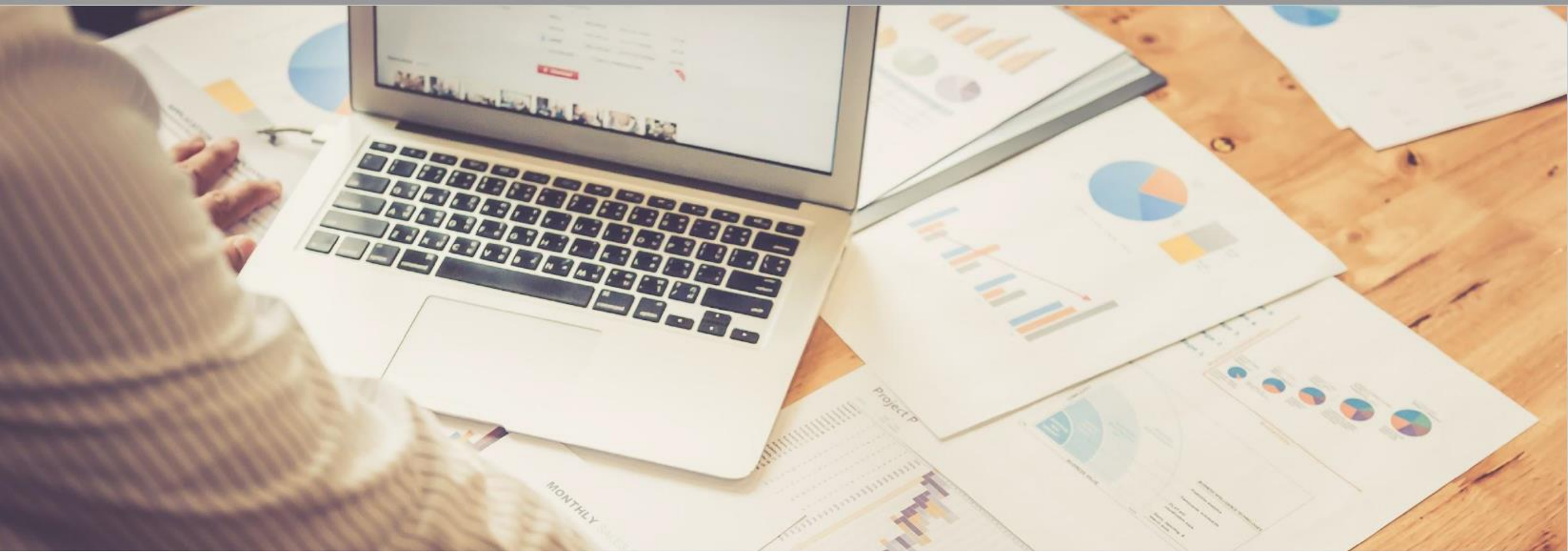


BTC ECHO

iq media

2022 Mediakit

BTC-ECHO History & Vision

with passion from zero to hero

- Since its **foundation in 2014**, the vision of BTC-ECHO is to keep people in **Germany, Austria, Liechtenstein and Switzerland (DACH)** up to date with daily reports and analyses about the events in the blockchain and crypto space.

- Thanks to our passion for technologies and innovations, our competent editorial staff and the continuous further development of our formats, we have become the medium with the **widest reach for blockchain and cryptocurrencies** in the German-speaking area in the **past 8 years**.

- Already today, numerous national and international advertising customers benefit from our **reputation and reach**.

Target groups on BTC-ECHO

We are the market leader in Germany, Austria & Switzerland

Magazine
monthly

12,000 +
Readers

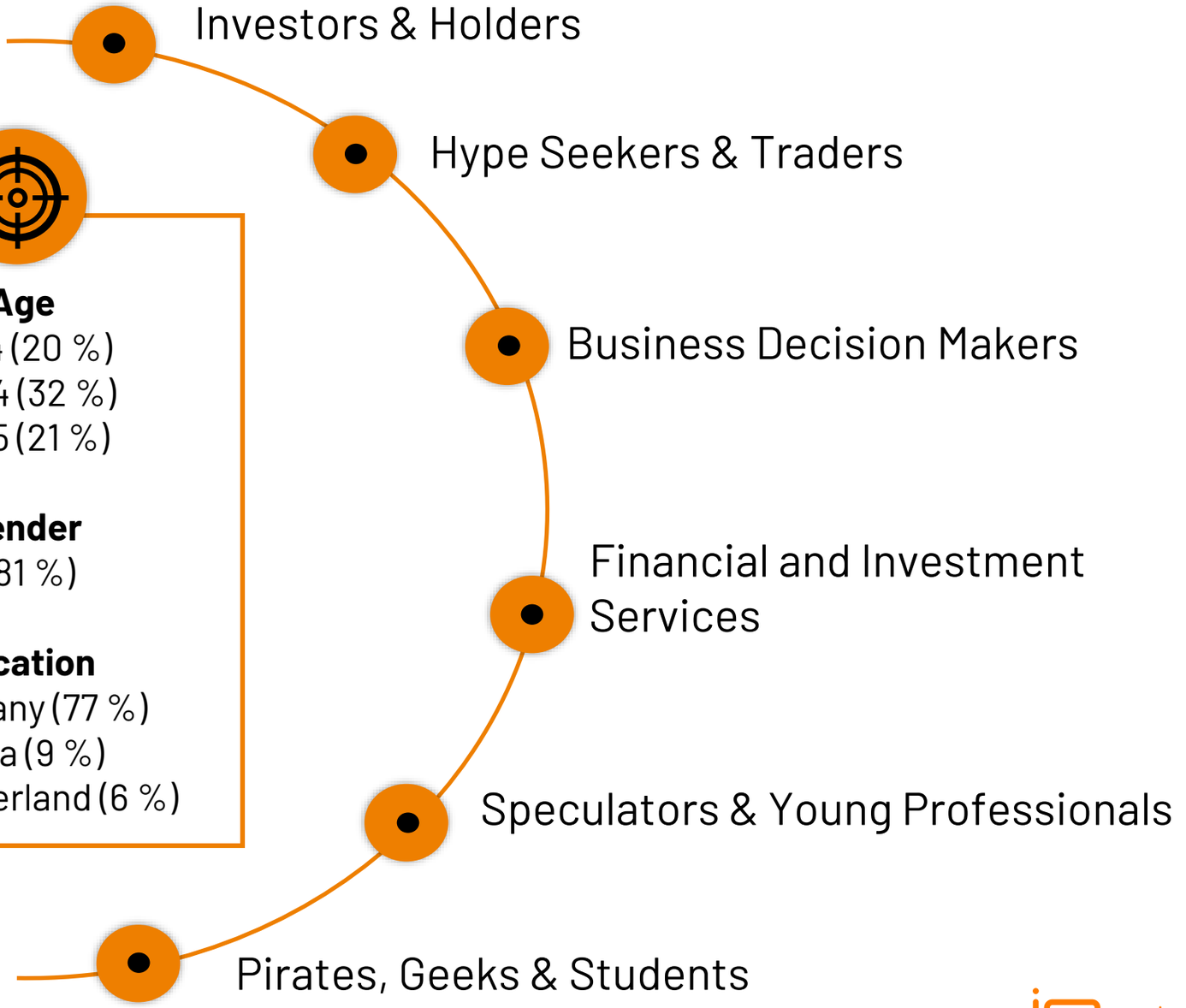
78 %
E-Paper

22 %
Print & E-Paper

Age
18 - 24 (20 %)
25 - 34 (32 %)
35 - 45 (21 %)

Gender
Male (81 %)

Location
Germany (77 %)
Austria (9 %)
Switzerland (6 %)



Magazine Print & E-Paper

The first German magazine for bitcoins and blockchains

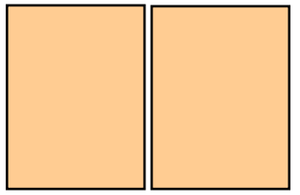
iq media is expanding the portfolio to include BTC-Echo. BTC-ECHO is the **1st German speaking** magazine for bitcoins, blockchains and more.
In the traditional financial sector, high-quality coverage of stocks, bonds and the like are easy to find. But in the crypto sector?

BTC-Echo delivers **quality** and **analysis** as you would expect from leading stock market media, **neutral** and **in-depth**. It is the first medium to combine the **traditional financial sector** with the **crypto economy**.

On **more than 70 pages**, we summarize the most important events in the industry **every month** and provide detailed analyses and background reports.

Magazine

Rates & Formats



2/1 page
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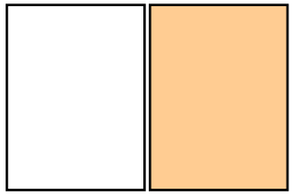

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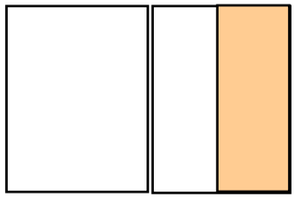

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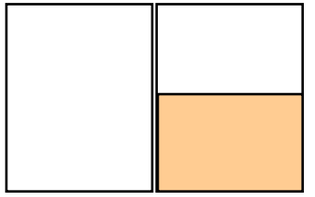

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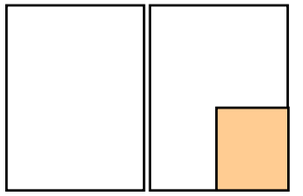
W 210 x H 145 mm



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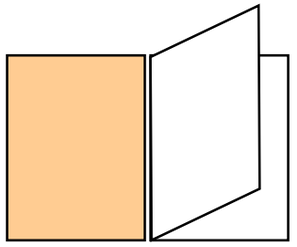

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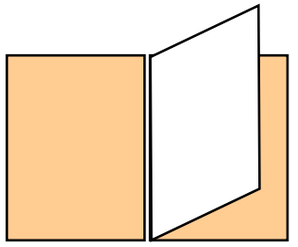
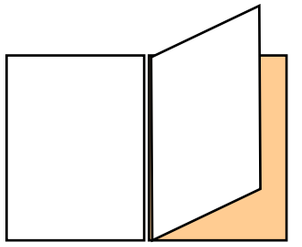
W 210 x H 297 mm



C2 + C3 page
W 420 x H 297 mm



1/1 page (C3)
W 210 x H 297 mm

Standard	
2/1 page	2,500 €
1/1 page	1,500 €
1/2 page (vertical)	1,000 €
1/2 page (horizontal)	1,000 €
1/4 page	500 €

Premium	
1/1 page (C2)	2,500 €
C2 + C3	4,000 €
1/1 page (C3)	2,500 €

Contacts

We are happy to advise you personally

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