



in collaboration with
Coincub

Media Kit 2025

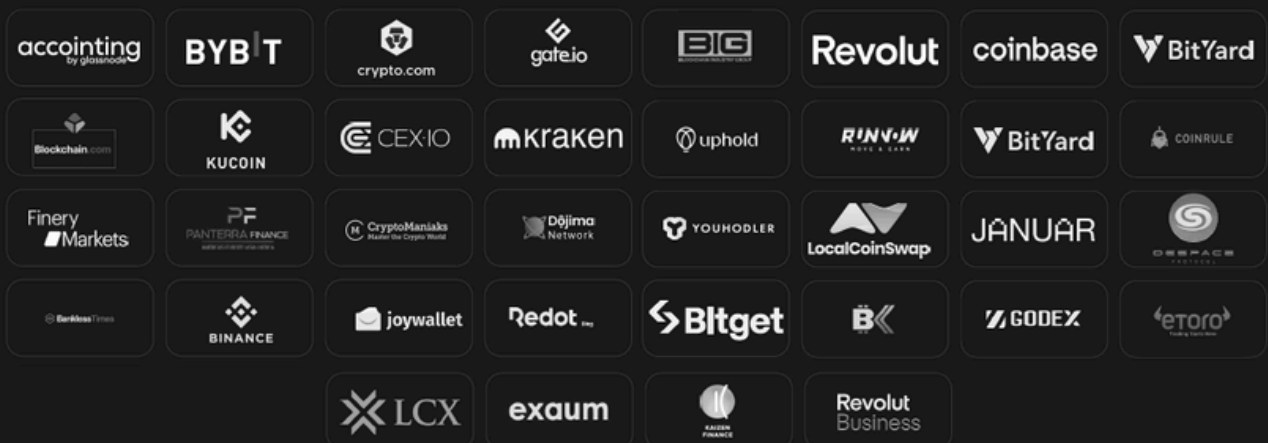
Conversations at the frontier of Web3

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About Us

Hodl Up is a Web3-native podcast that uncovers the real stories behind the next generation of the internet. We spotlight the voices and initiatives shaping Web3.

Who **We** Work With in **collaboration** with **Coincub**



Our **Episodes** So Far

5 episodes in, we have already worked with some of the leading names in the industry, including Helium & Helium Mobile, Gear Foundation, Voya Games, and Blocklords.



Featuring:



Audience Overview

Our Listeners:

- Builders, investors, and Web3-native users
- Age: 18-29 (core segment)
- Top regions: US, Canada, UK, Germany, Eastern Europe

Our Reach:

- Podcast plays per episode across platforms: 20k-50k
- Monthly X (Twitter) impressions: 100k
- Channels: X, Youtube, TikTok, Spotify, Instagram

Coincub Bonus Reach:

- 125M+ potential media audience
- Distribution across Bloomberg, Yahoo Finance, CoinTelegraph & 100+ outlets
- Global traffic from 74+ countries

Pricing

(best-seller)

| | Starter \$500 | Spotlight \$1,500 | Deep Dive \$3,000 | Leader \$8,500 |
|--|------------------|----------------------|----------------------|-------------------|
| Product placement & mention in podcast | ✓ | | | |
| Logo + link in show notes | ✓ | ✓ | ✓ | ✓ |
| 30-minute guest episode 5 video shorts (YouTube, TikTok, IG Reels, X) | | ✓ | ✓ | ✓ |
| Cross-platform social promotion (Hodl Up channels) | | ✓ | ✓ | ✓ |
| 1-hour high-production podcast episode | | ✓ | ✓ | ✓ |
| 10+ branded video shorts + audio clips | | | ✓ | ✓ |
| Custom distribution plan with Hodl Up + Coincub | | | ✓ | ✓ |
| Meme clips and custom X/Twitter threads | | | | ✓ |
| Hodl Up "Chronicles" (scripted micro-doc) | | | | ✓ |
| Includes Coincub Article | | ✓ | ✓ | ✓ |
| Includes Coincub Review | | | ✓ | ✓ |
| Includes Coincub Ranking Package | | | | ✓ |
| Coincub homepage listing + SEO backlinks | | ✓ | ✓ | ✓ |
| Guaranteed PR insertion (Bloomberg, FT, Yahoo, CoinTelegraph, etc.) | | | | ✓ |
| Coincub newsletter + platform coverage | | | | ✓ |



Award-Winning Off-Chain Analytics & Crypto Media

Coincub is one of the most respected research and media platforms in the crypto space, offering high-authority coverage, deep market insights, and global distribution across top-tier outlets.

Coincub offers crypto-native and traditional PR support through:

- Permanent articles & press releases (SEO-optimized)
- In-depth project reviews by crypto analysts
- Global project rankings
- Custom research papers (up to 4,000 words)
- Thought leadership content and interviews
- Homepage listings and banner ads
- Newsletter features and social promotion (Reddit, X, LinkedIn, etc.)

Recognition

- Rated 94/100 for content trust and safety
- Named Best Bespoke Crypto Analysis Platform 2023 by EU Business News
- Trusted by institutions, governments, and global Web3 companies

Coincub + Hodl Up

By partnering with us, your project gets podcast airtime, and it gets verified exposure across Coincub's distribution network, blending crypto-native and institutional reach.



Review

- Unique reviews written by award leading crypto analysts
- 1st article posted in Coincub
- 1 x Twitter posts
- 1 x Instagram post
- 1 x 30s video on Tiktok
- 1 x Youtube Shorts video

Article

- amount for an existing article, get one link and a 50 word shoutout
- amount for an article of your choice, up to 3 links and a 500 word shoutout and overview at the end

Research

Research is an effective way to legitimize and communicate the goals of your product. Analysts will create a formal research paper that enhances public understanding of your project

Coincub researchers will work with your project to collect, organize, and analyze data, illustrate your services and products, and generate market research. This service includes a full research paper, up to 4,000 words in length

Country-specific research reports

Take advantage of Coincub's global expertise for a geographically specific research report. How does your project fit into the local ecosystem? Coincub researchers will help you produce a targeted report on the way your project interacts with its environment.

Get in Touch



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