS, users can find trading ideas and then promptly execute these trades, all through your offerings.



Beyond Ads

We offer a comprehensive strategy for promoting your projects by integrating research reports, banners and creative content to achieve tangible outcomes and enduring influence.

SERVICES

RESEARCH REPORT

Get your project featured in our Research Hub. Our comprehensive analyses cover critical aspects like user adoption, value proposition, tokenomics, competition and comparative valuation.

BANNER ADS

Promote your project through always visible ad banners (sticky header and footer placements) optimized for both desktop and mobile versions.

EMAIL NEWSLETTER MARKETING

Introduce your product to our valuable community. altFINS Daily Newsletters are an effective way to showcase your project through text content, videos, images. Our users are highly engaging and are primarily interested in trading and investing.

SPONSORED VIDEO

Sponsored videos can be an effective way for your brand to reach your target audience.

SEO CONTENT

Utilizing content marketing can significantly enhance your online visibility and boost your SEO rankings. We incorporate do-follow links and evergreen content that consistently drive organic traffic to your website for an extended period, well beyond their initial publication.

SCREENER LISTING + EXPOSURE

Getting listed on altFINS allows you to enhance your brand's visibility and stand out in a crowded market by connecting with active traders and investors in a natural and informative way.

CONTENT MARKETING

Press Release in News Section
\$300 / PR

Sponsored Article in Blog Section
\$300 / Article

Guest Post - no sponsor tag
\$400 / PR

Expert Commentary
\$600 / PR

Project's Review
\$800 - SEO article (written by altFINS team)

PR and Sponsored Article

Concise (ranging from 500 to 2000 words) and straightforward content. Client-provided content should emphasize significant updates such as announcements, partnerships, new features and more.

Guest Post

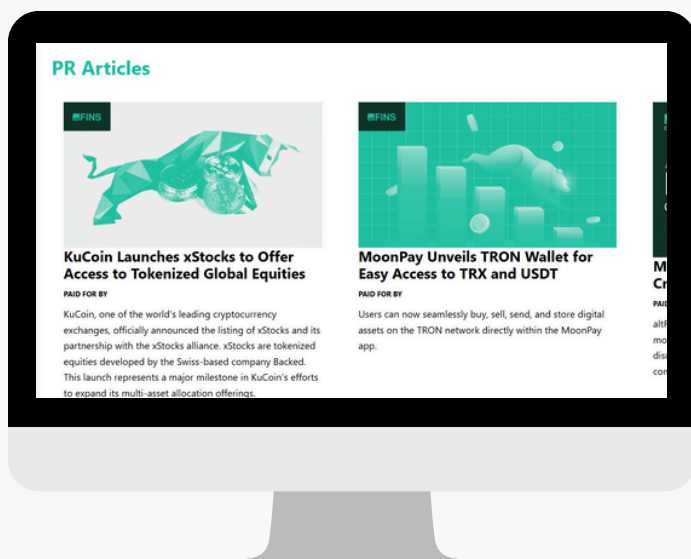
Guest posts on altFINS are 800–1200 word educational articles with clear structure, visuals, and actionable insights tailored to crypto traders, including an author bio and optional backlinks.

Expert Commentary

Are you an expert in crypto or finance? Share your insights in our Expert Commentary section and get featured alongside leading voices in the industry.

Press Release and Sponsored Articles in News Section and Home Page

Guest Post Article and Review Article in News Portal Academy, Platform and Home Page



SPONSORED VIDEO



Sponsored Video on altFINS

Trading Videos section

\$500 / Video Integration

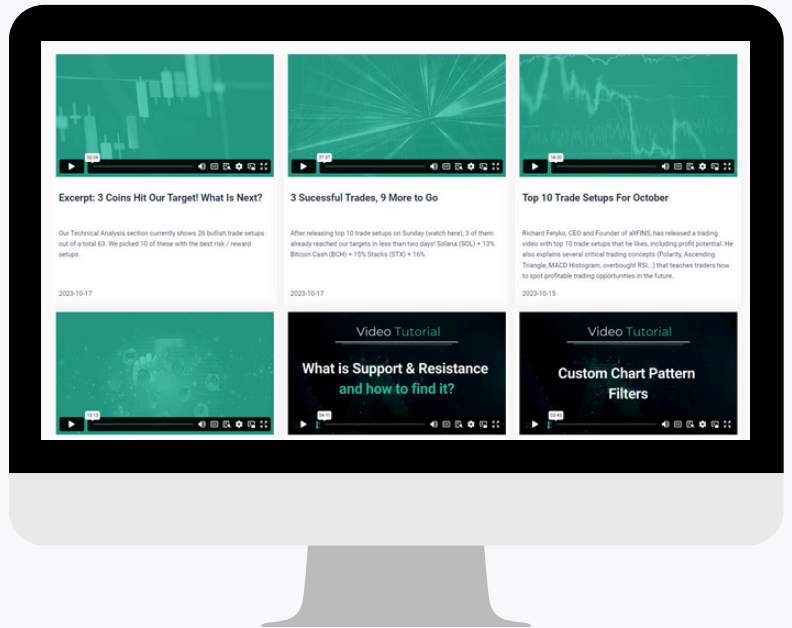
60s Video Ad Integration (pre-roll)
into altFINS trading videos.

\$1,000 / Video Interview

Video Interview with CEO or
other team member of your project.

\$1,000 / Project Review

Full Video about your project.



Video on altFINS Youtube Channel

15,000 subscribers

\$500 / Video Integration

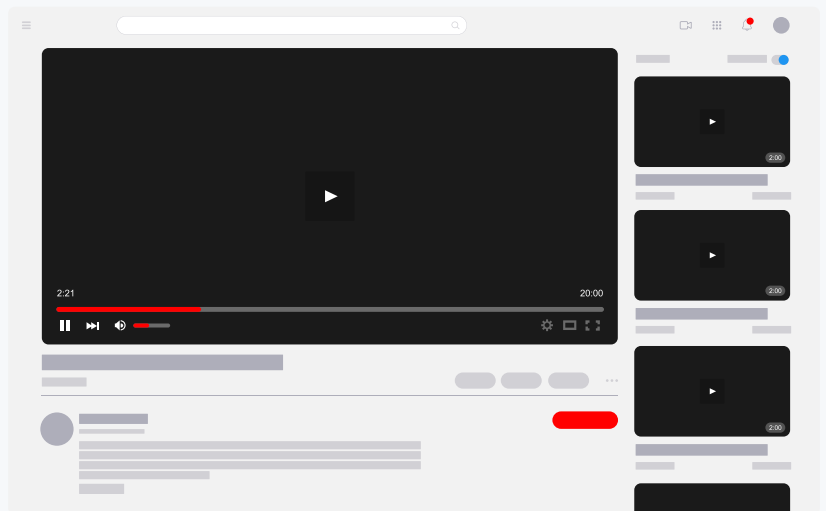
60s Video Ad Integration (pre-roll)
into altFINS trading videos.

\$1,000 / Video Interview

Full Video with Interview with CEO or
other team member of project.

\$1,000 / Project Review

Full Video about Projects



Special Offer: Double the visibility for half the price!

Get 2 video placements for the price of just one!

RESEARCH REPORT

Get featured in altFINS Research Hub. Our research reports focus on project's value proposition, tokenomics, user adoption, team, and comparable valuation. Projects also get regularly featured in weekly valuation repots.



Active Trader User Base

Active traders and investors leverage altFINS to find investment ideas. This is a community of sophisticated market participants.

We actively promote every research report to our community, ensuring that your project receives exposure to relevant audiences.



In-Depth Research Reports:

-
- Projects details
- **Value proposition**
- Tokenomics
- User Adoption
- **Comparative Valuation**
- Growth Potential
- Risk & Challenges
- Team & Investors

Let's Collaborate

We are excited to offer our expertise in crafting research reports for your crypto project. Our experienced team is ready to **help your project shine by providing comprehensive insights and analysis.**



Marek Hric

Head of Research – Digital Assets

Marek is seasoned finance professional with over 9 years of experience in top European banking groups, leads our Research Reports. His expertise spans trading, portfolio management, and in-depth analysis of blockchain-based projects.

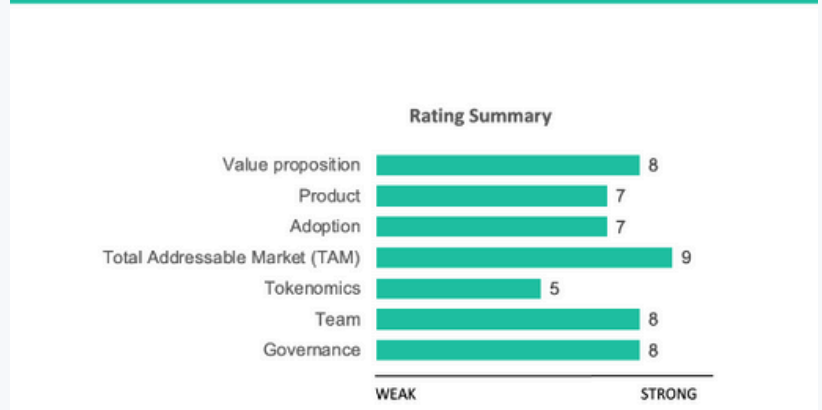
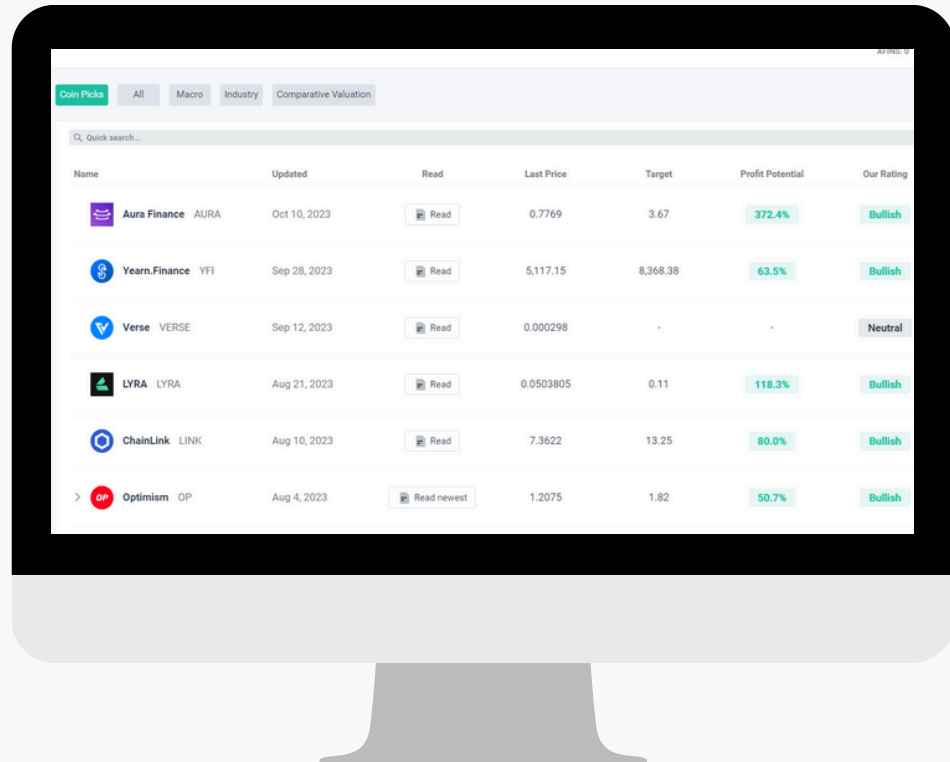
RESEARCH REPORT



Get Featured in
Research Report Hub

\$,1000

7-10 Pages



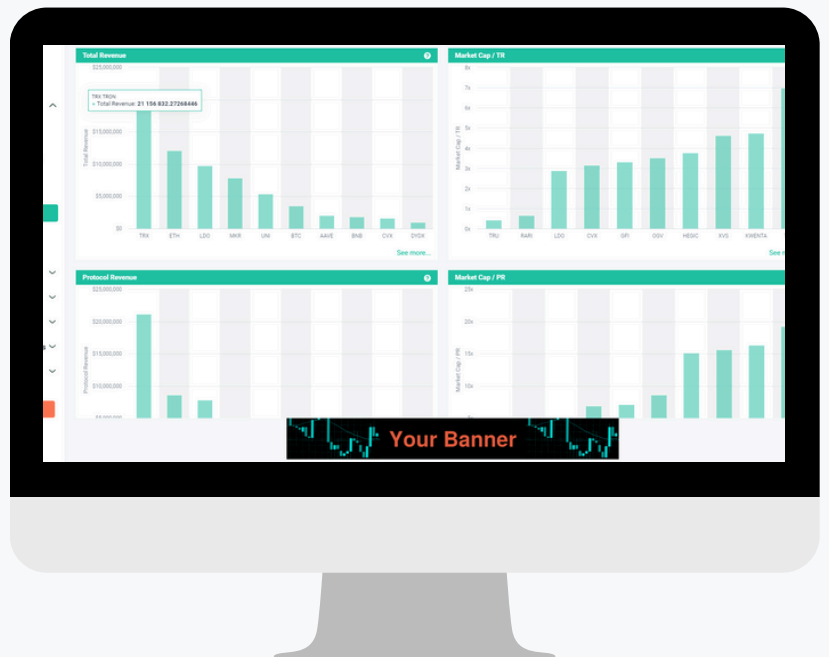
BANNER ADS

1

Desktop Sticky Footer Banner

\$1,000 / Month

Size 728 x 90

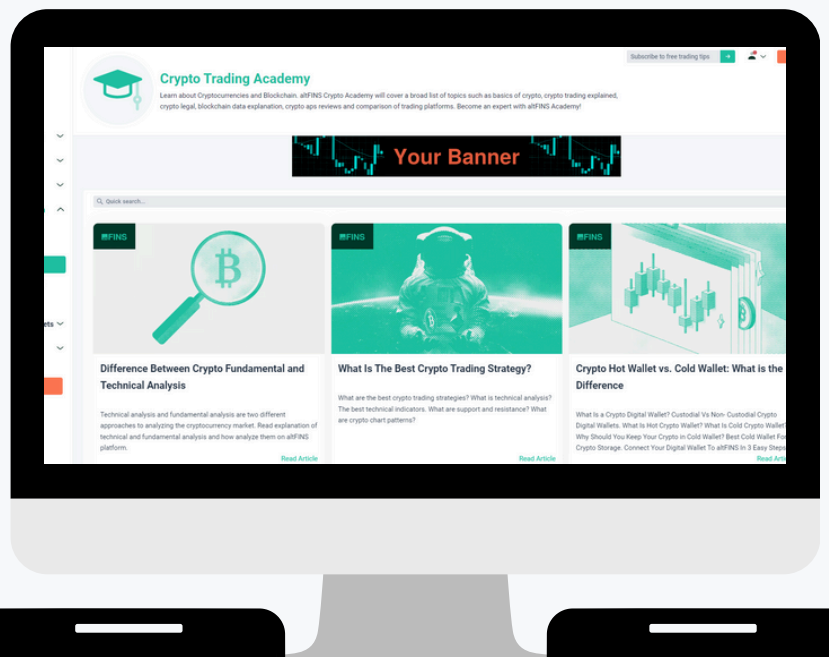


2

Desktop Sticky Top Banner

\$1,000 / Month

Size 728 x 90

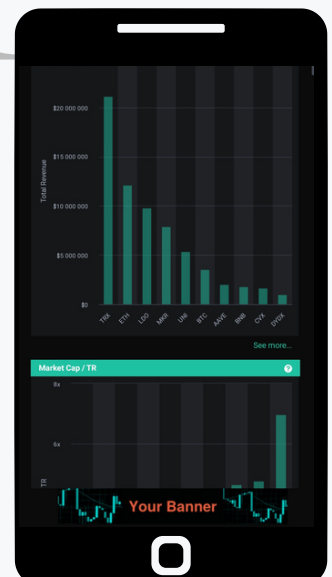


3

Mobile Sticky Banner

\$1,000 / Month

Size 320 x 50
Header / Footer



EMAIL NEWSLETTER MARKETING

altFINS Daily Newsletters is an effective way to showcase your project through text content, videos, images. Our users are highly engaging and are primarily interested in trading and investing.



Direct: Email allows you to communicate directly with trading audience. Reach of 60k active newsletter subscribers.



Measurable Results: Email marketing provides robust analytics and tracking capabilities.



High ROI: Email marketing often delivers a high return on investment (ROI) because it is efficient and cost-effective. It can generate a significant revenue stream for your business.



Dedicated Email

\$ 800 / Single Mailing

A fully dedicated email sent to our entire email base. Email templates can be customized by the advertiser or created by us.

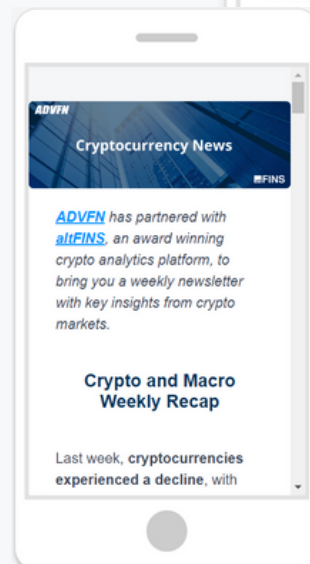
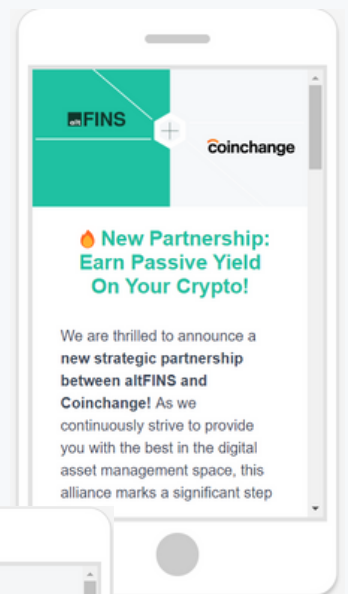
Sent to 30,000 active e-mail addresses.



Newsletter Sponsorship

\$300

Get featured in 5 of our daily newsletters sent to a trading audience, allowing you to reach a targeted and engaged readership. Increase brand visibility by placing your logo, images and message in our newsletters.



NEWSLETTER SPONSORSHIP EXAMPLES

Choose your preferred newsletter:

Coin Picks and Reports



+433% on BIO! Now New Coin Pick Targets +226%

Smart Money are rotating away from large-cap blue chips and tired old memes and into fresh, high-growth plays like **BIO Protocol**.

Since our report dropped on June 7, our members have already seen gains of **+430%**. They were in before the crowd, before the headlines, before the explosion. The report is now open - [check it out!](#)

Your Sponsorship:

- Banner
- Description
- CTA

NEW COIN PICK: Bitcoin's Credit Marketplace

This project is one of the leading Bitcoin-based reserve and credit marketplaces, designed to unlock liquidity for tokenized financial assets.

It enables the creation, trading, and management of structured financial instruments such as credit portfolios, bonds, and yield strategies, positioning itself as a scalable and transparent liquidity layer for on-chain banking through standardized credit tokenization and an interoperable marketplace.

As demand grows for solutions that allow Bitcoin's idle capital to generate additional yield, we believe adoption of this platform will accelerate.

Based on our comparative valuation analysis, we see the token trading at a discount to peers, offering significant upside potential.

Check out our [full report](#) to see why we're bullish.
Listen to the breakdown in the [podcast](#).

Trade Ideas and Tutorials



How To Trade Bullish RSI Divergence

The Relative Strength Index (RSI) is one of crypto traders' favorite momentum indicators - but spotting **RSI divergence** is where the real magic happens. Divergence occurs when price and momentum tell different stories, often signaling a reversal before the crowd sees it.

In our [guide](#), we break down how RSI divergence works, why it's such a powerful signal, and how you can combine it with other tools for higher-probability trades.

Best of all, altFINS now automatically detects **bullish** and **bearish** RSI divergences across 3,000+ coins, so you can skip the manual chart scanning and focus on acting on the opportunities.

Your Sponsorship:

- Banner
- Description
- CTA

How to find coins with Bullish or Bearish RSI Divergence on altFINS?

- Go to **Crypto Screener**: Pre-set filters
- Go to **bottom of Signals Summary**

👉 **Showcase your brand to a
highly targeted crypto
audience - reserve your
banner spot today!**

Price \$300

DEDICATED NEWSLETTER EXAMPLES

COINRULE

Smarter Trading, Not Just Holding

Coinrule gives you an edge in a market where institutional flows dictate the tempo.

With **automated rules**, **pre-built Bitcoin strategies**, and **live signals**, you can:

- 🚀 **Buy the BTC dip automatically** day or night
- 📊 DCA in and out of a portfolio, time entries or lock in profits.
- Utilize Advanced Indicators such as RSI, MA, volume, ATR
- 🎮 Practice trading with demo rules for practice (or just for fun).
- Choose from a wide range of exchanges to trade with live funds
- Launch from 200+ premade templates in just a few click
- ⚡ Set alerts tied to price action

The platform balances automation, customization, and risk management, making it a strong alternative to manual trading.

Want to know if your strategy works before you risk a penny?

Try Coinrule's **free demo trading mode** today.

[Start your free BTC strategy now](#)

If you are not sure about how to even begin, they offer a broad [library of templates](#) that you can use to get started.

[Hyperliquid](#), the top DEX for futures trading, is coming soon to Coinrule. Get ready to trade **Hyperliquid** perps with Coinrule's rule-based automation.

Newsletter-Only Offer:

20% OFF your next Coinrule subscription. Access via the link below

Only valid until **Sunday, June 9th**.

→ Sign up via the link below:

→ The coupon will be available in your billing page:

https://web.coinrule.com/coupon/KINGBTC20?fp_ref=altfins

Coinrule helps you trade like a pro - without writing a single line of code.

Stay ahead of the game. Automate now.

[Launch Coinrule](#)

COINCHANGE

Earn Passive Yield On Your Crypto

We are thrilled to announce a **new strategic partnership between altFINS and Coinchange!** As we continuously strive to provide you with the best in the digital asset management space, this alliance marks a significant step forward.

For those who may not know, [Coinchange](#) is an innovative asset management platform delivering risk-managed DeFi Yield portfolios and a powerful OTC Trading Desk. With their comprehensive services available through an intuitive retail app and a powerful partner API, Coinchange has carved out a unique niche in the realm of DeFi.

Our partnership with Coinchange allows our users to access:

- **Risk-managed High Yield Earn portfolios:** Coinchange's portfolio management solutions enable users to earn high yields while effectively managing their risk exposure.
- **Best in class OTC desk:** Catering to high-volume trades, Coinchange's OTC desk provides deep liquidity and competitive pricing, making it an industry leader.

[Learn more](#)

While altFINS is ideal for more actively trading crypto participants, **Coinchange benefits passive crypto investors looking to earn yield and large-volume institutional traders!**

This collaboration will bring together our respective strengths to create an even more robust, compliant and safe platform for digital asset management.

Reach 30 -40k active traders and investors by showcasing your project, token, or service in the altFINS newsletter — trusted and regularly read by our engaged community.

Price \$800

LISTING

List your token on altFINS platform. Gain attention of active traders on Crypto Screener, Market Highlights and Signals Summary.

Listing

\$1000 / Listing

Marketing Promotion on our Social media

Crypto Screener

My Data

Q. Coin

Pre-set Filters

New Filter

Overview

Charts

Performance

Trend

Momentum

Patterns

Revenue

NEW

Mcap / S

NEW

TVL

NEW

Order by

Market Cap (\$)

1d

Coin

Last Price

Price Change (%)

Volume (\$)

Market Cap (\$)

High

Low

Short Term Trend

BTC Bitcoin

28,576.91

0.63%

5,430,896,558

554,875,875,012

29,234.79

28,056.91

Strong Up (9/10)

ETH Ethereum

1,574.31

0.60%

1,873,025,306

191,332,148,562

1,600.84

1,551.29

Strong Down (1/10)

USDT Tether

1.0004

0.01%

38,104,537,620

83,622,987,755

1.0009

0.99954839

Strong Up (10/10)

BNB Binance Coin

212.90

0.71%

294,860,643

32,439,105,234

215.63

209.07

Down (3/10)

USDC USD Coin

1.00

0.04%

1,024,160,490

25,263,200,168

1.0043

0.99528

Strong Down (0/10)

SOL Solana

23.968

0.14%

435,499,980

10,032,600,960

24.561

23.507

Strong Up (10/10)

ADA Cardano

0.247

0.26%

74,704,977

8,829,269,069

0.25200307

0.24504598

Strong Down (0/10)

DOGE DogeCoin

0.05904933

0.03%

109,543,879

8,472,874,883

0.06016069

0.05838272

Strong Down (2/10)

TRX TRON

0.08876767

0.26%

69,485,391

7,874,250,239

0.08939

0.08651935

Strong Up (9/10)

Signals Summary

Market Highlights

	1h	4h	12h	1d
Pullback (1D) in Up / Down Trend	1	5	1	1
Pullback (1W) in Up / Down Trend	2	4	1	1
Momentum & Up / Down Trend (v.1)	5	8	1	1
Momentum & Up / Down Trend (v.2)	29	21	1	1
Fresh Momentum (MACD Signal Line) Crossover	25	11	1	1
Early Momentum (MACD Histogram) Inflection	87	176	1	1
Up / Down Trend and Fresh Momentum Inflection	25	32	1	1
Momentum with RSI confirmation (v.1)	23	21	1	1
Momentum with RSI confirmation (v.2)	3	4	1	1
EMA 12/50 crossovers	4	4	1	1
Strong Up / Down Trend	72	57	1	1
Up / Down Trend	146	97	1	1
Short-Term Trend Upgrade / Downgrade	142	131	1	1
Very Oversold / Overbought	13	19	1	1
Oversold / Overbought in Up / Down Trend	4	6	1	1
Oversold / Overbought with Momentum Shift	1	1	1	1

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PACKAGES

Starter Boost Package

One month campaign

Banner Ads:

- Two weeks of banner ad placement on altFINS platform (desktop)

Email Marketing:

- 1x Bespoke newsletter to a list of 30,000 potential customers
- 1x Newsletter Sponsorship

Content Marketing:

- 1x Press Release or
- 1x Sponsored Article

Featured Project:

- 1x Research Report

+ Social Media Promotion

Growth Accelerator Package

Two months campaign

Banner Ads:

- Two weeks of banner ad placement on desktop and mobile

Email Marketing:

- 1 x Bespoke newsletter to a list of 60,000 potential customers
- 1 x Newsletter Sponsorship

Content Marketing:

- 1x Press Release
- 1x Sponsored Article

Research:

- Fundamental Research about your project with competitor analysis, valuation

Video Marketing:

- 60s video Ads integration placed on altFINS platform and altFINS Youtube channel

+ Social Media Promotion

Pro Marketer Package

Three months campaign

Banner Ads:

- One month of banner ad placement on desktop and mobile

Email Marketing:

- 2 x Bespoke newsletter to a list of 60,000 potential customers.
- 3 x Newsletter Sponsorship

Content Marketing:

- 1x Press Release
- 2x Sponsored Article

Research:

- Fundamental Research about your project with competitor analysis, valuation

Video Marketing:

- 1 min. video Ads integration placed on altFINS platform and altFINS Youtube channel

+ Social Media Promotion

~~\$3,000~~

40% Discount

~~\$6,000~~

50% Discount

~~\$9,500~~

60% Discount

\$1,800

\$3,000

\$3,800

Do you wish to customize or adjust any of these packages to better suit your specific marketing needs?
Please don't hesitate to reach out to us: marketing@altfins.com.

We are here to tailor our services to your unique requirements.