

TLDR Crypto

Sponsor Kit

What We Do



TLDR Crypto is a **daily newsletter** with links and summaries of the most interesting stories in crypto. **It is the fastest growing daily crypto newsletter in the world.**



Our morning emails help **engineers and investors** stay on top of developments in the crypto ecosystem in just 5 minutes.



Sponsors benefit not just from appearing in our newsletter, but things we share frequently get **wider attention across social media** and on sites like Twitter and Reddit.

Our Audience



60,000+
subscribers



40+%
open rate

Demographics & Stats

- Highly technical audience, primarily **crypto engineers and investors**
- 40% United States, 10% United Kingdom, 10% Canada, 25% other EU, 15% other non-EU
- 60% ages 25 to 34, 20% ages 18 to 24, 10% ages 35 to 44, 10% other
- Sponsorship ads get between **200 to 400 clicks**

Subscribers from companies like



Sponsorship

TLDR Crypto sponsors receive a **prominently displayed ad** at the top of the newsletter (see the “Unbanked” ad on the right).

This ad unit can be used for crypto protocols, trading platforms, NFTs, or anything of interest to crypto

The cost is **\$2000 for one issue** or **\$9500 for five issues**.

Sponsors are allowed **one additional call to action** in their ad copy not including the ad title.

We are happy to assist you in writing ad copy that will fit the tone of the newsletter.



Daily Crypto Update 2022-01-28

Unbanked Brings You the NFT with DeFi Utility (Sponsor)

Introducing Bankers NFT, a collection designed by the artist behind Pudgy Penguins, Antoine Mingo. Created with utility at the forefront, owning a Banker gives you a range of perks including free lending & borrowing on unbnk.com, 20% additional yield with Unbanked Yield, and shared IP rights. Sign up today to be your own banker.



Innovation & Launches

Propy launches NFT platform in the US, allowing real-world property to be bought as an NFT (2 minute read)

Propy is a blockchain startup that is launching real-estate-backed NFTs in the US. The startup will begin by auctioning two residential properties in Florida in February. Once sold, the record of the property purchases will be placed on the immutable blockchain with links to the legal documents signifying ownership. The process allows people to transfer property ownership in just a few

Questions?

Contact us at sponsors@tldr.tech