



InvestorPlace Media

Expert Advice for a Richer Life®

Overview & Media Kit

2016

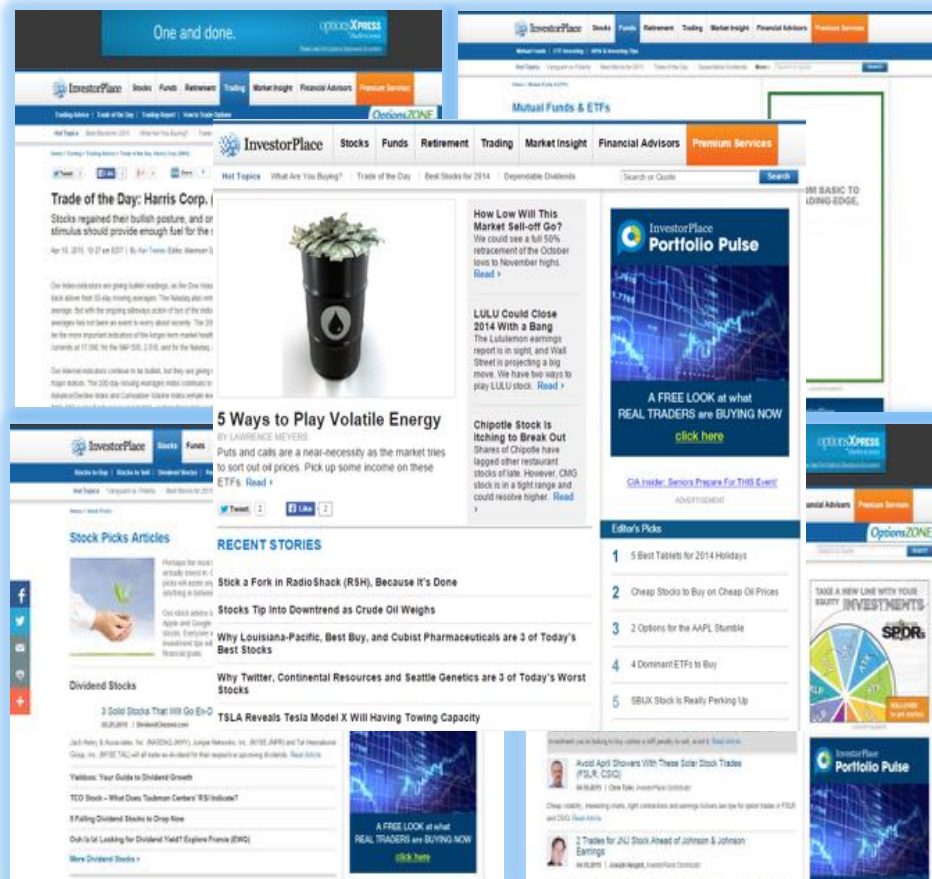
Dave McKeand
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100% Owned and Operated Investing Destinations



InvestorPlace Media
Expert Advice for a Richer Life®



About Us

InvestorPlace.com is a leading investing and financial news site, providing millions of individual and professional investors with access to stock picks, options trades, market news and sharp, actionable commentary.

Thanks to a suite of experts, InvestorPlace.com publishes insightful articles on every corner of the market — from mutual funds and ETFs to options and active stock trading.



InvestorPlace is the Right Partner for Financial Advertisers

Why InvestorPlace?

- ✓ Optimum editorial environment, reaching consumers as they plan and save for their financial future
- ✓ High household income and investable assets exceeding \$100K (per comScore)
- ✓ Experience delivering against plans and goals of the most exacting financial advertisers

How we can reach your target audience?

- ✓ Contextual alignment with meaningful SOV
- ✓ Sponsored/Featured content opportunities
- ✓ Native advertising and content collaboration
- ✓ High impact media: synched roadblocks, rich media slider, and Lightbox
- ✓ E-newsletters to reach the email inboxes of your desired audience



Unrivaled Experts in the Investing Community



Hilary Kramer

- One of Wall Street's most successful equity analysts and investment managers
- Editor of *GameChangers* and *Breakout Stocks Under \$10*
- Author of *The Little Book of Big Profits From Small Stocks*



Dan Wiener

- One of the nation's foremost experts on Vanguard mutual funds
- Editor of *the Independent Adviser for Vanguard Investors*
- Chief Executive Officer, Adviser Investments, a \$3B money management firm



Jeff Reeves

- Lead writer and editor for InvestorPlace.com
- Former New York Times Inc. journalist
- Author of *The Frugal Investor's Guide to Finding Great Stocks*



Louis Navellier

- One of Wall Street's renowned growth investors
- National reputation as a savvy stock picker and portfolio manager
- Financial newsletter editor including *Emerging Growth* and *Blue Chip Growth*



Our Audience and Footprint

Monthly Unique Visitors:

1.1 Million

Monthly Pageviews:

8.0 Million

Desktop – 60%

Mobile – 40%

DEMOGRAPHICS

Male: 69% / Female: 31%

Median Age: 57 years old

- Adults <25 20%
- Adults 25-34 22%
- Adults 35-44 12%
- Adults 45-54 7%
- Adults 55-64 15%
- Adults 65+ 24%

Average HH Income

- \$75,000 - \$99,999 15%
- \$100,000 - \$149,999 16%
- \$150,000 - \$199,999 13%
- \$200,000+ 10%



Trusted by the Biggest Names in Finance

The Street



Vanguard®



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GLOBAL ADVISORS.**

optionsXPRESS.
BY *charles* SCHWAB



optionshouse. 

FISHER INVESTMENTS®



ally

lendingtree™



We Reach High Net Worth Individuals...

\$100K+ Household Income

Rnk	Site	Comp Index
1	BARRONS.COM	178
2	SEEKINGALPHA.COM	152
3	INVESTORPLACE.COM	136
4	MORNINGSTAR.COM	167
5	ECONOMIST.COM	148
6	FT.COM	163
7	THESTREET.COM	153
8	BLOOMBERG.COM	145
9	CNNMONEY.COM	145
10	CNBC.COM	143
11	WSJ.COM	148
12	BUSINESSINSIDER.COM	126
13	FOOL.COM	120
14	FORBES.COM	131
15	KIPLINGER.COM	128
16	YAHOO FINANCE	122

ComScore Plan Metrix – August 2015

\$100K+ Portfolio Value

Rnk	Site	Comp Index
1	INVESTORPLACE.COM	162
2	FOOL.COM	143
3	BARRONS.COM	155
4	SEEKINGALPHA.COM	167
5	THESTREET.COM	155
6	FT.COM	150
7	MORNINGSTAR.COM	155
8	BLOOMBERG.COM	144
9	KIPLINGER.COM	133
10	CNBC.COM	140
11	WSJ.COM	133
12	ECONOMIST.COM	118
13	YAHOO FINANCE	137
14	CNNMONEY.COM	137
15	FORBES.COM	122
16	BUSINESSINSIDER.COM	128

ComScore Plan Metrix – August 2015



...Active Traders, Account Seekers...

Heavy Online Trading

Rnk	Site	Comp Index
1	INVESTORPLACE.COM	3413
2	SEEKINGALPHA.COM	2609
3	MORNINGSTAR.COM	2371
4	THESTREET.COM	2133
5	BARRONS.COM	1599
6	KIPLINGER.COM	1075
7	FOOL.COM	1016
7	FT.COM	1016
9	CNBC.COM	900
10	BLOOMBERG.COM	746
11	WSJ.COM	670
12	CNNMONEY.COM	580
13	YAHOO FINANCE	448
14	FORBES.COM	259
15	ECONOMIST.COM	256
16	BUSINESSINSIDER.COM	218

Searched for Online Brokerage Account (last 6 mos)

Rnk	Site	Comp Index
1	INVESTORPLACE.COM	452
2	THESTREET.COM	330
3	BARRONS.COM	314
4	WSJ.COM	239
5	MORNINGSTAR.COM	225
6	SEEKINGALPHA.COM	200
7	CNBC.COM	192
8	FOOL.COM	162
9	YAHOO FINANCE	140
10	BLOOMBERG.COM	138
11	FT.COM	137
12	ECONOMIST.COM	136
13	KIPLINGER.COM	128
14	FORBES.COM	127
15	BUSINESSINSIDER.COM	122
16	CNNMONEY.COM	119



InvestorPlace Media: Strong Ranks Across All Key Segments

Property	HHI >\$100k	Portfolio Value	Heavy Traders	Search for Brokerage	Average Position
InvestorPlace Media	3	1	1	1	1.50
Barrons	1	3	5	3	3.00
Seeking Alpha	2	4	2	6	3.50
The Street	7	5	4	2	4.50
Morningstar	4	7	3	5	4.75
Financial Times	6	6	7	11	7.50
Motley Fool	13	2	7	8	7.50
CNBC	10	10	9	7	9.00
Bloomberg	8	8	10	10	9.00
Wall Street Journal	11	11	11	4	9.25
Kiplinger	15	9	6	13	10.75
The Economist	5	12	15	12	11.00
Yahoo Finance	16	13	13	9	12.75
CNN Money	9	14	12	16	12.75
Forbes	14	15	14	14	14.25
Business Insider	12	16	16	15	14.75



...and the Financial Advisors Who Guide Them

Rank	Property	Composition Index
1	Bloomberg	284
2	InvestorPlace Media	236
3	Morningstar	225
4	Barrons	220
5	CNBC	180
6	Financial Times	164
7	Wall Street Journal	163
8	Forbes	161
9	Motley Fool	109
10	Business Insider	107
11	Yahoo Finance	75
12	Kiplinger	63
13	CNN Money	57
14	The Street	55
15	The Economist	47
16	Seeking Alpha	38

Bizo Finance Professionals segment

Finance Professional = People and Companies involved in saving and investing money to support public, business, and personal finance

For Example:

- Wealth Management Assistant, Investment Counselor, Financial Advisor, Certified Financial Planner, Financial Analyst and Private Wealth Management
- Advisory Groups, Investment Houses, and Financial Institutions



We Perform for Our Partners

	Advertiser #1	Advertiser #2	Advertiser #3
Advertiser Type	Brokerage and mutual funds	Brokerage	Brokerage
Campaign Objectives:	New household sign-ups	New household sign-ups with initial trades	New account opens
CPA benchmark	\$800 per new household	\$523 per new household with a trade	Unknown to InvestorPlace
CPA results	\$124 CPA exceeded goal by 84%	\$231 CPA exceeded goal by 56%	\$345 CPA
Agency Quotes:	"...the best performing partner on the overall media plan and achieved the lowest CPA."	"...consistent top performer on our media plan."	"...the most account openings this month...an audience that consists of more sophisticated traders."



Select Advertising Opportunities



Custom Content - Sponsored Article Series

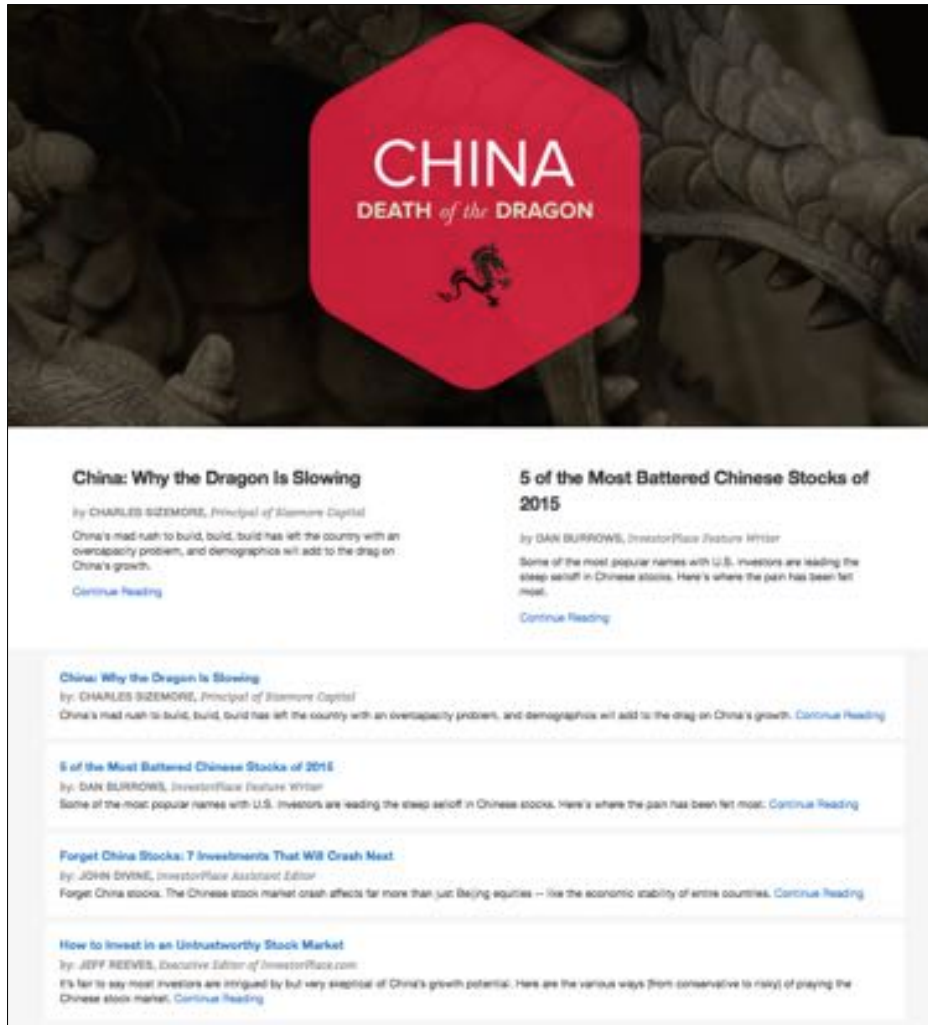
The image shows a screenshot of an InvestorPlace website. The main article is titled "3 Funds That Give Utilities a Little Sex Appeal" and is dated Nov 2, 2015. The article discusses the Utilities Select Sector SPDR (XLU) and mentions that utilities stocks are not significant parts of major broad market indices. A sidebar on the right features a large advertisement for the XLF Financial Sector SPDR ETF, which includes the text "INVEST IN THE ENTIRE FINANCIAL SECTOR OF THE S&P 500" and "XLF THE FINANCIAL SECTOR SPDR ETF". Below the main article, there is a section titled "5 Dow Jones Titans Parking Up" and a small image of a power outlet.

About the article series

- Sponsor a monthly series about topics related to Advertiser's business
- 100% SOV display (excludes button placements)
- Potential topic ideas to be generated by InvestorPlace editorial team – areas of focus can be suggested by Advertiser
- Placement sizes include: 88x31, 300x600 & 728x90
- Minimum media commitment for Sponsored Article Series: \$10,000 (sum of 88x31, 300x600 & 728x90 total cost)



Special Features / Custom Content



China feature -- <http://investorplace.com/china-stock-market/>

Special Feature Reports from the editorial desk of InvestorPlace.com, focusing on key issues and topics in the financial community to arm readers with knowledge for effective investing

100% SOV sponsorship

- Brand/Logo integration
- 728x90, 300x600, 88x31
- Press Release inclusion available
- Promoted with e-letter feature and within other InvestorPlace e-letters

*Final topics subject to brand and InvestorPlace agreement on content focus. Minimum total annual commitment of \$100,000.



Native Advertising Placements (site advertisements)

Marry the brand's quality content with the authority of the investorplace.com platform

- Brand has full control of page content and 100% SOV of ad placements on landing page
- InvestorPlace will take a double audience targeting approach
 1. Highlight content on Investorplace.com using traffic-promoting widgets
 2. Highlight content in readers' email boxes via out our largest circulation e-letters (details on next page)
- Supports text, video placements, and multiple creative rotation
- Article page located on IP.com and delivered through our partnership with Nativio, a premier native advertising provider
- Additional added value placements within the native article page include 728x90 and 300x250

InvestorPlace Stocks Funds Retirement Trading Market Insight Financial Advisors Premium Services

Trading Advice | Trade of the Day | Trading Report | How to Trade Options

Hot Topics | Best Stocks for 2015 | What Are You Buying? | Trade of the Day | Dependable Dividends | More | Search or Q: | Search | Free Reports: Register | Log In

Home > Trading

Trading

Walmart Stock – Don't Ignore This Unusual Activity! (WMT)
10.14.2015 | Tim Higgins, InvestorPlace Contributor

Walmart stock saw big and unusual option volume in October options, providing an opportunity for two trade ideas in WMT shares. [Read Article](#)

Rising Rates. Look closer for opportunities.
Sponsored Content, iShares iThinking
The Fed has also signaled that rate increases will be gradual, which should keep interest rates below historic averages... [read more](#)

Trade of the Day: Yahoo! (YHOO)
10.14.2015 | Jake Jagerson and Wade Hansen, Editors, StrongShot Trader
YHOO has been forced to try and make an argument for a bullish valuation on its own merits — which are not all that great. [Read Article](#)

The Russell 2000's Big, Red Warning Sign (IWM)
10.14.2015 | Sergei Berger, Head Trader & Strategist, The Steady Trader
Active traders should look to short the iShares Russell 2000 Index (ETF) (IWM) after the small-cap index's breather. [Read Article](#)

Trade of the Day: JBHT Stock May Take Another Turn for the Worse
10.14.2015 | Sam Collins, InvestorPlace Chief Technical Analyst
A break at a double-bottom could result in further selling in J.B. Hunt Transport Services Inc. [Read Article](#)

CBO iShares 1-5 Year Laddered Corporate Bond Index ETF
This is iThinking. [LEARN MORE](#)

iShares by BLACKROCK

InvestorPlace Stocks Funds Retirement Trading Market Insight Financial Advisors Premium Services

Mutual Funds | ETF Investing | 401k & Investing Tips

Hot Topics | Best Stocks for 2015 | What Are You Buying? | Trade of the Day | Dependable Dividends | More | Search or Q: | Search | Free Reports: Register | Log In

Home > Mutual Funds & ETFs > ETF Investing >

SPONSORED CONTENT by iShares

Rising Rates. Look closer for opportunities
Key Takeaways

Oct 14, 2015 11:58am ET By iShares iThinking

After more than six years, the Fed is finally poised to end its zero-interest-rate policy and embark on its first rate hiking cycle in nearly a decade.

We believe this is no ordinary rate cycle — and that the Fed is simply “normalizing” rates from their low levels since the financial crisis. The Fed has also signaled that rate increases will be gradual, which should keep interest rates below historic averages for some time. As a result, we expect rates to rise slowly, remaining below historical averages for some time.

Moreover, we believe that rising rates are a sign of a strengthening, growing economy — and that for well-prepared investors, rising rates can signal opportunity.

A thoughtfully allocated, diversified portfolio can help reduce the impact of rising rates as well as capture growth potential. Learn more in the two tabbed sections below.

iThinking: Rising Rates

iShares OFFERS 21 BOND ETF SOLUTIONS TO ADDRESS YOUR MARKET VIEW
This is iThinking. [LEARN MORE](#) **iShares** by BLACKROCK

Native Advertising Placements (e-letter advertisements)

InvestorPlace Insights

Circulation: 550k // 6 days/week



October 13, 2015

Top 10 S&P 500 Dividend Stocks for October

By Dan Burrows

The highest-yielding dividend stocks in the S&P 500 rose on expectations of a rate hike delay, but that doesn't make them all buys.

[The 10 With the Highest Yields](#)

5 Materials Stocks Striking the Mother Lode

By Anthony Kimmydett

For once, a rally in this sector has a chance of sticking around. 5 Materials & Mining Stocks to Watch

3 Big-Money Blue Chips That Will Break Out

By Chris Tyler

These three blue chips held their own during the market's correction. Expect Them to Rise in Coming Months

Bet on a Bounce With These Biotech ETFs

By Todd Shiber

Biotech stocks may have taken a beating lately, but that may just make these biotech ETFs more of a bargain. 3 to Consider

[Rising Rates. Look closer for opportunities.](#)
[Rising Rates. Look closer for opportunities.](#)
The Fed has also signaled that rate increases will be gradual, which should keep interest rates below historic averages. [Read more](#)

Third-party advertisement

Sam Collin's Daily Trader's Alert

Circulation: 125k // 5 days/week

DAILY TRADER'S ALERT

PRESENTED BY InvestorPlace

10/14/2015 04:31AM

Market Could Face a Dow Non-Confirmation

The transports need to hold above their 50-day moving average. [Get my take on the markets.](#)

TRADE OF THE DAY: JBHT May Take Another Turn for the Worse

A break at a double-bottom could result in further selling in J B Hunt Transport Services Inc. [Get my downside target.](#)

Have a good day trading.

Sam Collins
Editor, Daily Trader's Alert

Third-party advertisement

SPONSORED CONTENT by iShares iThinking Rising Rates

We believe this is no ordinary rate cycle – and that the Fed is simply “normalizing” rates from their low levels since the [financial crisis](#).

P.S. If you've missed an email issue – or want daily access to previous issues – [subscribe to our email alerts](#) and check it every morning for my latest Daily Market Outlook and Trade of the Day posts. Or you can [subscribe to my RSS feed](#).

24/7 Trade of the Day

Circulation: 140k // 5 days/week



Trade of the Day

10/14/2015 10:09AM

Trade of the Day: October 14, 2015

Dear Investor,

Yahoo! (YHOO) hitched its wagon to Alibaba (BABA) many years ago and, for a while, that wagon was a strong bullish driver for YHOO. But now the picture is changing, and we see a big drop in YHOO's future.

Smart investors can make money from Yahoo's slide, and we show you how. The last time we traded YHOO to the downside, we made 67% in a week.

[Don't miss out this time](#)

Sincerely,

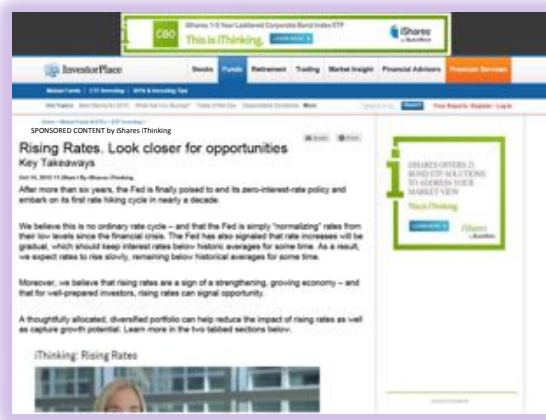
John Jagerson and Wade Hansen
Co-Editors
Slingshot Trader

Third-party advertisement

SPONSORED CONTENT by iShares iThinking Rising Rates

We believe this is no ordinary rate cycle – and that the Fed is simply “normalizing” rates from their low levels since the [financial crisis](#).

- Brand's content highlighted in e-letter sends
- Clicks arrive on article site hosted on investorplace.com



E-Letters

- Email newsletters tailored to specific investment interests
- All e-letters require double opt-in and are Can-Spam compliant
- Sold on a flat fee, based on net names mailed
- Minimum campaign requirement of \$1000

E-letter name	E-letter description	List size '000s
Standard E-letters		
InvestorPlace Insights	In each issue you'll find the hottest stocks to buy and sell, plus actionable investing advice from our top experts.	550
24/7 Trader (Trade of the Day)	Get real-time stock and option trades every trading day of the year. Each trade is selected, vetted and approved by one of the 24/7 Trader experts and is ready to act on.	145
Fund Focus Weekly	Each week Vanguard "watchdog" Dan Wiener delivers independent and unbiased information on Vanguard's mutual funds, including the best funds to buy and sell, advance announcements of new funds, and more.	145
Daily Traders Alert	Chief Technical Analyst Sam Collins gives you his take on what's slated to impact your portfolio during the trading day, plus a Trade of the Day.	130
OptionZone Insiders	Get access to the top options traders in the business, along with their unique strategies and best trades.	75
Richard Band's Dividend Insights	The mission in Profitable Investing is to help earn top returns on your investments, with safety. Whether you're a young person in your 20s just starting a career, or a retiree in your 70s enjoying the fruits of a life's labor, you can benefit from our low-risk approach to wealth-building	50



E-Letters Examples

24/7 TRADER
Real Time Stocks

Trade of the Day

04/02/2015 09:19AM

Trade of the Day: April 2, 2015

Dear Investor,

Given the four-straight days of weakness last week, I predicted that there could be an ongoing "bottoming process" for another two to three sessions.

Well, here we are, but the good news is that we can just watch the action going into the long weekend because the next battle could seriously hurt the bulls or bears again so there's no point in loading up on long or short trades right now.

[Find out what my plan is going into the long weekend for U.S. markets.](#)


Have a great day trading.




Rick Rouse
Editor
Momentum Options and Momentum Stocks Weekly

 **Rick Rouse** is a seasoned options trader who has helped his readers make money in every type of market—from the 2008 market plunge to 2013's massive bull market and everything in between. Along the way, [Momentum Options](#) has delivered a huge

Momentum Options Trading Blueprint: YOURS FREE!

This 100+ page trading manual reveals, in detail, how I've been able to beat the market by an incredible 7-to-1 margin over the last seven years while racking up 686 double- & triple-digit winners.
[CLICK HERE to get your FREE copy... AND the next round of trades!](#)





Apr 02, 2015

The Best New Stocks From Q1
By Tom Taulli
Activity in IPOs this quarter was meager, but we still saw a few standout performers. **4 Best**



3 Companies Putting Big Cable Out of Business
The "next big thing" is already in your living room. Click here for three hints into the future of the multi-trillion dollar entertainment industry.

Top Mergers and Acquisitions for Q1
By Dan Burrows
M&A was red hot in the first quarter of 2015, hitting a level not seen since before the financial crisis. **10 Biggest Deals**

The Best ETFs of 2015's First Quarter
By Will Ashworth
The best ETFs are bundled in the healthcare, consumer discretionary and telecom sectors. [Here's Who Led the Charge](#)

Take Our Quick 1-Question Survey!
By Jeff Reeves
We take a look at what assets investors are piling into right now. [What Are You — and Your Fellow Traders — Buying?](#)

Variable Annuities' Financial Freedom Trap
MORE: Download "Annuity Insights: Nine Questions Every Annuity Investor Should Ask" from Fisher Investments. [Read Article](#)

Can This Monster Run Continue?
By Jeff Reeves
Monster Beverage stock has doubled in the last year, but can

SPONSOR

InvestorPlace Insights

In each issue you'll find the hottest stocks to buy and sell, plus actionable investing advice from our top experts.

Frequency: Daily
Placement: 300x250, In-Text
List Size: 550,000

AdviserOnline

FUND FOCUS Weekly

WINNING STRATEGIES FOR VANGUARD INVESTORS

The Ultimate Answer Book: 27 Priceless Vanguard Secrets
Strike gold when you apply Dan Wiener secret advice for "supercharging" your Vanguard profits. Read all about them now >>>

April 02, 2015

Market Flash
The first quarter ended on something of a sour note—what's going on? Well, I'd say that it's uncertainty. Uncertainty about the economy mainly, but also about just how robust a recovery we can expect from the E.U. and uncertainty about exactly what will drive the Fed to begin raising interest rates.

Last Friday we got the final numbers on GDP for Q4 2014, and there was almost no change from the prior estimate of just 2.2% annualized growth during the quarter. This was really no surprise, since the quarter had already been seen as a weak one that followed six very strong months in the middle of last year.

Trade figures—hurt by the rising strength of the dollar, which impacts exports—were a factor and will continue to be until foreign economies

In This Issue

- ▶ [Market Flash](#)
- ▶ [The April 2015 Independent Adviser](#)

What Apple's CEO Didn't Say
One little-known tech company helps power Apple's latest devices, and it's moving into position to dominate its industry for years to come.



Fund Focus Weekly

Each week Vanguard "watchdog" Dan Wiener delivers independent and unbiased information on Vanguard's mutual funds, including the best funds to buy and sell, advance announcements of new funds, and more.

Frequency: Friday's
Placement: 300x250
List Size: 145,000

Note: Per industry standard convention, e-newsletter pricing based on net names mailed, not number of letters opened

Lightbox: Our Most Effective Placement to Deliver Qualified Leads



- Long our top performing unit for capturing leads for our own business, the lightbox placement is available for advertisers
- Sold on cost-per-click
- 1 per day per user
- 500x500 or smaller available

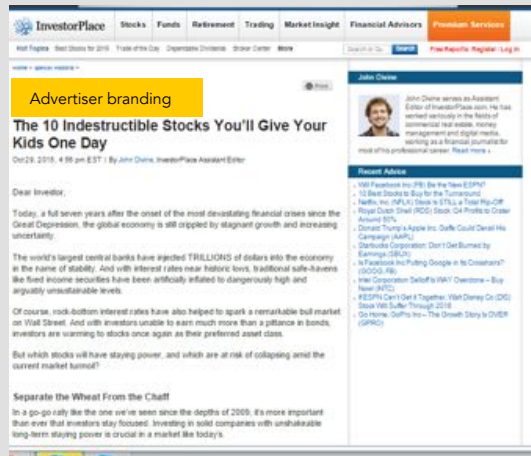


Co-Promotion Lead Capture

Reach the investorplace.com audience on a cost per lead basis

Step 1

- InvestorPlace.com editors create co-branded report on topic(s) of mutual interest to advertiser and InvestorPlace.com



Step 2

- Investorplace.com uses our ad space to capture leads
- Advertiser receives free branding on all ad placements



Step 3

- We provide leads via secure ftp feed to advertiser
- Advertiser responsible for achieving opt-in to its own marketing funnel
- InvestorPlace also achieves opt-in to our marketing funnel on these leads
- These leads are co-owned by both advertiser and InvestorPlace to use

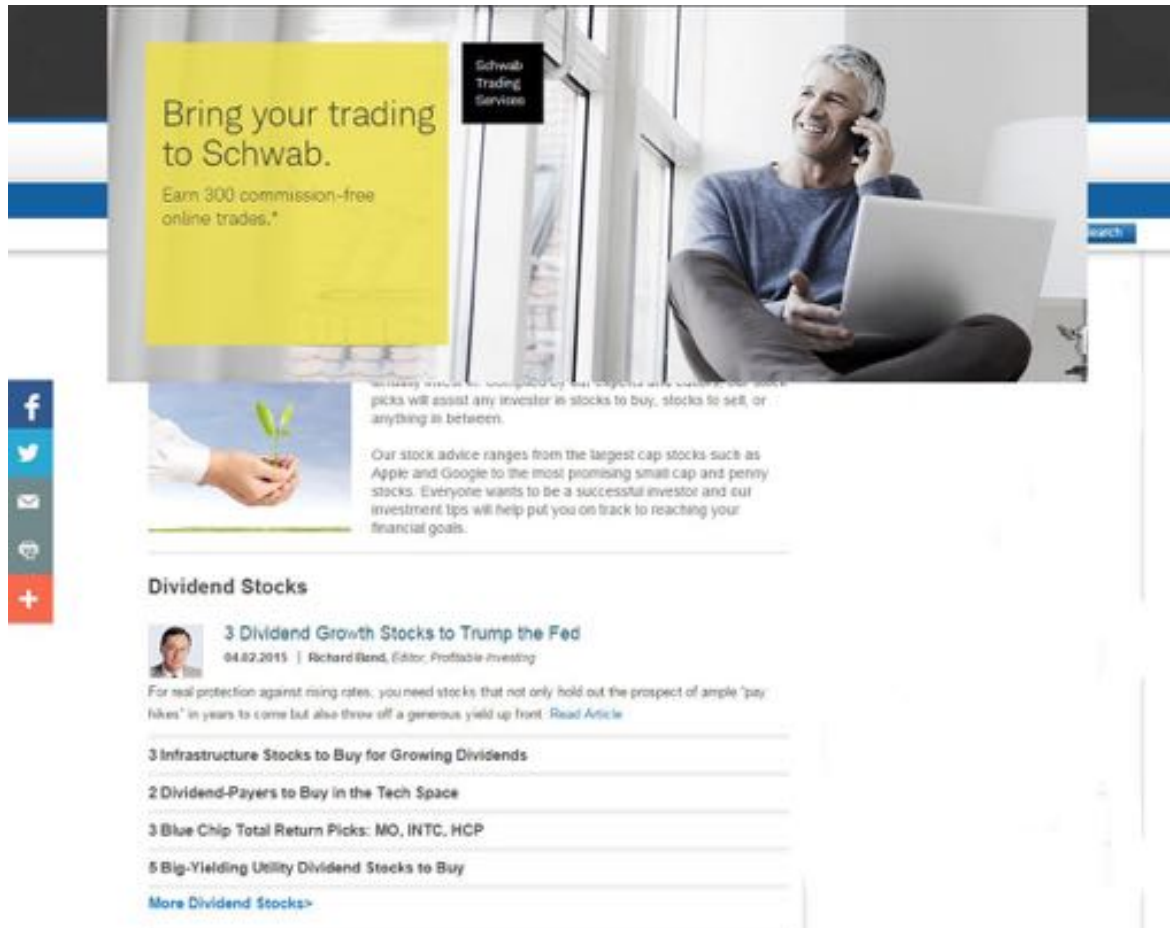


APPENDIX

Standard IAB Advertising Opportunities



Rich Media: Rising Stars (Expandable and Pushdown Units)



Expandable Units

- 970x250, 970x90
- This rising star unit is canvas friendly, super rich in functionality, and provides a simple, half page take over

Pushdown Units

- 970x90
- Pushdown units are a intuitive visual toolbar that becomes the first visual aspect on a landing page



Targeted Media: Trading, Stocks, Funds Sections

The screenshot displays the InvestorPlace website interface. At the top, there's a Wells Fargo banner for a limited-time offer on interest rate discounts. Below this is the main navigation bar with links for Stocks, Funds, Retirement, Trading, Market Insight, Financial Advisors, and Premium Services. The 'Trading' section is highlighted, featuring an article titled 'Express Scripts (ESRX): A Prescription for Profits' by Chris Tyler. To the right, a Wells Fargo logo is accompanied by the text 'The experience to help you manage your wealth with care'. Below the trading section, there's a 'Stock Picks Articles' section with a featured article '3 Infrastructure Stocks to Buy in 2015' by Aaron Levitt. The 'Dividend Stocks' section is also visible, listing '2 Dividend-Payers to Buy in 2015' and '3 Blue Chip Total Return Picks: 5'. The 'Mutual Funds & ETFs' section features a pie chart and an article 'What better way to expand your portfolio than diversifying your assets and investing in a mutual fund or exchange traded fund (ETF)?'. The '401k & Investing Tips' section includes an article 'The Best Funds to Hold in a Roth IRA' by Michael Fabian. At the bottom, there's a 'Portfolio Pulse' section with a line graph and a call to action 'A FREE LOOK at what REAL TRADERS are BUYING NOW click here'.

Trading Section

- Successful trading starts with selecting the right brokerage. Capture readers as they're seeking trading advice, reviewing the Trade of the Day, and trading options
- Placement sizes included: 300x600, 300x250, & 728x90

Stocks Section

- Everyone wants to be a successful investor and our stock advice helps readers decide what stocks to invest in with help from our experts and editors
- Placement sizes included: 300x600, 300x250, & 728x90

Funds Section

- Mutual Funds and ETF investors know that they have to stay proactive with their investment. Our funds section gives the best current advice in the industry
- Placement sizes included: 300x600, 300x250, & 728x90

InvestorPlace Media: Rich Media Slider

- Rich media – ROS
- 160 X 600 slider
- 100% in-view
- High CTR (0.25% to 0.5%)
- Ad launches left to right on page. Scrolls up and down with user experience
- Pay only for visible impressions

The screenshot shows the InvestorPlace website interface. The top navigation bar includes links for Stocks, Funds, Retirement, Trading, Market Insight, Financial Advisors, and Premium Services. Below this is a blue banner with 'Mutual Funds', 'ETF Investing', and '401k & Investing Tips'. A search bar is located on the right. The main content area features an article titled '7 Index Funds to Buy for Retirement' by Kyle Woodley, dated April 14, 2015. The article text discusses the benefits of index funds for retirement. To the right of the article is a vertical advertisement slider for T. Rowe Price. The slider has a dark background with white and yellow text. It reads: 'T. Rowe Price INVEST WITH CONFIDENCE', 'PERSONALIZED GUIDANCE WITH YOUR ROLLOVER', 'GET YOUR OLD 401(k) ON THE RIGHT TRACK', and 'Call a Retirement Specialist at 1-866-751-5136. Learn More >'. A red arrow points from the article text to the slider, and another red arrow points down from the slider.

InvestorPlace Stocks Funds Retirement Trading Market Insight Financial Advisors Premium Services

Mutual Funds | ETF Investing | 401k & Investing Tips

Hot Topics | Best Stocks for 2015 | What Are You Buying? | Trade of the Day | Dependable Dividends | Search in Guide | Search

Home > Mutual Funds & ETFs > ETF Investing > 7 Index Funds to Buy for Retirement

Recommend Share Tweet +1 Email Print

7 Index Funds to Buy for Retirement

The name of the game whenever possible: income and/or

Apr 14, 2015, 3:01 pm EDT | By Kyle Woodley, InvestorPlace Managing Editor

Index funds: Countless investors have benefited from the rise of these passive investments, but perhaps no group enjoys the perks more than those planning for (or already in) retirement?

Why?

Geez, where do you begin? Index funds typically outperform active management (not as much as advertised, but enough that it counts). They're dirt cheap because you're not paying an office full of advisors. They save you even more money when you consider they typically don't turn over their portfolios as much as many active investors.

And index funds keep emotions in check — an oft-forgotten piece of advice, but an insight that helps prevent costly blow-ups.

Source: WSJ

T. Rowe Price
INVEST WITH CONFIDENCE

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5 5 Big Tech Stocks in Trouble

6 Forbes: 10 Richest People in the World 2014

Poll of the Day

Do you think there will be a Santa Claus rally this year?

☐ Yes

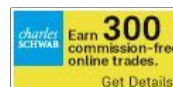
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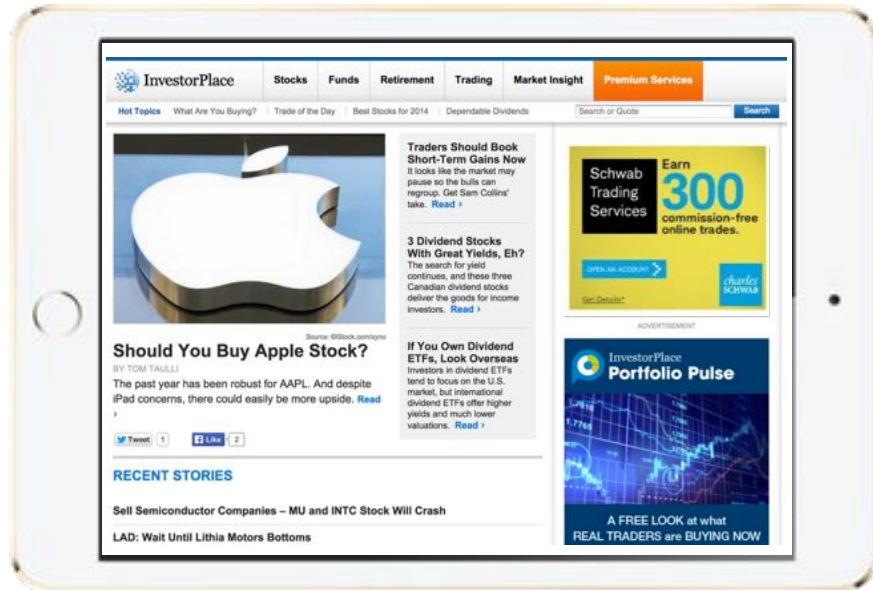


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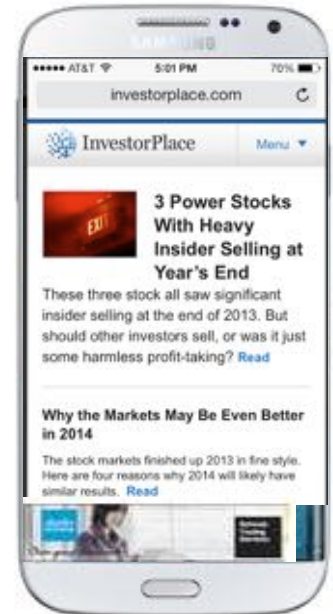
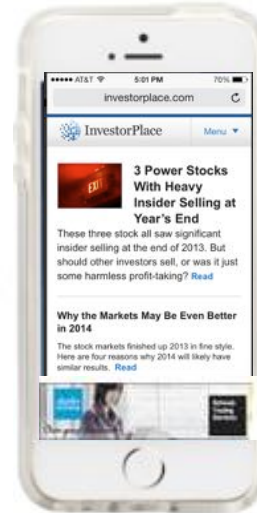


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We don't do this very often, so please read on

More than 60 years ago, my father, Malcolm Forbes, started a private advisory called *Special Situation Survey*.

Its mission: To provide one stock pick a month—just one—to an inner circle of friends and associates who wanted the chance to make double-digit gains in any market, without using options, short sales, or other complicated, high-risk maneuvers.

The results were so profitable that *Special Situation Survey*, in an odd twist, had to limit membership to 5,000 to avoid causing mayhem in the markets.

A victim of its own success? I suppose. But the profit streak established by my father continues to this day.

In just the past decade alone, *Special Situation Survey* has returned a stunning 342%, compared to a 74% return for the S&P 500 *

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