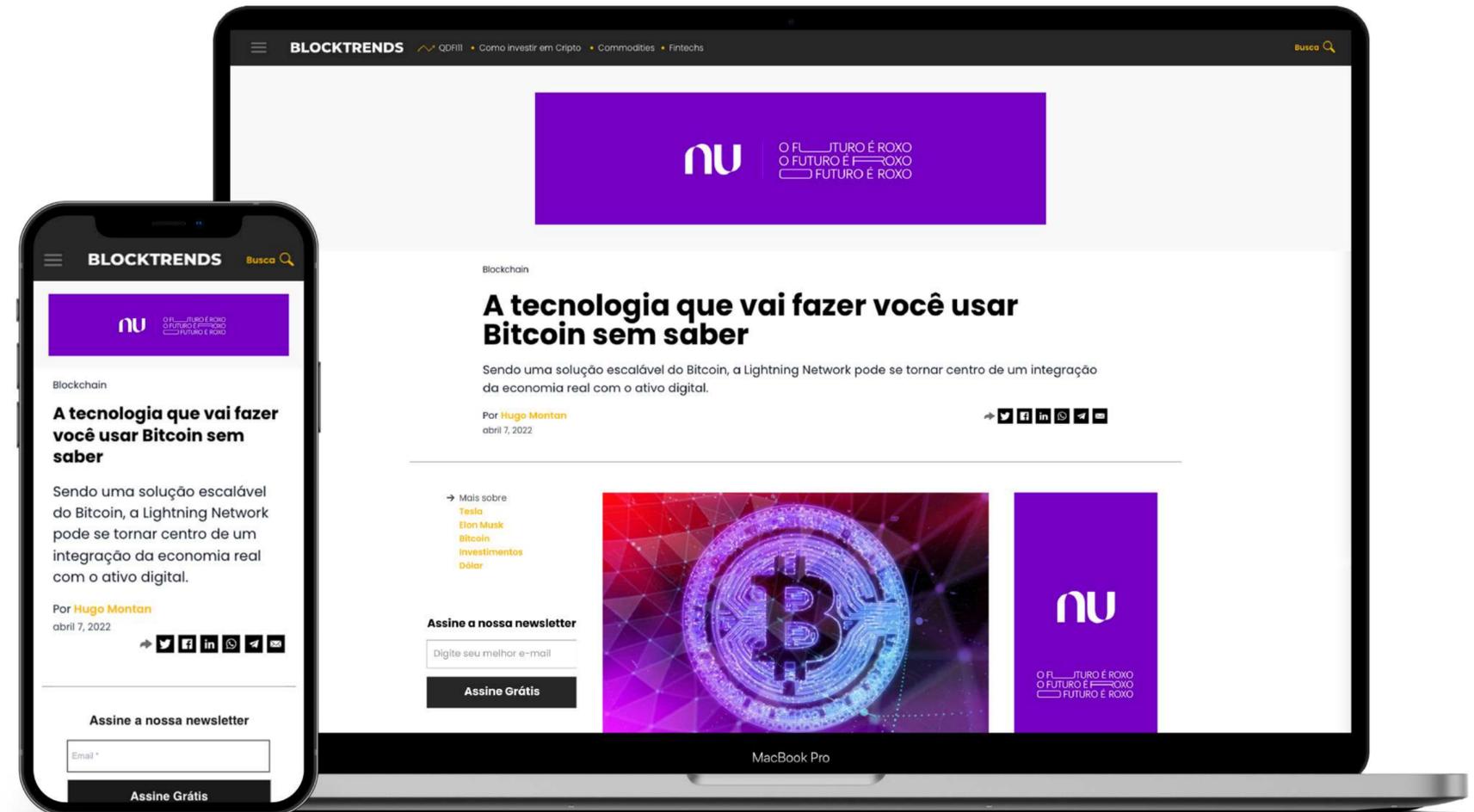


BLOCKTRENDS

MEDIA KIT

Unindo **blockchain**, **investimentos** e **economia**, o BlockTrends é um portal pensado para o investidor global que sempre precisa entender o contexto por trás de cada notícia.



PERSONA

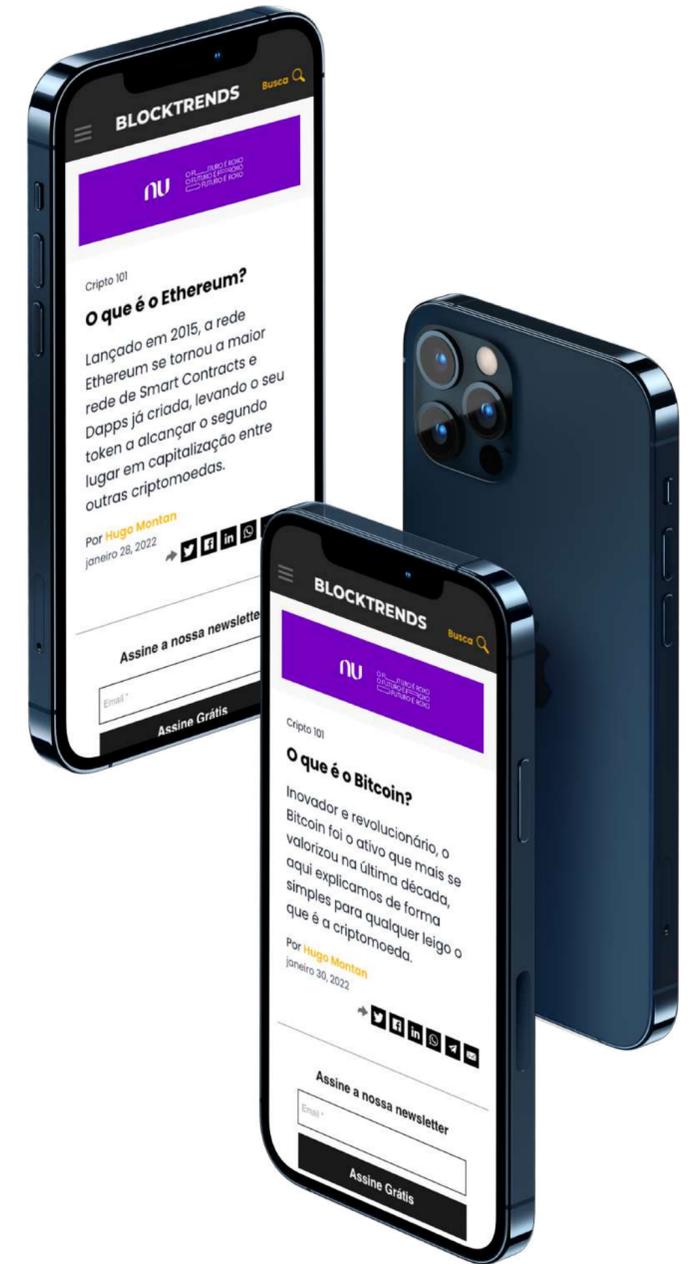
HOMENS

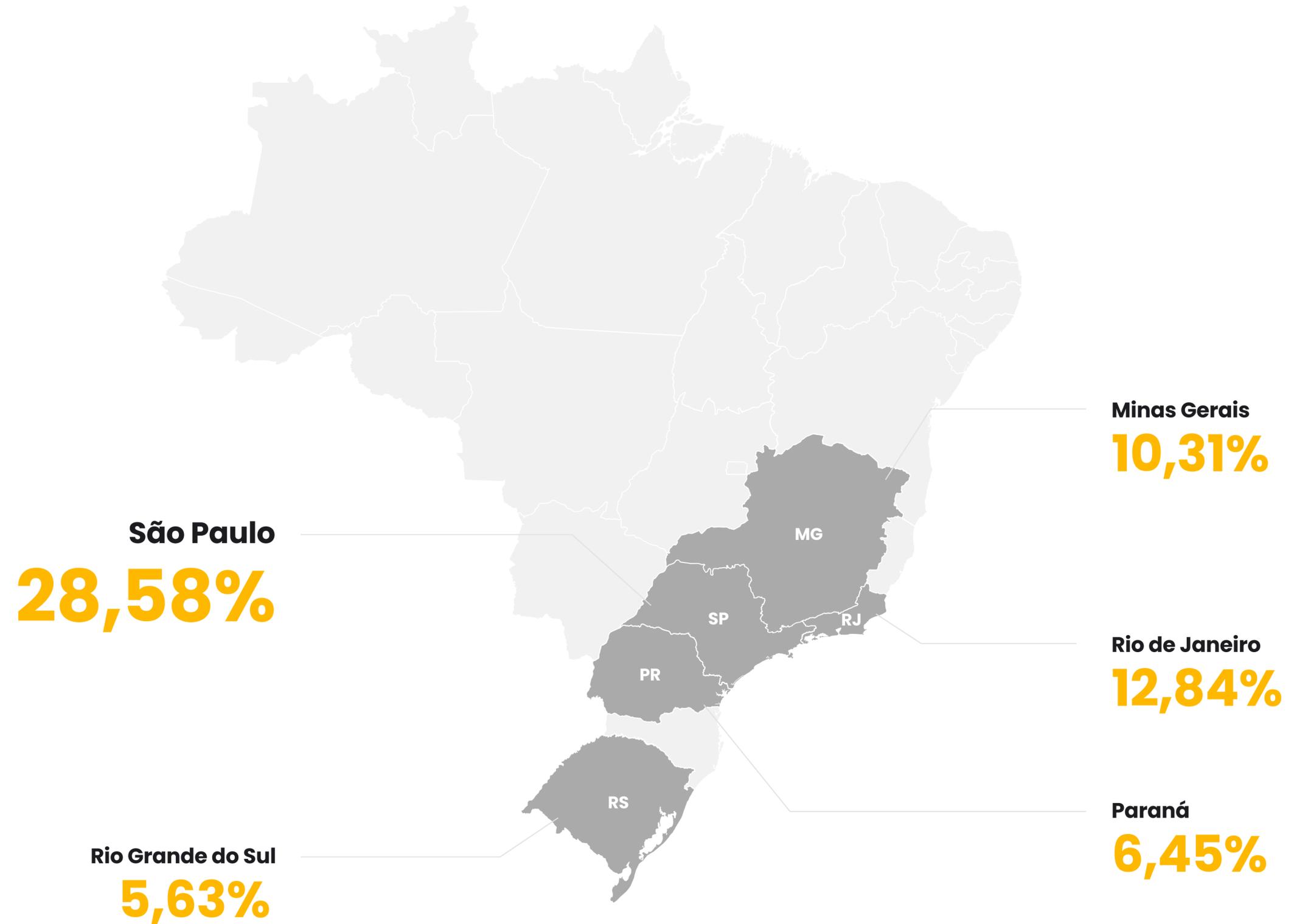
68%

MULHERES

32%

- **95,73%**
Utilizam mobile
- **78,68%**
Dos nossos leitores têm entre 18 e 54 anos





Nosso público se interessa por:

Bitcoin

Ethereum

Criptomoedas

Finanças

Economia

Tecnologia

Dólar

Inflação

Cenário Macro

Ativos Globais

AUDIÊNCIA

PORTAL

 **Usuários únicos Dez/2021** **494.903**

 **Pageviews Dez/2021** **591.968**

REDES SOCIAIS

 **Seguidores** **69.168**

 **Seguidores** **6.217**

INFLUENCIADORES

 **@Felippe_Hermes** (seguidores) **57.600**

 **@caueconomy** (seguidores) **3.732**

NEWSLETTER

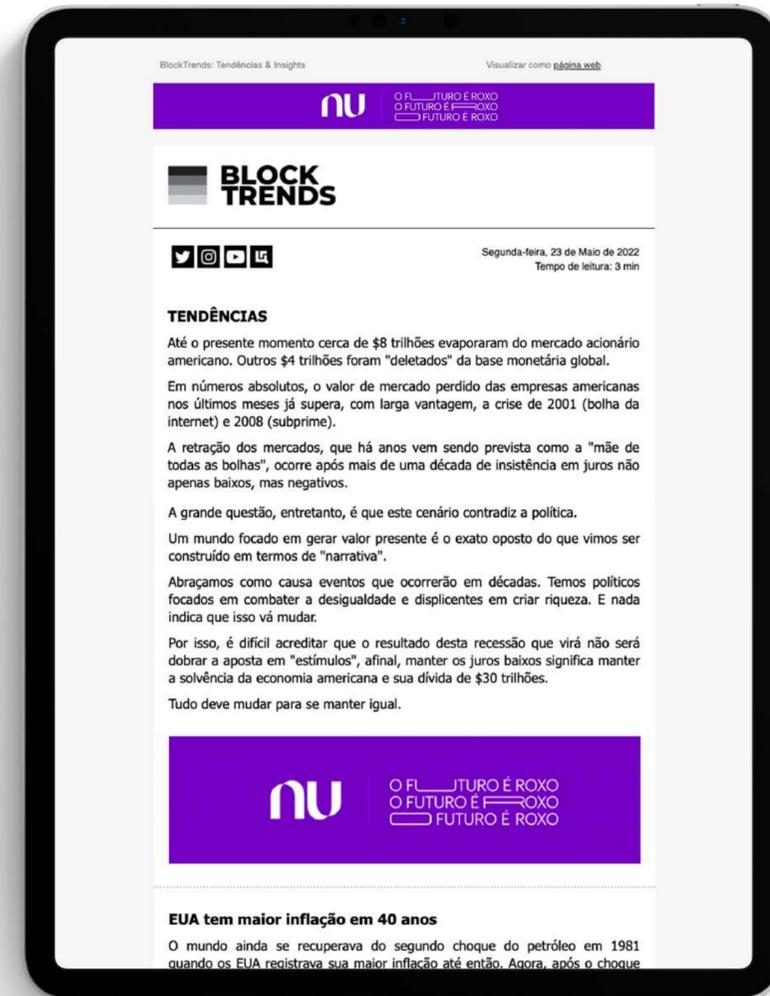
 **Base de Leads** **34.866**

 **Média de open-rate*** **35,91%**

 **Média de leads engajados**** **81,03%**

* Média para os 20 últimos disparos.

** Contabilização de leads que abriram ao menos uma Newsletter nos últimos 100 dias.



BANNERS

Formatos Desktop

BILLBOARD



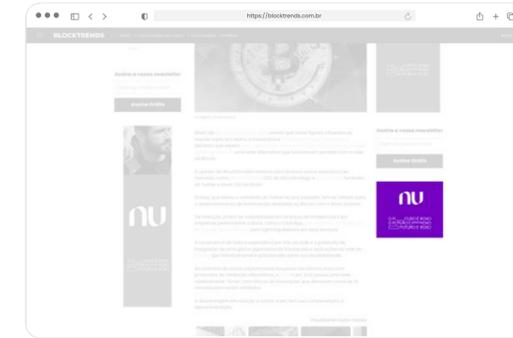
970x250px

HALF PAGE



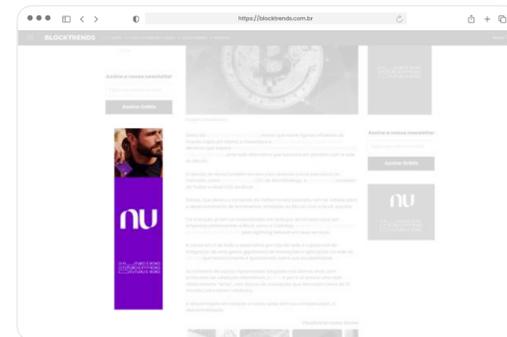
300x600px

MEDIUM BANNER



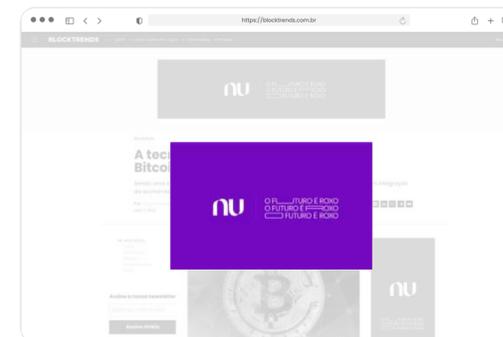
300x250px

SKYSCRAPER



160x600px

POP-UP FLYING CARPET



800x500px

Formatos Mobile

MOBILE BILLBOARD



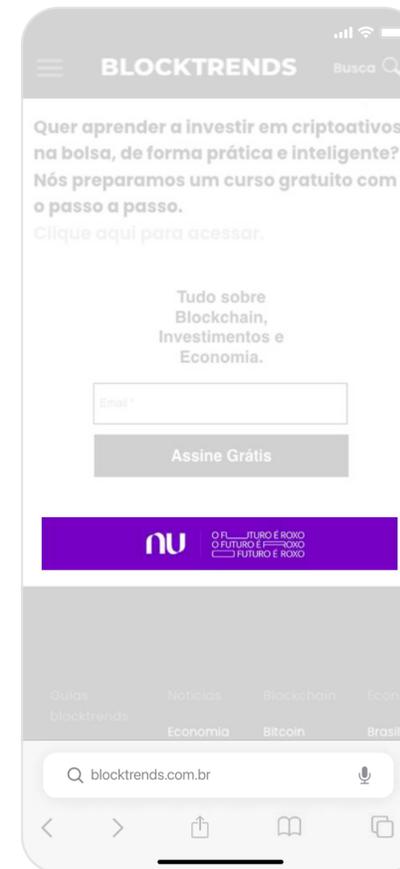
300x100px

ARROBA



300x250px

RODAPÉ



300x50px

POP-UP FLYING CARPET



300x600px

BLOCKTRENDS

 [BLOCKTRENDS.COM.BR](https://blocktrends.com.br)

 MKT@BLOCKTRENDS.COM.BR

