

Media Kit

ADVERTISING & PARTNERSHIP OPPORTUNITIES · 2026

altFINS is a leading crypto analytics platform with the #1 crypto screener. Put your project in front of a highly engaged audience of active crypto traders and investors.

40–60k

TRADERS /
MONTH

250k

SESSIONS /
MONTH

500k

PAGE VIEWS /
MONTH

5:56

AVG. SESSION
TIME

54%

INTERACTION
RATE

TRUSTED BY

EarnForex

HyroTrader

Altrady

Coinchange

Coinrule

CoinEx

CoinStats

LBank

Crypto Fund
Trader

GODEX

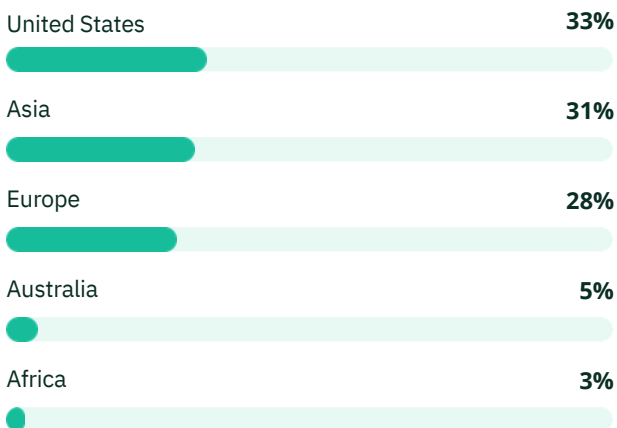
Reach Active Crypto Traders and Investors

Our community consists of sophisticated market participants who use altFINS daily to screen markets, find trade ideas, and act on them — making it the ideal environment for crypto-native brands.

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MONTH**250k**SESSIONS /
MONTH**500k**PAGE VIEWS /
MONTH**5:56**AVG. SESSION
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RATE

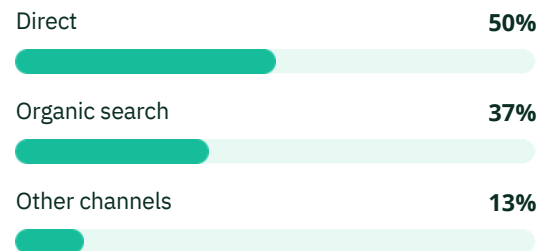
Geography

A globally distributed audience across the most active crypto markets.



Traffic sources

High direct and organic share signals a loyal, returning user base — not paid, one-time visitors.



Demographics

72.6% male · 27.4% female. Primarily active traders and investors focused on technical analysis, on-chain data, and market opportunities.

Why it matters: altFINS users come with intent — they research, screen, and execute trades. Your message reaches them at the exact moment they are making investment decisions.

A Full-Funnel Promotion Toolkit

From in-depth research reports to banners, newsletters, and sponsored content — we combine formats into campaigns that build awareness and acquire customers.

High-Quality Audience

Your message resonates with a highly engaged, active trading audience in the cryptocurrency ecosystem — enhancing your project's awareness.

Maximize Acquisition

Engage potential clients at the ideal moment. On altFINS, users discover trading ideas and promptly execute them — through your offerings.

Beyond Ads

A comprehensive strategy that integrates research reports, banners, and creative content for tangible outcomes and enduring influence.

Research Reports

Get featured in our Research Hub with comprehensive analysis of adoption, value proposition, tokenomics, competition, and valuation.

Content Marketing

Press releases, sponsored articles, guest posts, and SEO content with do-follow links that drive organic traffic long after publication.

Email Newsletters

Showcase your project in altFINS Daily Newsletters or a fully dedicated mailing to tens of thousands of active subscribers.

Banner Ads

Always-visible sticky header and footer placements, optimized for both desktop and mobile versions of the platform.

Sponsored Video

Pre-roll integrations, interviews, and full project reviews on the altFINS platform and YouTube channel.

Screeener Listing

Get listed on the #1 crypto screener and connect with active traders in a natural, informative way.

Custom campaigns: every format can be combined or tailored. See pre-built packages on the final page, or contact us at marketing@altfins.com for a bespoke proposal.

Content Marketing

Evergreen, SEO-optimized content placed across the altFINS News Portal, Academy, Blog, and Home Page.

FORMAT	WHAT'S INCLUDED	PRICE
Press Release News Section	Concise client-provided content (500–2,000 words) highlighting announcements, partnerships, and new features. Featured in the News Section and on the Home Page.	\$300 per PR
Sponsored Article Blog Section	Client-provided article published in the Blog Section with images, videos, and links to your product.	\$300 per article
Guest Post No sponsor tag	800–1,200 word educational article with clear structure, visuals, and actionable insights tailored to crypto traders. Includes author bio and optional backlinks.	\$400 per post
Expert Commentary	Share your insights in our Expert Commentary section and get featured alongside leading voices in crypto and finance.	\$600 per feature
Project Review Written by the altFINS team	In-depth SEO review article researched and written by our editorial team, published in the News Portal, Academy, Platform, and Home Page.	\$800 per review

SEO advantage: all placements use do-follow links and evergreen content that consistently drives organic traffic to your website — well beyond initial publication.

Sponsored Video

Reach your target audience through video — on the altFINS platform's Trading Videos section and on the altFINS YouTube channel (16,000 subscribers).

ALTFINS PLATFORM · TRADING VIDEOS

FORMAT	PRICE
Video Ad Integration 60-second pre-roll integrated into altFINS trading videos	\$500
Video Interview Interview with your CEO or another team member	\$1,000
Project Review Full dedicated video about your project	\$1,000

ALTFINS YOUTUBE · 16,000 SUBSCRIBERS

FORMAT	PRICE
Video Ad Integration 60-second pre-roll integrated into altFINS trading videos	\$500
Video Interview Full video interview with your CEO or team member	\$1,000
Project Review Full dedicated video about your project	\$1,000

Special offer — double the visibility for half the price: get 2 video placements (platform + YouTube) for the price of one.

Research Reports

Get featured in the altFINS Research Hub. Our reports focus on your project's value proposition, tokenomics, user adoption, team, and comparable valuation — and projects are regularly featured in our weekly valuation reports.

Active trader user base

Active traders and investors use altFINS to find investment ideas — a community of sophisticated market participants.

We actively promote every research report to our community, ensuring your project receives exposure to the most relevant audience.

What each report covers

- Project details
- Value proposition
- Tokenomics
- User adoption
- Comparative valuation
- Growth potential
- Risks & challenges
- Team & investors

FORMAT

PRICE

Featured Research Report

\$1,000

7–10 page in-depth report, published in the altFINS Research Report Hub and promoted to our community

Banner Ads & Token Listing

Always-visible sticky placements across desktop and mobile, plus listing on the #1 crypto screener.

BANNER ADS

PLACEMENT	SPECIFICATION	PRICE
Desktop Sticky Top Banner	728 × 90 px · always visible, header position	\$1,000 per month
Desktop Sticky Footer Banner	728 × 90 px · always visible, footer position	\$1,000 per month
Mobile Sticky Banner	320 × 50 px · header or footer position	\$1,000 per month

TOKEN LISTING

FORMAT	WHAT'S INCLUDED	PRICE
Screener Listing + Exposure	List your token on the altFINS platform and gain the attention of active traders across the Crypto Screener, Market Highlights, and Signals Summary. Includes marketing promotion on our social media.	\$1,000 per listing

Why listing works: being discoverable on the screener lets your brand stand out in a crowded market by connecting with traders in a natural, informative way — right where they look for opportunities.

Email Newsletter Marketing

altFINS Daily Newsletters are an effective way to showcase your project through text, video, and imagery — to readers who are highly engaged and primarily interested in trading and investing.

Direct

Communicate directly with a trading audience — a reach of 50k active newsletter subscribers.

Measurable

Email marketing provides robust analytics and tracking capabilities for every campaign.

High ROI

Efficient and cost-effective, email consistently delivers one of the highest returns of any channel.

FORMAT	WHAT'S INCLUDED	PRICE
Dedicated Email	A fully dedicated email sent to our entire base of 50,000 active email addresses. Templates can be supplied by the advertiser or created by our team.	\$1,000 per mailing
Newsletter Sponsorship	Get featured in 5 of our daily newsletters — banner, description, and call-to-action placed within "Coin Picks & Reports" or "Trade Ideas & Tutorials" editions.	\$500 per sponsorship

Choose your edition: sponsor the newsletter that best matches your audience — Coin Picks & Reports for investors, or Trade Ideas & Tutorials for active traders.

Campaign Packages

Pre-built bundles that combine our best-performing formats — at a significant discount versus individual pricing.

Starter Boost ONE-MONTH CAMPAIGN	Growth Accelerator TWO-MONTH CAMPAIGN	Pro Marketer THREE-MONTH CAMPAIGN
BANNER ADS 2 weeks of banner placement (desktop)	BANNER ADS 2 weeks of banner placement (desktop + mobile)	BANNER ADS 1 month of banner placement (desktop + mobile)
EMAIL MARKETING 1× bespoke newsletter to 50,000 active subscribers 1× newsletter sponsorship	EMAIL MARKETING 1× bespoke newsletter to 50,000 active subscribers 1× newsletter sponsorship	EMAIL MARKETING 2× bespoke newsletters to 50,000 active subscribers 3× newsletter sponsorships
CONTENT MARKETING 1× press release or sponsored article	CONTENT MARKETING 1× press release 1× sponsored article	CONTENT MARKETING 1× press release 2× sponsored articles
FEATURED PROJECT 1× research report	RESEARCH Fundamental research with competitor analysis and valuation	RESEARCH Fundamental research with competitor analysis and valuation
PLUS Social media promotion	VIDEO MARKETING 60s ad integration on platform + YouTube	VIDEO MARKETING 60s ad integration on platform + YouTube
PLUS Social media promotion	PLUS Social media promotion	PLUS Social media promotion
\$3,000 40% OFF \$1,800	\$6,000 50% OFF \$3,000	\$9,500 60% OFF \$3,800

Need something different? We're happy to customize or adjust any package to suit your specific marketing needs — reach out at marketing@altfins.com.