



DEEPFAKECENTRAL

MEDIA KIT

DeepfakeCentral covers deepfakes as culture, news and security: viral fakes debunked with sources, scam alerts, detection tools and a weekly law tracker.

ABOUT THE SITE

- DeepfakeCentral is a recently launched site at deepfakecentral.com.
- Weekly Trending Fakes table with sourced real-or-fake verdicts.
- Cornerstone guides: how to spot a deepfake, voice-clone scams, detection tools and deepfake laws by state.
- A weekly law tracker covering US federal, state and international rules.

WHO READS US

FAMILIES

Everyday people protecting themselves from voice-clone scams, impersonation and identity theft.

SECURITY & PRIVACY

Readers comparing detection, identity-protection and privacy tools.

MEDIA PROFESSIONALS

Journalists, creators, moderators and communications teams who verify what they see.

POLICY WATCHERS

People following deepfake law in the US and abroad.

INTRODUCTORY RATES

We're still scaling our audience, so we can offer introductory rates. Email us for rates and availability.

AD FORMATS

01 "PRESENTED BY" TRENDING TABLE

Your brand on our weekly Trending Fakes table, labeled "Presented by". One sponsor per week. Sponsorship never affects which fakes we cover or how we rate them.

02 NEWSLETTER SPONSOR SLOT

One clearly labeled sponsor block in our weekly newsletter, written by you or by us from your brief.

03 SPONSORED EXPLAINER

An educational article on a topic related to your product, labeled "Sponsored" at the top and in the page metadata. It sits outside our news and verdict coverage.

04 INDEPENDENT TOOL REVIEW

Request a review of your detection, identity or privacy product. Our desk tests and writes it independently, may publish negative findings, and discloses any commercial relationship. Paying never buys a positive review.

EDITORIAL INDEPENDENCE

- **Sponsors never influence our real-or-fake verdicts.** Verdicts change only for evidence.
- **Every paid placement is labeled** as sponsored, presented by or affiliate.
- **No pre-publication review.** Sponsors don't see or approve news, verdicts or reviews before they run.
- **Categories we decline:** deepfake or "nudify" generators, voice-cloning or face-swap tools marketed without consent safeguards, and anything that targets or exploits real people's likenesses.

Introductory rates and availability:

business@deepfakecentral.com

deepfakecentral.com/advertise