

A+OZ

MARKETS

Imparting the reliable
knowledge to make financial
markets intelligible for everyone

MEDIA KIT

The idea of **AtoZMarkets.com** was born in the Netherlands, where I come from. It was back in 2013 when I together with my friends decided to acquire the domain names and started to develop on the AtoZ concept. Who would know that it'd turn out to be an award-winning media portal with more than half a million monthly views? Back at that time, we were quite prosperous traders ourselves. At some point, we realized that we wanted to create something that would help everyone to succeed in trading.

We knew that financial markets contain lots of difficult jargon, which many new traders might be struggling with. We also noticed that many traders lack the right information and tools that would make their trade more intelligible. Having realized this, we decided to make "Education" the foundation stone for AtoZ Markets. Shortly after, our community gained non-charge access to webinars, educational articles, FAQ and most importantly, news that was easy to understand. Building further on this belief, AtoZ Markets embarked on a successful journey, with many milestones achieved from 2013 until present.

On behalf of my entire team, I'm welcoming you to have a look at our media kit and encourage you to establish a beneficial cooperation with us. Last, but not least, we do perceive our clients as our partners and treat their business as our own, so I truly hope that this will be *"the beginning of a beautiful friendship."*

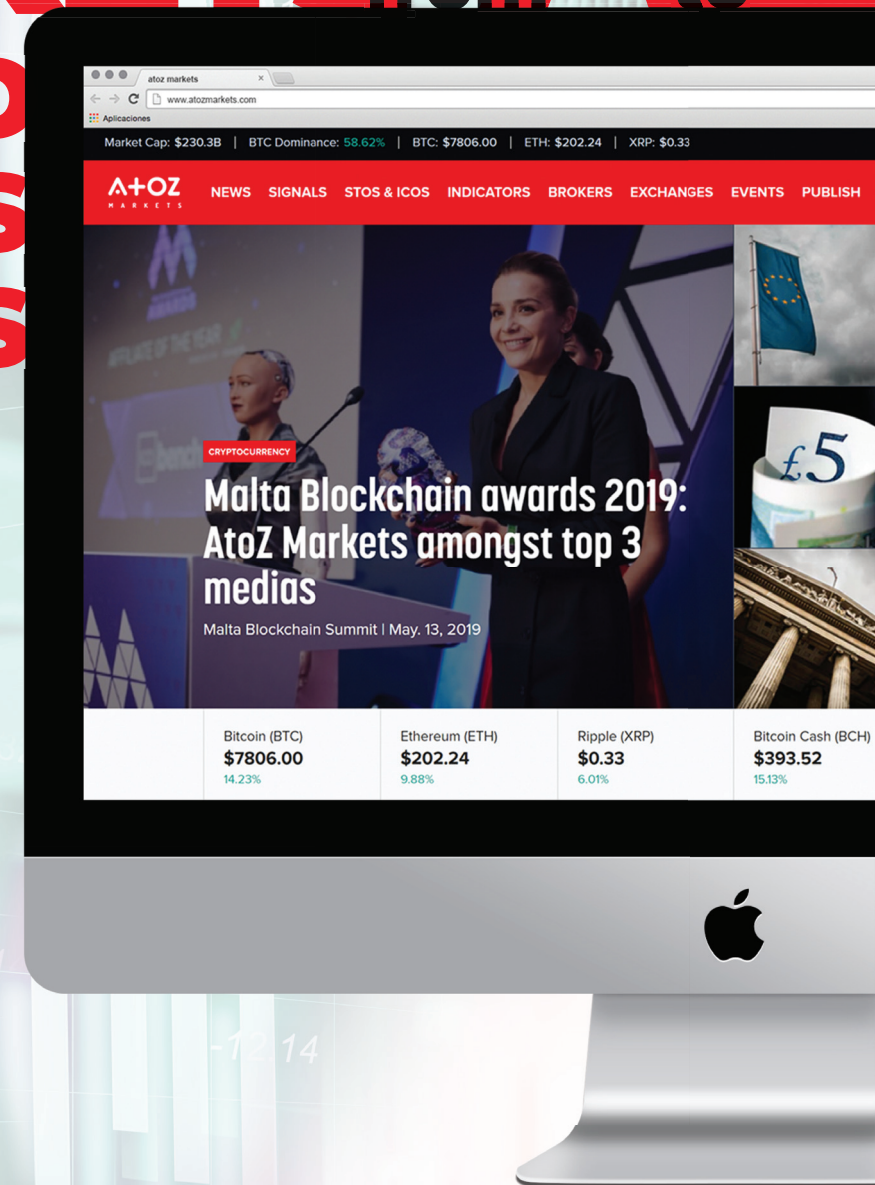


Quyen Nong
Chief Executive Officer

MARKETS **from** **AZ** CREATED by **TRADERS** for **TRADERS**

Since 2013, **AtoZ Markets** has become one of the world's largest media portals specialized in financial markets with over **250,000 page views per month.**

AtoZ Markets has been unceasingly providing accurate signals, indicators, webinars, and educational articles, as well as conducting trustworthy reviews for service providers, forex brokers, and crypto exchanges. All of this is for one simple reason: **to make financial markets open and approachable for everyone.**



WHY ADVERTISE WITH US?



Top 5 Forex Media Platform of the World



Over **500,000** Page Views per Month



Quarterly Traffic Growth by **±10%**



Over **250,000** Subscribers



70% of Organic Users



No Lead Recycling



Average Session Duration is **9:10 Minutes**



Awarded as **Top-3 Forex and Crypto Media Platform** by Malta AIBC

OUR AUDIENCE



65% of Our Users Are **25–54 Years Old**



37% of Users Access AtoZ Markets **via Mobile**



Average Session Duration — **9:10 Min**

30%

Europe

24%

Americas

12%

Africa

31%

South East Asia

3%

Oceania



OUR PRODUCTS

Premium Directory Listing

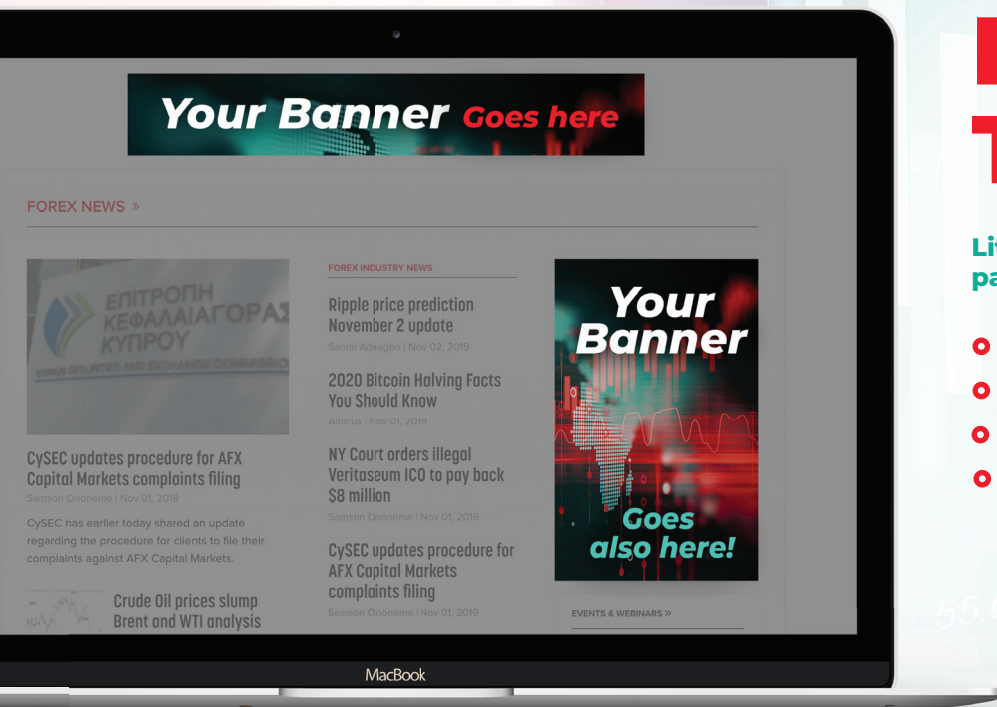
Makes your company look elite and privileged and helps our traders find your awesome service easier.

Features:

- List your company among other industry giants
- Get a unique review by AtoZ Markets that is SEO optimized
- Gather leads with “Open Live Account” button on your directory profile
- Receive company ratings and traders’ reviews
- Promote a press release every week
- Share unlimited sponsored content
- Benefit of monthly interviews with AtoZ Markets team
- List your logo on Homepage and inside News Pages for extra exposure
- Improve your branding with AtoZ Approved Badge on your website, LPs, and other creatives

Most of our clients top up their directory listing with one of the top 5 AtoZ Markets’ directory positions. When your company has a fixed position in the top 5 table, the leads simply can’t help but catch you.





Page Takeover

Literally monopolize our overbooked pages with your brand.

- Home Page
- Indicators Page
- Signals Page
- News Page



Pop-ups

Make our traders keep complaining that they can't help but click on your brand.

- Exit Pop-up
- Entrance Pop-up
- Exact Page Pop-up
- Right Down Corner Pop-up



Display

Active banner placements rapidly and accurately hack your KPIs.

- Send us any Google DFP supported ad formats and sizes
- Geo-target the banners to maximize your campaign
- Run multiple banner designs to optimize your campaign
- Utilize dynamic banners to increase your CTR
- Benefit of responsive banners on AtoZ Markets to get more exposure
- Receive monthly reports on the display performance
- Retarget AtoZ Markets audience through Adroll
- Get feedback from our creative team on your banner designs or how to optimize your display campaign in order to crush your KPIs

Choose from a wide range of banner placements across the entire network of AtoZ Markets that deliver both high conversion rates, user experience, and user interaction:

- Homepage Leaderboard: 728*90 Desktop, 320*100 Mobile
- Homepage Side Banners: 236*486 Desktop, 300*250 Mobile
- News Page In-text Banner: 600*120 Desktop, 300*250 Mobile
- Indicators Splash Page Leaderboard: 728*90 Desktop, 320*50 Mobile
- Indicators In-text Banner: 600*120 Desktop, 320*50 Mobile
- Signals In-text Banner: 600*120 Desktop, 320*50 Mobile
- Event Page In-text Banner: 600*120 Desktop, 320*50 Mobile



We know which AtoZ Markets top-performing pages fit your campaign needs best. Contact our creative team and let's handpick the most excellent display campaign.



Homepage Side Banner
236*486
Near the bottom of the Homepage



Exchange of the Month

Become the “Crypto Exchange of the Month” and drive your lead gen with strategically placed CTAs.

Top 5 Homepage exposure

Show the prominence of your brand and compete with the best top operators in the financial industry

Broker of the Month

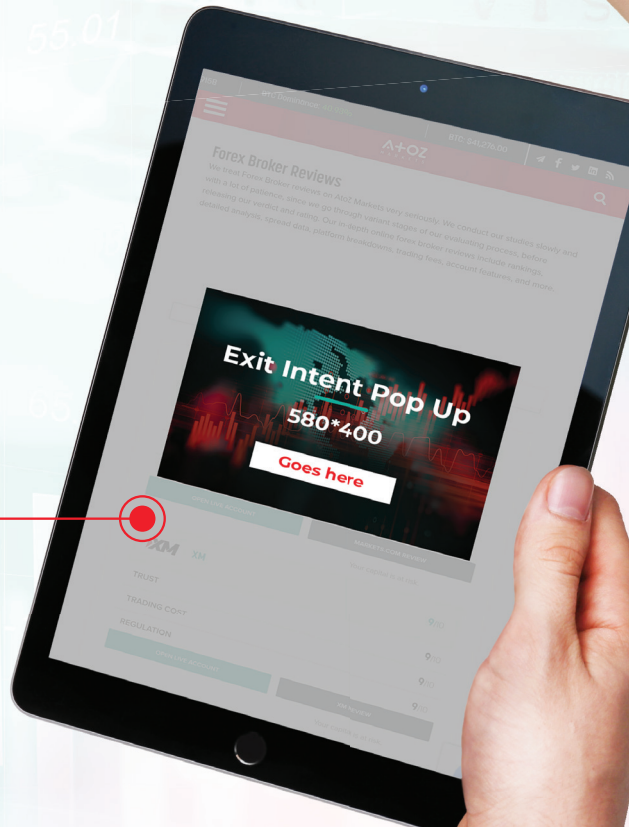
Get superior branding and quality leads with the “Broker of the Month” placement on AtoZ Markets Homepage and inside News Pages.

Free Trading Account

Provoke our traders to practically do anything you want them to.

Exit Intent Pop Up

Retain that visitor by attracting them to visit your site before they go



EDUCATION

Webinars and Seminars



Create your own custom webinar by our professional inhouse educator, ask us for more information!

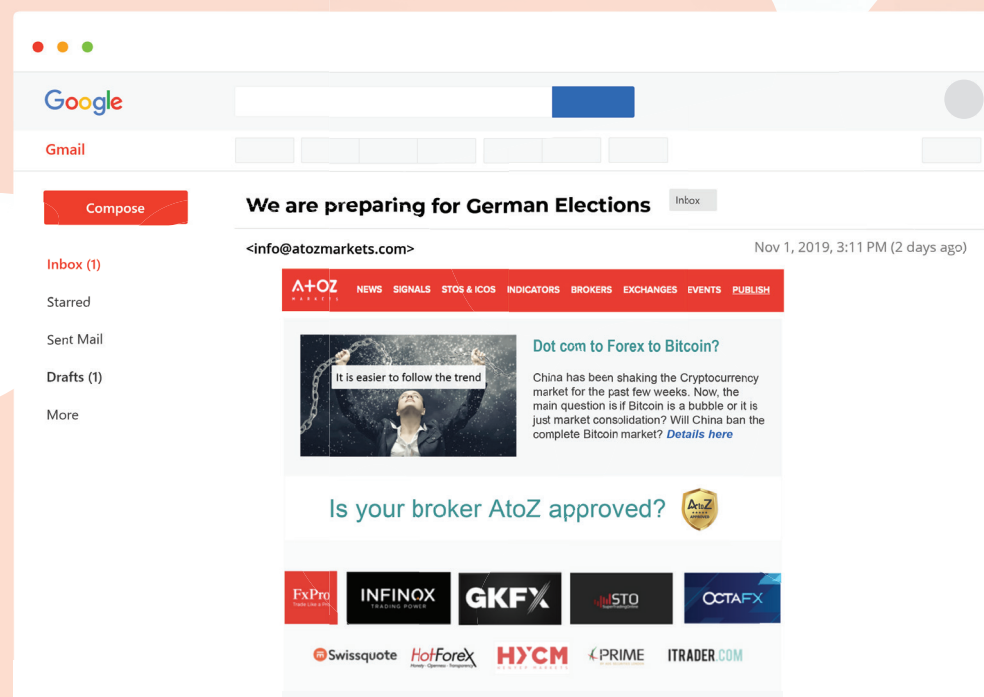
Our webinars are held by seasoned traders with both empirical and theoretical background. They help your company to deliver the exclusive knowledge that can't be found at the market with ease.

DIGITAL CAMPAIGNS

Newsletters, PR and Email Marketing



We have databases from all over the world ranging from Europe, Africa, Asia, USA, Australia and Latin America



CONSULTANCY SERVICES

And here is more, check our consultancy services by the parent firm.

- PPC Ads and Management
- **Marketing consultancy:** Strategy, planning, email marketing, automation, affiliate program development
- Social media marketing
- **Audits & Developments:** SEO on-page & off-page, SMM, Website & CRO, Client portal, Email workflow, WP audit, Smart Contract Audit, Security Audit, White paper development and more
- Graphic design
- Video production
- Events and Speaker arrangements at top tier events/conferences
- Influencer marketing
- PR strategy, PR distribution, listings and media buying at top tier media outlets
- **Campaign development:** banner sets, landing page + A/B testing, newsletter, press release, social media bundle, text ads
- Access to private investors database, meetups and retargeting of database
- **Account Managers training:** Aggressive sales, overcoming objections, fundamental sales
- “How to sell education” training
- Daily sales tools (script sets)
- “How to prepare for seminars” sales training

Contact info@atozmarkets.com for more info.



WIN AtoZ MARKETS ANNUAL AWARDS

January 2021 - December 2022

Be the best in the product your brand excels in!

Forex Broker of the Year
Forex Innovator of the Year
Crypto Exchange of the Year
Blockchain Event of the Year
Forex Event of the Year
Payment Service Provider of the Year
Best Crypto Media
Best Blockchain Project
Best Coin Site

and many more

"AtoZ Markets' team assistance for Huobi Summit Amsterdam was amazing. Such short notice, timely results."

Henry Hu, Strategic Partners Manager

 **Huobi Global**

"AtoZ Markets is an expert when it comes to providing Forex education. We were very satisfied with the webinar hosted by the trainers of AtoZ Markets about EA trading. This was exactly the kind of content/topic we wanted to teach our clients."

Jimmy Morrilla, Brand Manager

 **Swissquote** 

MANCHESTER UNITED GLOBAL SPONSOR

"I have been working for over 2 years successfully with AtoZ Markets team for various marketing campaigns of Genesis Vision. We trust AtoZ as highest level specialists."

Dmitry Nazarov, CEO



**GENESIS
VISION**

WANT TO ADVERTISE WITH ATOZ MARKETS?
EMAIL US AT: info@atozmarkets.com