

What is Bitcoin Magazine?

Founded in **2012**, Bitcoin Magazine is the **oldest and most established** source of news, information, and expert commentary on Bitcoin. Originally launched by Mihai Alisie and Vitalik Buterin, and later acquired by BTC Inc in 2015, Bitcoin Magazine has been the driving force of the Bitcoin conversation for over a decade.

Our mission is to **inspire, inform, and bring forward the future of a world built on sound money.**

We are Bitcoin's magazine — *a chronicle of its history, and a trailblazer for its future.*

Partnerships & Reach

Aggregated Social Media Footprint:



X (Twitter)
3.9M followers



Facebook
596K followers



Instagram
377K followers



YouTube
254K subscribers



LinkedIn
104K followers



Rumble
106K followers



Daily Newsletter
53K subscribers

The Bitcoin Magazine Ecosystem

BitcoinMagazine.com

The central hub for breaking news, analysis, and educational content

Bitcoin Magazine TV (BM TV)

Daily live news and markets analysis show, Mon–Fri from Nashville (Pre-Production)

Print Magazine

Quarterly collectible publication exploring Bitcoin culture, technology, and history

Bitcoin Magazine Pro (BM Pro)

On-chain data analytics, market research, and premium content via Substack and YouTube

Online Store

Exclusive Bitcoin-themed merchandise and limited-edition drops

Book Publishing

Bitcoin education titles including *The Satoshi Papers*

Daily Email Newsletter

53K subscribers receiving curated Bitcoin news every day

Bitcoin Magazine App

Mobile news and content delivery



Key Metrics

1B

**Annual Impressions
Across All Bitcoin
Magazine Channels
in 2025**

5.4M

**Total Followers Across
All Platforms for
Bitcoin Magazine**

Business Model

How We Generate Revenue:

We generate revenue through a diversified media and product ecosystem. This includes digital advertising across our website and social platforms, multi-channel sponsorship packages for BM TV, newsletters, and editorial content, and quarterly print subscriptions alongside in-print ad sales. We also monetize through limited-edition merchandise and collectibles in our online store, book publishing (digital and physical formats), and premium BM Pro subscriptions offering advanced data analytics and market research. Additional revenue streams include targeted affiliate partnerships, media licensing, international partnerships, and co-branded goods and services.

Why Bitcoin Magazine?

The oldest. The most trusted. The most influential.

Historical Significance

Bitcoin Magazine is the **world's first and foundational Bitcoin publication**, predating the mainstream awareness of cryptocurrency by years. Since 2012, Bitcoin Magazine has been at the epicenter of every major Bitcoin milestone.

Unmatched Authority

As a **bitcoin-only publication**, we maintain editorial integrity and deep trust within the community. Our platform reaches a consistently engaged audience across finance and technology, with sustained attention and repeat interaction across our owned and operated distribution channels.

Institutional-Grade Reach

Our audience spans retail Bitcoiners, institutional investors, corporate treasurers, miners, developers, and policymakers — making Bitcoin Magazine the **premier platform to reach the entire Bitcoin ecosystem**.

Cultural Pioneer

From launching the first Bitcoin print magazine to hosting keynotes by world leaders, Bitcoin Magazine doesn't just cover the story of Bitcoin — *we help write it*.



@BITCOINMAGAZINE

BITCOINMAGAZINE.COM

BTC INC, FEBRUARY 2026



NAKAMOTO 中 + BTC Inc production