

# A+OZ

M A R K E T S

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."*



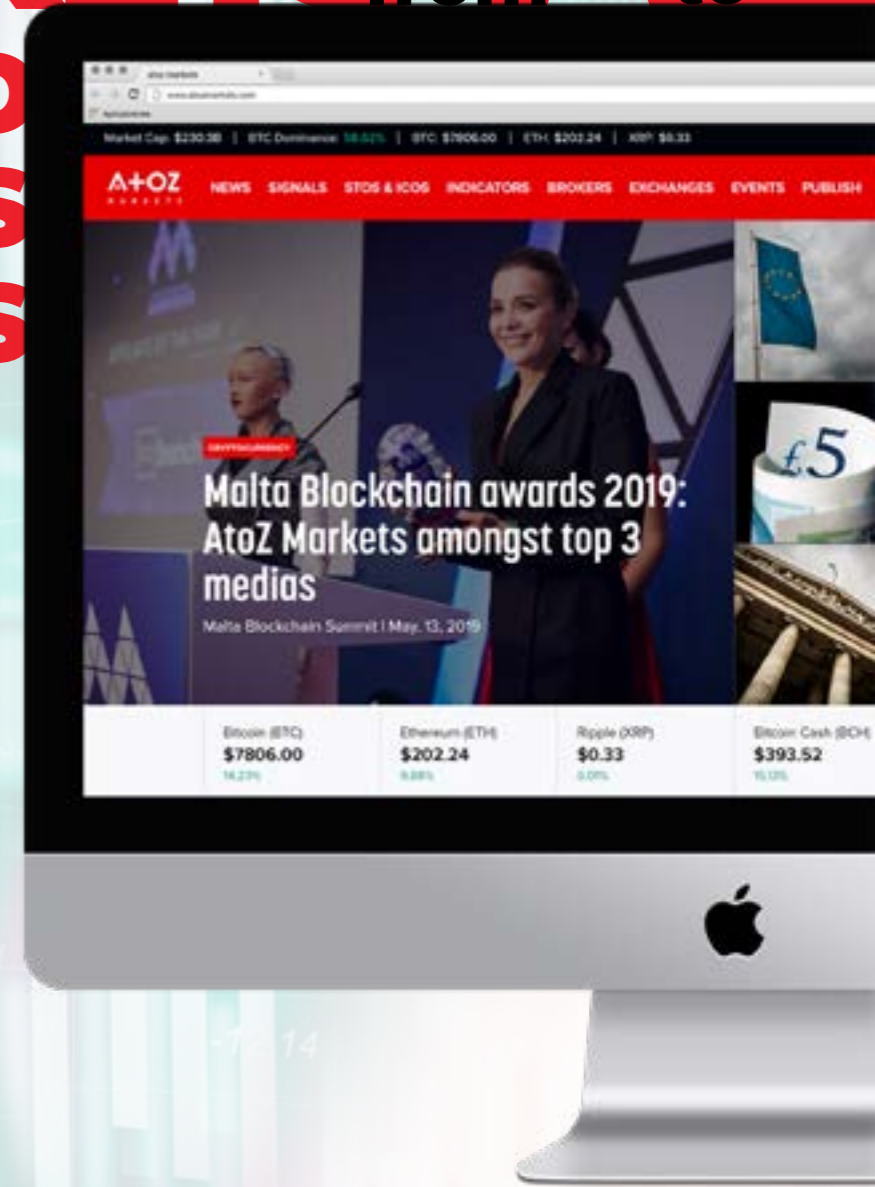
**Quyen Nong**  
Chief Executive Officer



# MARKETS **from to** 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 **100,000 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 **100,000** Page Views per Month



Quarterly Traffic Growth by **±10%**



Over **60,000** Subscribers



**70%** of Organic Users



**No Lead Recycling**



Average Session Duration is **3:10** 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 — **3:10** Min



# OUR PRODUCTS

## Premium Directory Listing

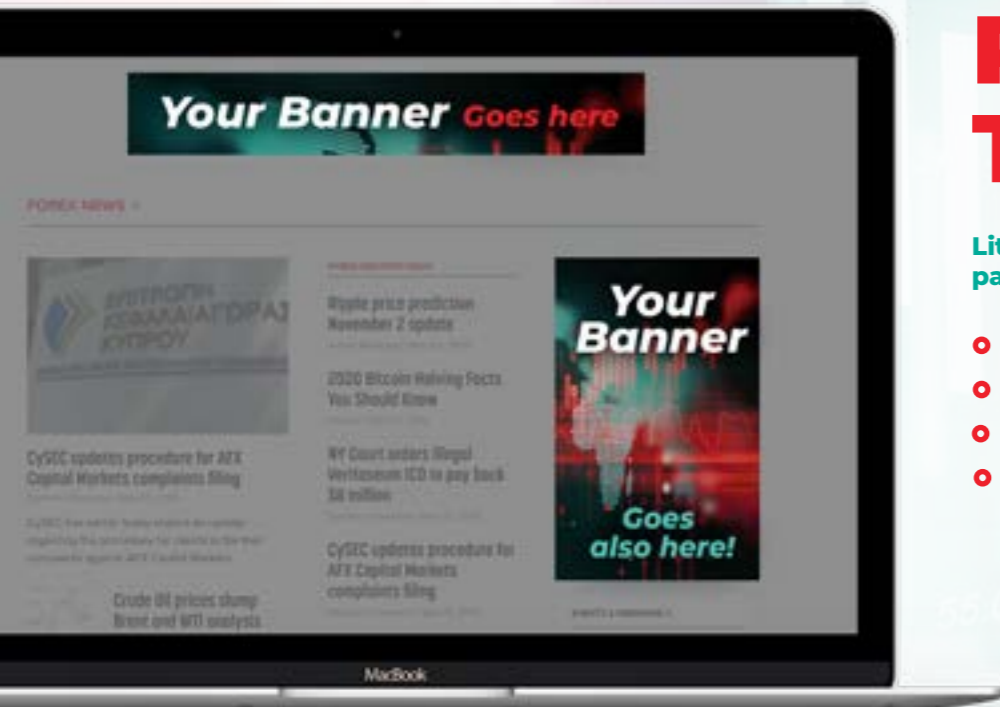
Makes your company look elite and privileged and helps our traders to find your awesome service easier.

### 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.

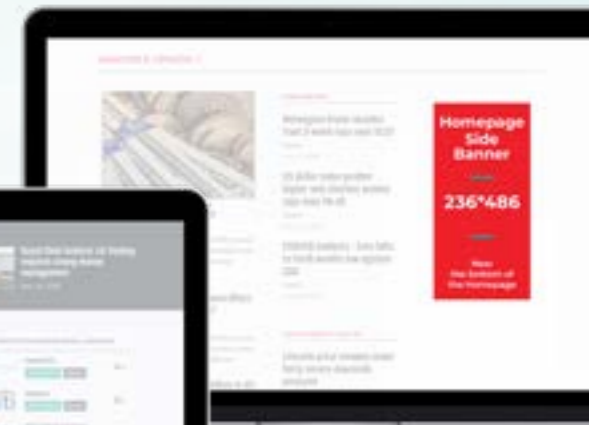
- Send us any Google DFP supported ad formats and sizes
- Geo-target the banners to maximize your campaign
- Run multiple banner designs to optimize your campaign
- Utilize dynamic banners to increase your CTR
- Benefit of responsive banners on AtoZ Markets to get more exposure
- Receive monthly reports 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.





## Exchange of the Month

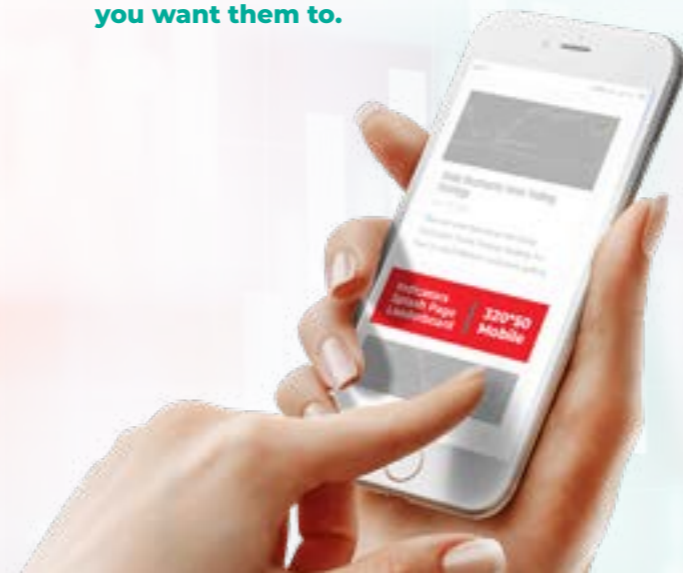
Become the “Crypto Exchange of the Month” and drive your lead gen with strategically placed CTAs.

## 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.



# EDUCATION

Webinars and Seminars



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



Our big database of users helps in achieving high ROI.

