

Media Kit

Independent crypto journalism,
research and advisory

2026

An independent newsroom for DeFi & crypto

DL News is an award-winning, independent newsroom covering decentralised finance, crypto markets, and regulation.

We focus on original reporting, investigations, and analysis where accuracy matters.





DL News and DL Research are sister companies of DefiLlama, under the **LlamaCorp** umbrella.

We **collaborate on research** and editorial projects where data, analysis, and distribution benefit from close alignment.

Each organisation retains its own identity, audience, and standards.

Trust is the product

Cited by:

The logo for the World Economic Forum, featuring the words "WORLD ECONOMIC FORUM" in a sans-serif font, with a blue circular arc partially encircling the text.The Bloomberg logo, consisting of the word "Bloomberg" in a bold, black, sans-serif font.The Deloitte logo, featuring the word "Deloitte" in a bold, black, sans-serif font, followed by a small green dot.The Axios logo, featuring the word "AXIOS" in a bold, black, sans-serif font, with a blue diagonal line element to the left of the "A".The Duke University logo, featuring the word "Duke" in a large, blue, serif font, with "UNIVERSITY" in a smaller, blue, sans-serif font below it.The FTSG logo, featuring the letters "FTSG" in a bold, black, sans-serif font, with a small purple square element to the right of the "G".The UCL logo, featuring the letters "UCL" in a bold, purple, sans-serif font, followed by a purple graphic element resembling a building facade.The CEPR logo, featuring the letters "CEPR" in a white, sans-serif font, set against a dark blue rectangular background.

DL News is the only crypto publication to have received a World Association of News Publishers award for **Best Trust Initiative**.

A strict editorial firewall

DL News maintains full editorial independence. Commercial activity does not influence newsroom coverage, and journalists do not produce sponsored content, client research, or advisory services.

Real reach, real readers

Written and read by humans.

7.44 MILLION
aggregate annual views

620,000
average monthly views

Clear ways to work with **DLResearch**

Organisations work with **DL Research** through clearly defined, transparently labelled formats. Each serves a different objective.



Commercial partnerships

Clearly labelled promotion



Client deep dives

Commissioned,
project-specific research



Industry research

Neutral, DefiLlama-distributed



Advisory

Private, research-led decision
support

Commercial partnerships

Content produced by [DL Research](#).

Spotlight

Editorial-style press release

Backchannel

Multi-voice discussion

Q&A

Structured interview format

Premium banner ads

Featured on our site and within our award winning newsletters

Newsletter sponsorship

3 newsletters focused on DeFi, regulations, and headline news

Product sponsorship

Prominent, high-visibility placement

Client-commissioned deep dives

In-depth research commissioned by specific companies or projects.

Designed for clarity, credibility, and long-term use.

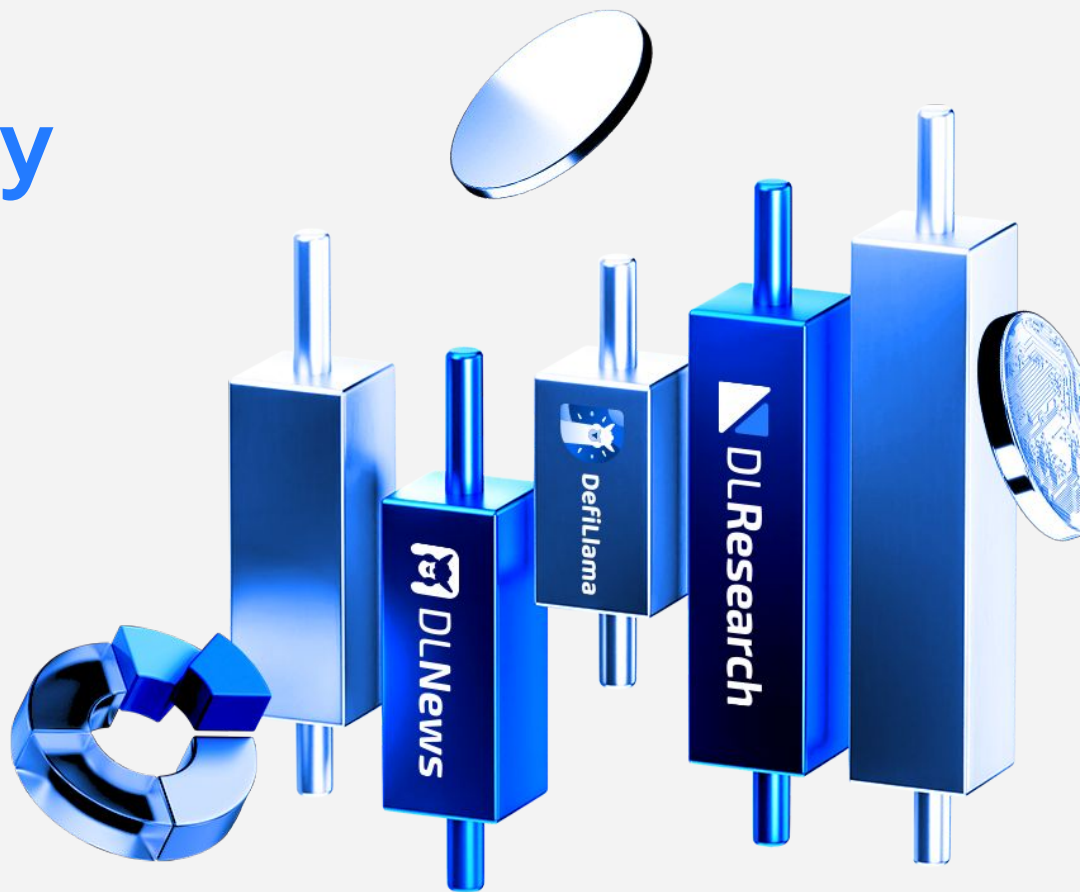


Flagship industry research

A limited series of **neutral, objective**, industry-wide reports produced with DefiLlama.

Supported by logo sponsorship and produced under independent editorial standards.

DefiLlama's data, rankings, and methodology are entirely independent. No commercial relationship grants influence over how projects appear on DefiLlama.



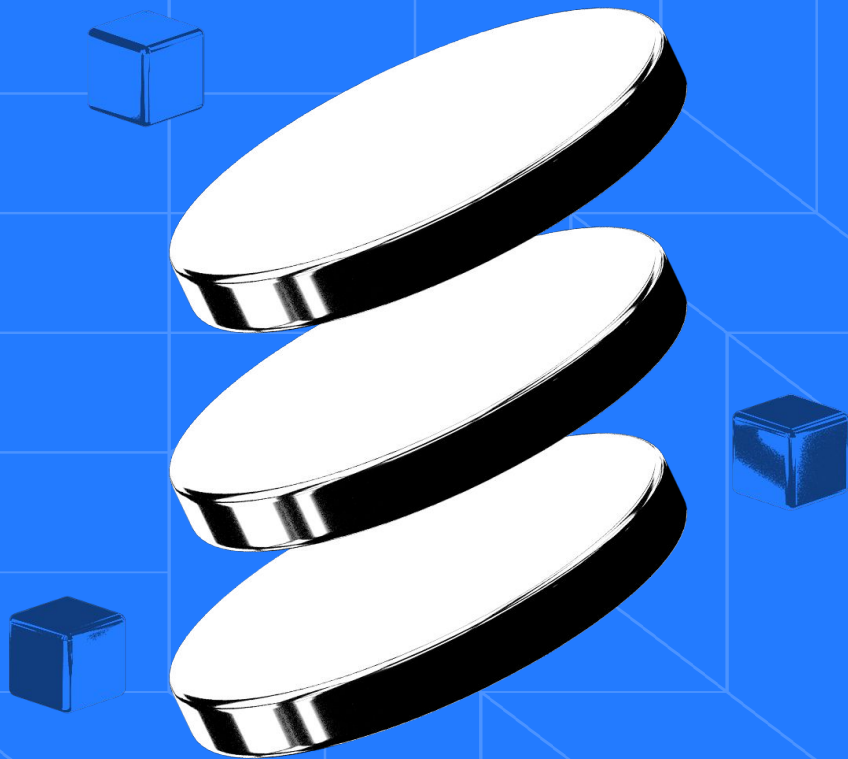
State of DeFi

A yearly reference report covering the DeFi ecosystem.

A joint effort between DL Research, DL News, & DefiLlama.

Distribution on DefiLlama.





Quarterly focus

Quarterly reports focused on a single industry theme.

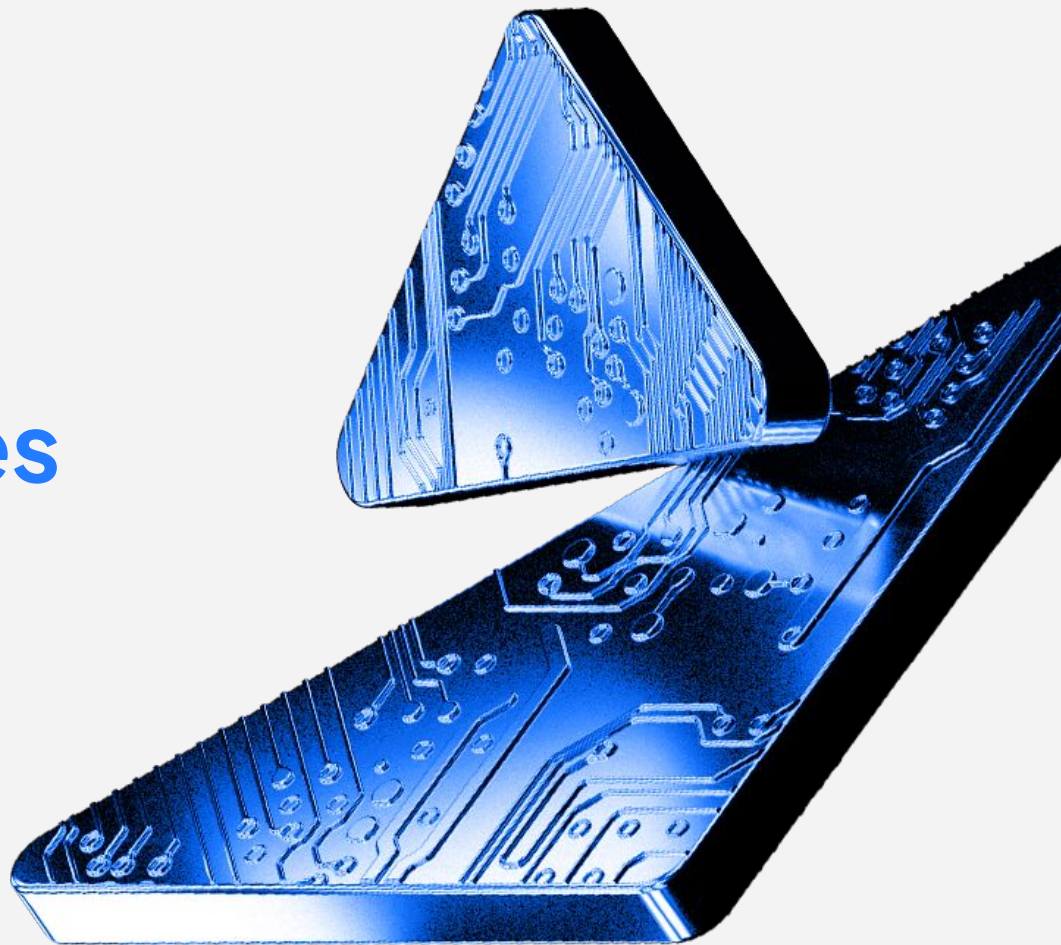
DefiLlama distribution.

Q1 2026: Real World Assets (RWA-Fi)

Advisory services

DL Research works alongside organisations, serving as a research and advisory partner.

Engagements are delivered privately for internal use and not intended for publication.



Where clients use us

- Market and ecosystem analysis for GTM strategy
- Token incentives & governance strategy
- Treasury & capital strategy
- Executive and board-level advisory
- Strategy integration & execution support

Work with DL

If you're looking to reach a serious audience, commission credible research, or work with trusted advisory partners, let's talk.

research@dlnews.com