



# MEDIA KIT

ADVERTISE & PARTNER WITH US

Reach Crypto's Vibrant &  
Inclusive Ecosystem.

[www.butterscotch.Media](http://www.butterscotch.Media)



# BRAND VISIBILITY

butterscotch Media™ • Circa January 2024

Only news outlet exclusively covering inclusion in Web3 & DeFi

Weekly Tipsheet | Live Journalism | Podcast

We connect you with mainstream Web3 & DeFi founders,  
developers, creators, consumers, executives, officials.

- Policy • Market Moves
- Entrepreneurship & Small Business Growth





# UNLEASH POWER OF NICHE DIGITAL MEDIA

- ❑ Crypto is a \$3+ trillion market
- ❑ Get your brand in front of more than 10,000 engaged subscribers

35% Weekly  
open rate

37% Weekly  
click through rate

64% Subscribers  
with a Congressional  
email

## CHEWS

**CONFUSED OR BEHIND ON  
WHAT'S GOING ON IN CRYPTO?  
WE GOT YOU!**

GIVE US 3-5 MINUTES, WE'LL TAKE YOU INTO THE  
VIBRANT WEB3, DEFI, BITCOIN WORLD

SUBSCRIBE TO OUR  
WEEKLY TIPSHEET NOW!

butterscotch  
MEDIA

## THE GET DOWN: BEYOND BITCOIN

### The Get Down

Crypto  
Regulation,  
Blockchain  
Advocacy &  
Women in  
Leadership with  
Kristin Smith

EPISODE 21



### The Get Down

Future of Blockchain:  
Legislation,  
Consumer  
Protection &  
Innovation with  
Congressman  
Darren Soto

EPISODE 20



### PODCAST

75% Subscribers who  
listen to entire podcast

33% Subscribers who  
listen directly on our  
website

### The Get Down

Bipartisan  
Progress in  
Blockchain  
Legislation with  
Former  
Congressman  
Wiley Nickel

EPISODE 19



# OUR RATES

Advertise • Sponsor • Partner

## TIPSHEET FEATURES

- **ADS:** Starting at \$500 per issue
- **PARTNER CONTENT:** Customized pricing, starting at \$1,500

## OPTIMAL PODCAST SPONSORSHIP

- 15-30 sec pre-roll and mid-roll placement on ALL episodes
- \$2,000

## LIVE EVENT CURATION PARTNERSHIP

### • **CONTACT**

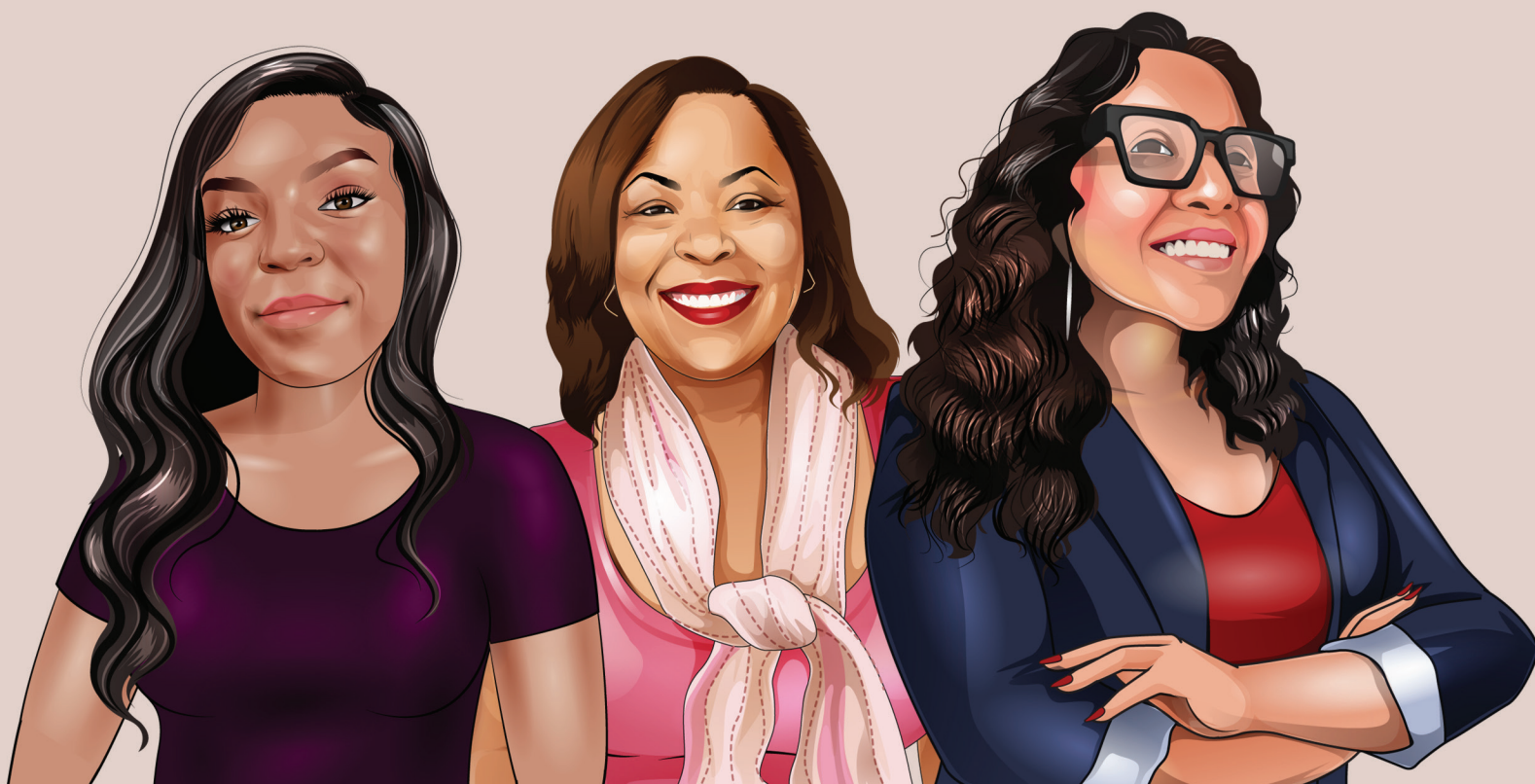
Cleve@butterscotch.Media  
to collaborate

*All packages include  
social media mentions across  
all channels.*





# PLUG IN



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