



INVESTORPLACE

Overview & Opportunities

100% Owned and Operated Investing Destinations



INVESTORPLACE

About Us

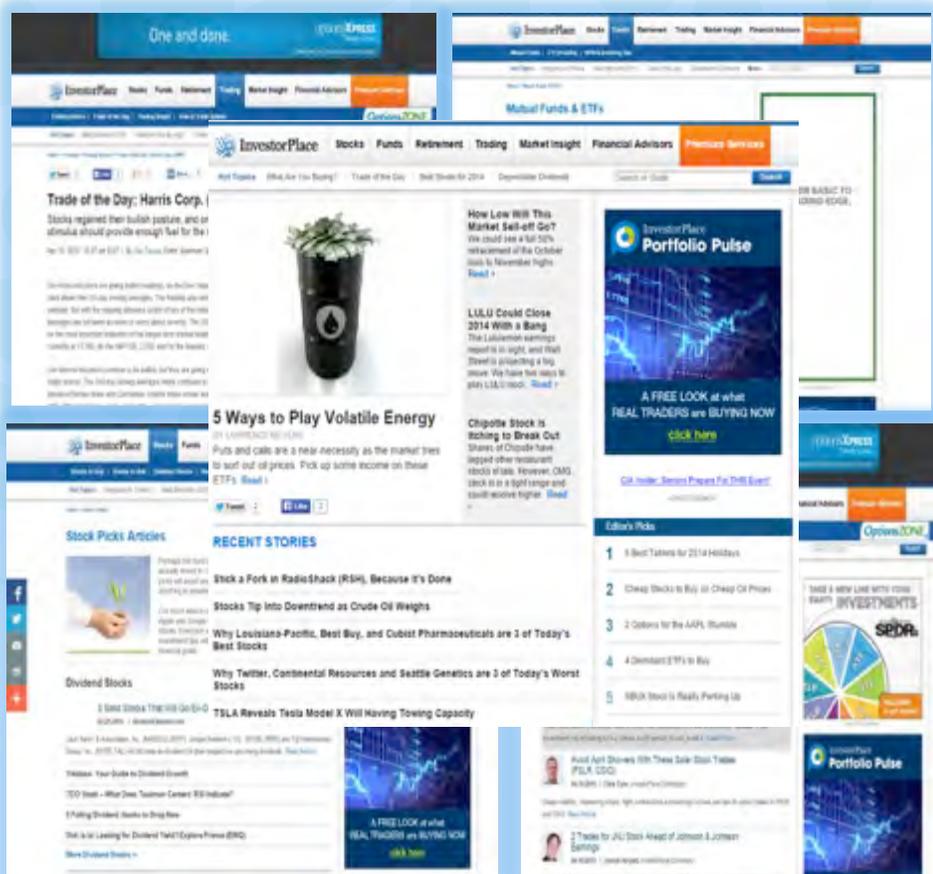
InvestorPlace.com is a leading investing and financial news site, providing millions of individual and professional investors with access to stock picks, options trades, market news and sharp, actionable commentary.

We help investors understand how financial and world news impacts their investments, providing them with a framework from which to make future investment decisions.

Audience Highlights:

- 1.7 million monthly unique visitors
- Median Age – 58
- Gender Split – 83% Male / 17% Female
- Median HHI - \$107,500
- Investible Assets > \$250k

(Comscore Plan Metrix, June 2018)



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 \$250k (per ComScore)
- Experience delivering against plans and goals of the most exacting financial advertisers

How can we reach your target audience?

- Deep contextual alignment with meaningful share of voice
- Numerous Sponsored/Featured content opportunities
- Custom editorial features with 100% SOV
- Native advertising
- High impact display
- Mobile and Tablet growth
- Programmatic Guaranteed and Private Auction

Unrivaled experts in the investing community



Neil George

Neil George is the editor of *Profitable Investing*, a low-risk value oriented advisory service dedicated to helping long-term investors achieve their growth and income goals safely and systematically.



Matt McCall

Matt McCall is the founder and president of Penn Financial Group, an investment advisory firm. Known for his extensive technical analysis expertise, he is the editor of *NexGen Investor* and *NexGen Trader*.



Louis Navellier

One of Wall Street's renowned growth investors. National reputation as a savvy stock picker and portfolio manager. Financial newsletters include *Emerging Growth*, *Blue Chip Growth*, *Ultimate Growth* and *Dividend Growth*.



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.

Trusted by the biggest names in finance

E*TRADE[®]



Vanguard[®]

charles
SCHWAB

SELECT SECTOR
SPDR[®]

 **Fidelity**[®]
INVESTMENTS

TD **Ameritrade**

ally

 **Interactive Brokers**


Invesco

STATE STREET
GLOBAL ADVISORS.

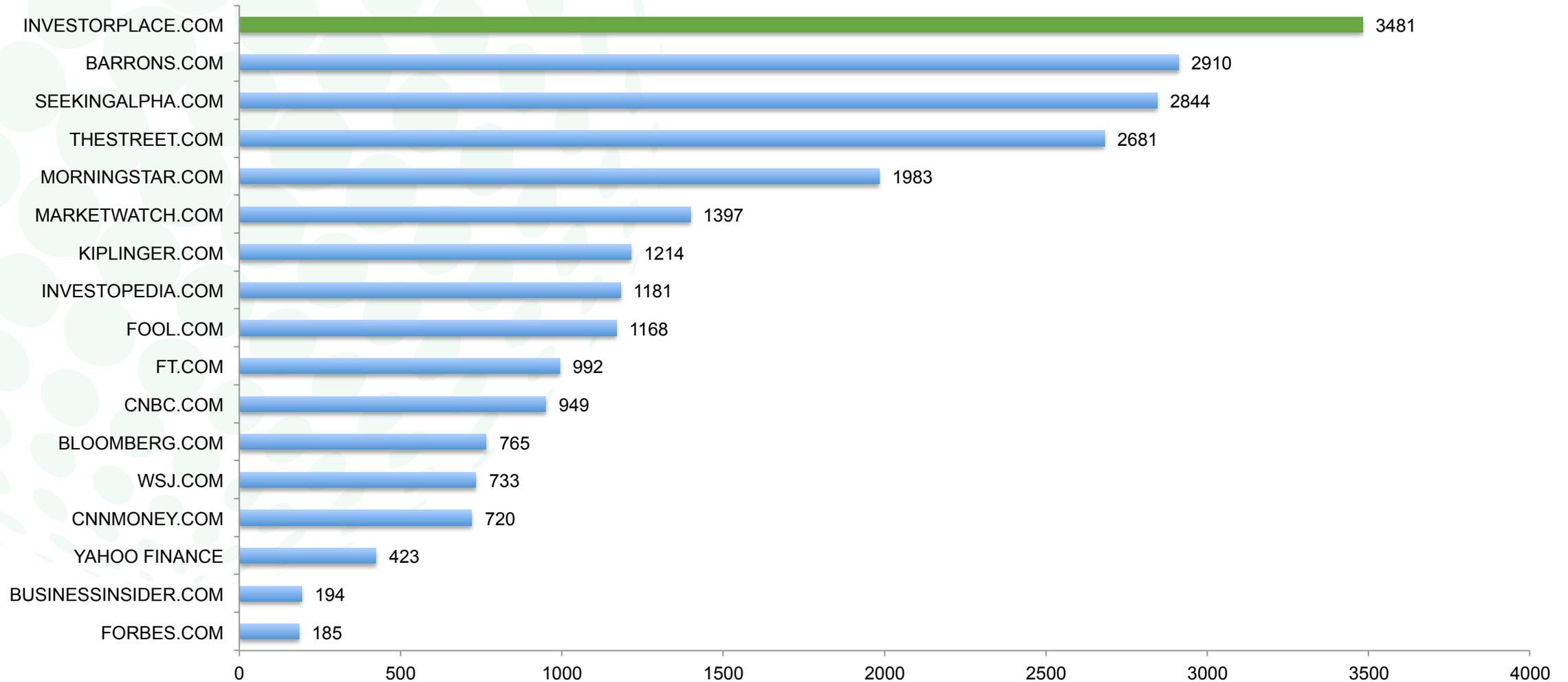
 **TradeStation**[®]
MEMBER OF MONEX GROUP

Direxion
ETFs | Funds

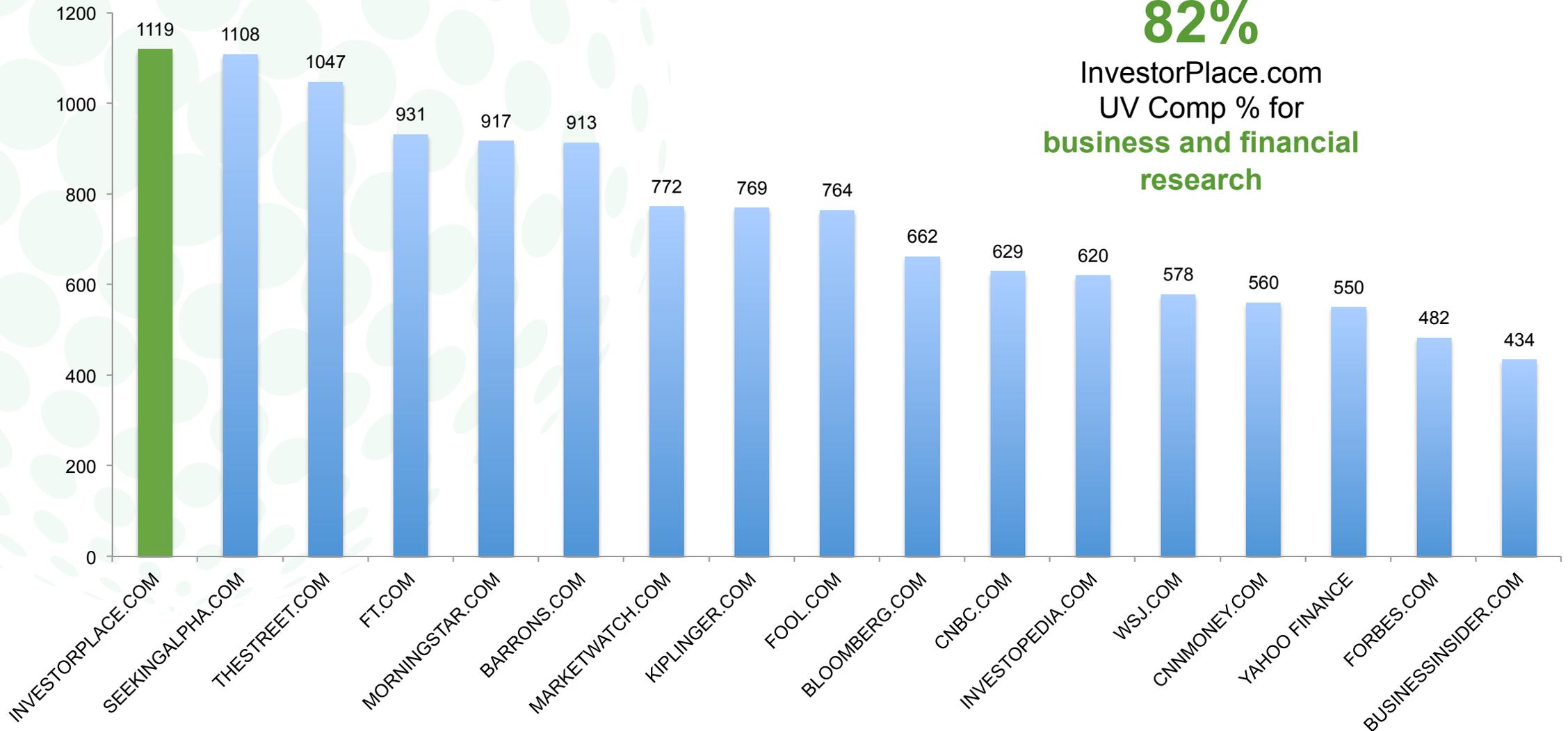
FISHER INVESTMENTS[®]

We reach heavy online traders!

Heavy Online Trading (Comp Index UV)

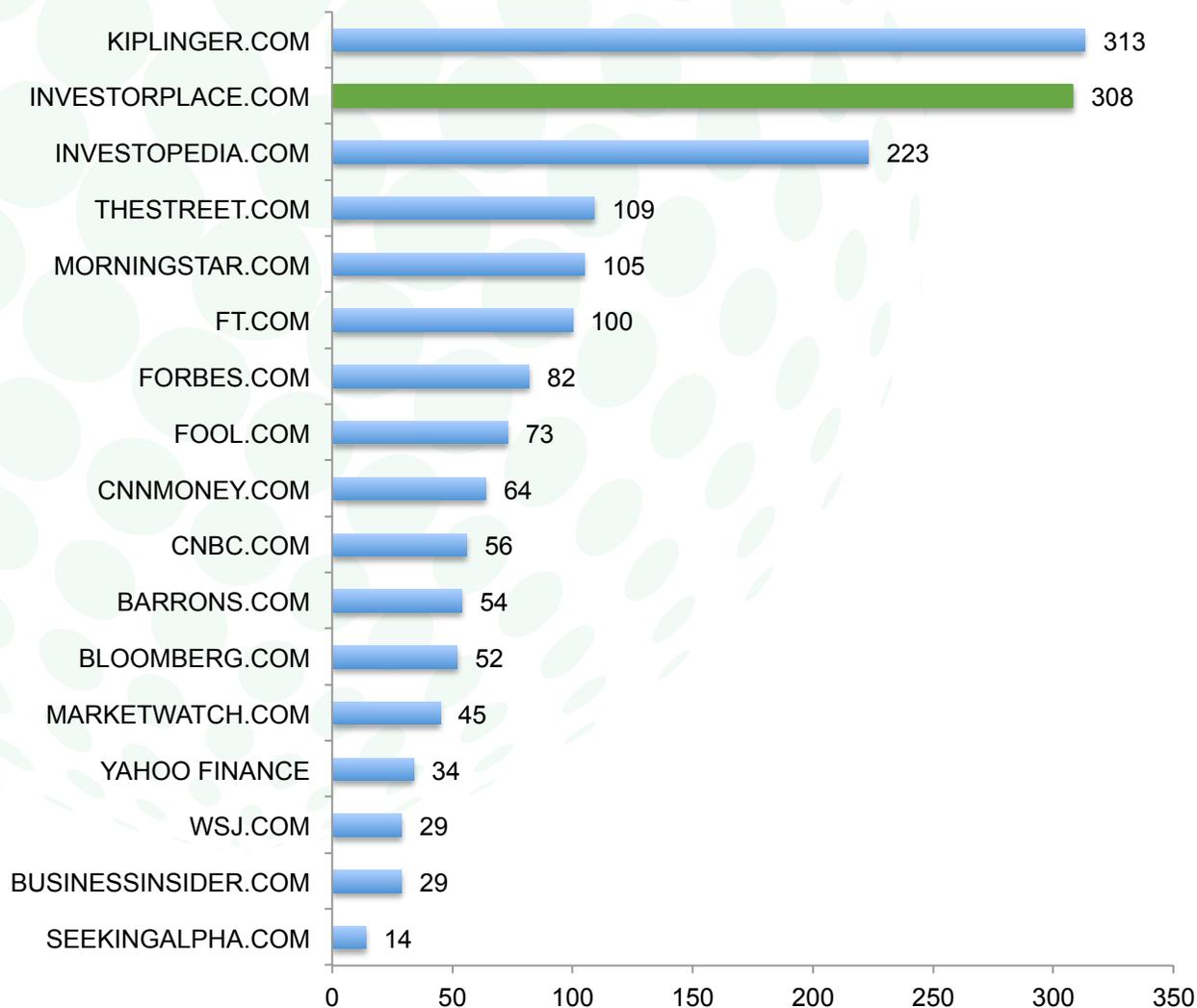


And they come to research their investments



82%
InvestorPlace.com
UV Comp % for
**business and financial
research**

Financial Advisors deem our content and advice valuable



Email to InvestorPlace Media Customer Service 6/18/2018

Blocked E-Mail

To: [REDACTED]
From: [REDACTED]
Cc: [REDACTED] "service@investorplace.com" <service@investorplace.com>
Attachments: image001.jpg image002.jpg

David and Rudy; I have been in touch with the help desk about a problem which began to occur immediately after the new computers were installed in the [REDACTED] office involving blocked e-mail from various senders that are tied in with investorplace.com. I have also spoken with Shakira and Lex in that organization and they claim that [REDACTED] system is blocking the E-Mails. Please do what has to be done to get these valuable series restored.

Thanks again,

[REDACTED]

[REDACTED]
Senior Vice President/Investments

[REDACTED]



Advertising Opportunities

Custom Content – Sponsored Article Series

The screenshot shows an InvestorPlace article page. The article title is "3 Funds That Give Utilities a Little Sex Appeal" by Todd Striber, dated Nov 2, 2015. The article text discusses the underrepresentation of utilities in major market indices and highlights the Utilities Select Sector SPDR (XLU) as a leading utility ETF. A sponsored advertisement for the XLF Financial Sector SPDR ETF is prominently displayed on the right side of the article. The ad features the text "INVEST IN THE ENTIRE FINANCIAL SECTOR OF THE S&P 500." and "XLF THE FINANCIAL SECTOR SPDR ETF" with a "LEARN MORE" button. Below the ad, there are links for "HOLDINGS", "FACT SHEET", "Risks & Definitions", and "Prospectus". At the bottom of the page, there is a small advertisement for "AMERICA ON THE BRINK".

About the article series

- Sponsor a monthly series about topics related to Advertiser's business
- 100% SOV display (excluding button placements)
- Topic ideas to be generated by InvestorPlace editorial team – areas of focus can be suggested by Advertiser
- Placement sizes include
 - 728x90 ATF & BTF
 - 728x90 In-Line
 - 300x600 ATF
 - 300x250 BTF
- Minimum media commitment for Sponsored Article Series: \$10,000 (sum of total cost of display units) as part of broader media plan

Editorial Feature Sponsorships



Vital Data

A daily summary of the most important data for options traders related to three separate, high-profile stocks.

Published each day by 9am.

100% SOV Sponsorship includes:

- 728x90 (top)
- 300x600
- 728x90 (in-line)
- 728x90 (bottom)
- 88x31 sponsor logo if desired



Stocks to Watch

A daily "table setter" that outlines three stocks with important overnight news.

Published each day by 9am.

100% SOV Sponsorship includes:

- 728x90 (top)
- 300x600
- 728x90 (in-line)
- 728x90 (bottom)
- 88x31 sponsor logo if desired



Big Stock Charts

A daily analysis of the technical indicators for three fast-moving stocks.

Published each day by 10am.

100% SOV Sponsorship includes:

- 728x90 (top)
- 300x600
- 728x90 (in-line)
- 728x90 (bottom)
- 88x31 sponsor logo if desired

Planned Content Features for 2019

- **Active Investing** – highlighting the successes possible with active investing vs. trends toward passive investing.
- **Best Stocks for 2019** – launching December 2018, this is a yearlong stock picking contest among our contributors.
- **Big Movers** – daily content featuring stocks poised for big up or down moves during the trading day.
- **Bull or Bear** – a debate on selected stocks with editorial and reader consensus scores.
- **ESG Investing** – exploring the world of ESG investments.
- **Fund Manager Perspectives** – interviews with fund managers with a monthly focus on specific fund families/sectors.
- **Investors Toolkit** – the basics of investing terminologies and important indicators that every investor should know.
- **Mega Trend Investing** – focus on hot trends that are disrupting the markets.
- **Morning Options Brief** – a look at the coming day's most important information for options traders.
- **Sector Spotlight** – examining specific sectors that possess near-term investment opportunities.
- **Volatility Investing** – capitalizing on market instability to drive portfolio growth.
- **Women in Business/Investing** – profiling female leaders and the companies they steward.

Market Ticker Sponsorship

- Prominent placement during decision-making moments is critical toward influencing and acquiring customers.
- Through sponsorship of the InvestorPlace market ticker, we integrate your brand into the experience.
- The market ticker sponsor will hold a pivotal place in the eyes of the InvestorPlace audience with a clickable 88x31 sponsor unit adjacent to our market tickers.
- 100% SOV
- Opportunities from 3-12 months.

The screenshot displays the InvestorPlace website interface. At the top, the navigation bar includes links for Stocks, Funds, Retirement, Trading, Market Insight, Financial Advisors, and Premium Services. Below this, a market ticker bar is circled in red, showing the following data: DOW 24,723 (-0.10%), NASDAQ 7,271 (-0.33%), and S&P 500 2,700 (-0.32%). The main content area features several article teasers, including '7 Retirement Stocks You Can Buy for the Coming Correction' and '6 Stocks to Watch as the Market Goes Up'. On the right side, there is a large advertisement for Vanguard with the headline 'Client-ownership is like a force of nature' and a 'Start Vanguarding' button. Below the main content, there is a 'RECENT STORIES' section with a list of headlines such as 'A Tech Giant No More: IBM Is Too Small to Compete in the Cloud Era' and 'United Continental Holdings Inc Stock Readies for Takeoff'. At the bottom right, there is an 'Editor's Picks' section with a numbered list of five items.

Targeted Media: site sections Trading, Stocks, Funds



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 evaluating options trades.
- 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

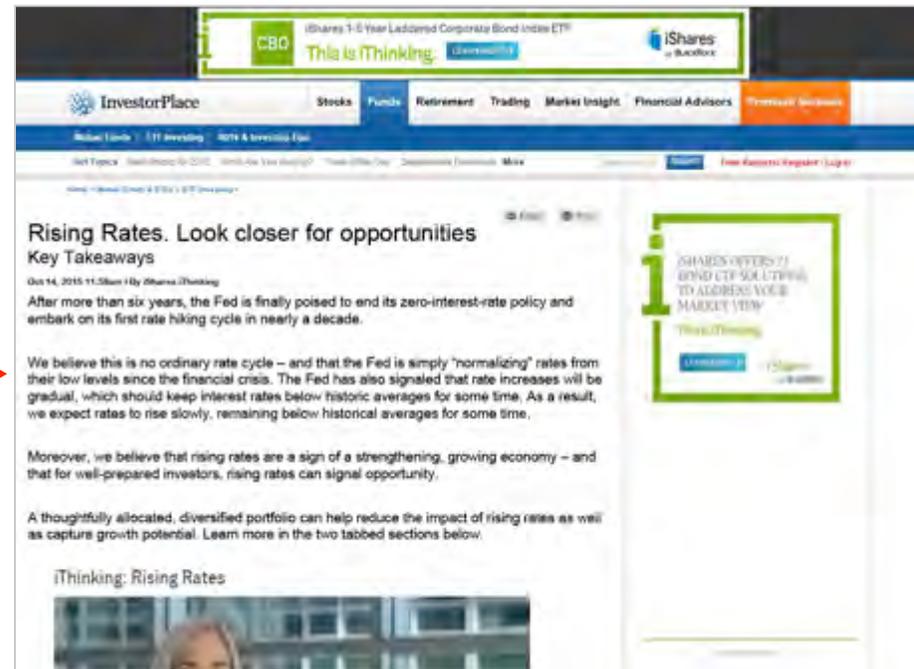
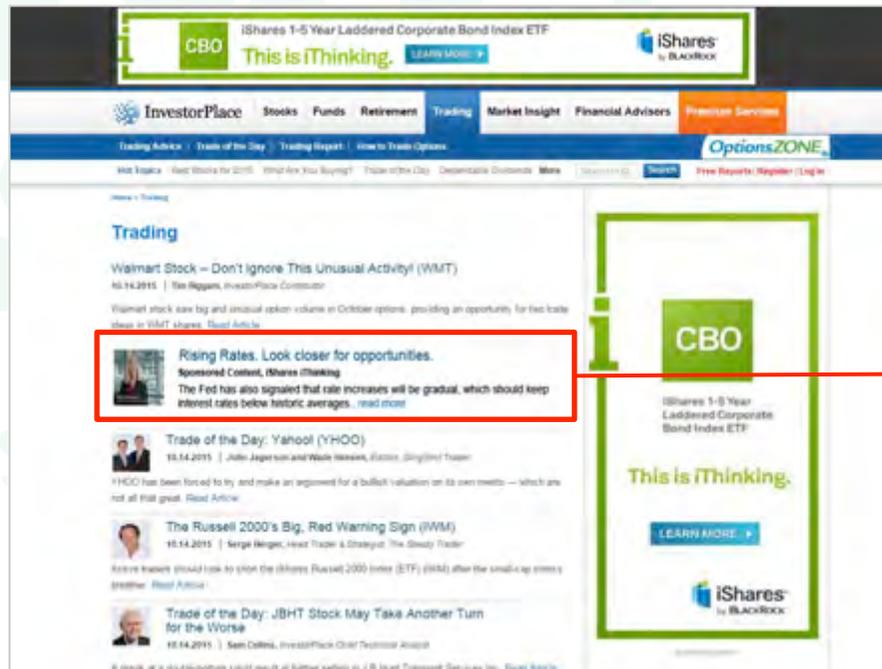
Market Insights Section

- Our advisors give their takes on what is going on in the economy and how events shake the markets for different stocks and sectors.
- Placement sizes included: 300x600, 300x250, & 728x90

Native Advertising / Content Promotion

Marry your 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
- Supports text, video placements, and multiple creative rotation
- Article page located on InvestorPlace.com and delivered through our partnership with Nativio, our native ad-server
- Additional added value placements within the native article page include 728x90 and 300x250/300x600



Rich Media Slider Unit

160x600 Rich media

- ROS or targeted to site sections

100% in-view

High CTR (0.25% to 0.5%)

Ad launches from right margin on page.
Scrolls up and down with user experience

Pay only for visible impressions

The screenshot shows the InvestorPlace website interface. The main article is titled "7 Index Funds to Buy for Retirement" and is dated April 14, 2015. The article text discusses the benefits of index funds for retirement. On the right side of the page, there is a vertical rich media advertisement for T. Rowe Price. The ad features the text "GET YOUR OLD 401(k) ON THE RIGHT TRACK" and includes a call to action: "Call a Retirement Specialist at 1-866-731-1336. Learn More". A red arrow points from the ad to the article content, and another red arrow points from the ad to the bottom of the page.

Partner Button

The screenshot displays a website layout with several content sections. On the left, there is an 'IPO PLAYBOOK' section featuring an article titled 'The Best Retail Stock to Buy' by JEFF DRYNE, which includes a 'wayfair' logo and social media sharing options. Below this are several headlines related to IPOs and company valuations. A 'PROMOTED' section follows, featuring an advertisement for '#Holidayze for Days: Thanks for the Memories!' by FORD MOTOR COMPANY. The 'STOCK PICKS' section includes an article '5 Overhyped Stocks to Sell Now' by JAMES BRUMLEY. On the right side, there is a list of '3 Stocks to Buy for a Bright Holiday Season', a 'Poll of the Day' titled 'Do you think there will be a Santa Claus rally this year?' with radio button options for 'Yes', 'No', and 'Undecided', and a 'Partners' section. The 'Partners' section contains six buttons: 'Fidelity Brokerage', 'Earn 300 commission-free online trades', 'Open an Account' (TradeStation), '32 TOXIC Blue Chips Click HERE', 'American Express Savings', and 'trade MONSTER'. A red bracket highlights the 'Partners' section, and a red arrow points from the text '120x60 Button' to the 'trade MONSTER' button.

120x60 Button

- Broad reach across our site
- Very cost efficient

Welcome Unit: driving qualified leads



- Interstitial Unit greets site visitors when they arrive at investorplace.com
- Historically our most effective placement for capturing leads and new accounts for our own subscription business
- Sold on cost-per-click
- Capped at 1 impression per session per user
- 500x500 maximum size

Mobile Advertising



Tablet targeted
300x600, 300x250, and 728x90
Rich Media Available

Mobile targeted
300x250 and 320x50
Rich Media Available



Reaching FA's: Financial Advisor Center

- Target FA's with banners adjacent to highly relevant content in our Financial Advisor Center.
- InvestorPlace content in FAC speaks to the FA audience with information they can utilize with their clients
- Includes 728x90, 300x600, 300x250

The screenshot displays the InvestorPlace Financial Advisor Center (FAC) website. The top navigation bar includes links for Stocks, Funds, Retirement, Trading, Market Insight, Financial Advisors, and Premium Services. The main content area features several article teasers with headlines, dates, and author names. On the right side, there is a large advertisement for MFS (Morgan Fidelity Services) with the headline "ACTIVE MANAGEMENT REQUIRES THE RIGHT FORMULA" and a "SEE OUR APPROACH" button. Below the advertisement, there is a section for "Editor's Picks" with two items listed.

Financial Advisor Center

Hot Topics: SPY, NYL, Best Stocks for 2016, Trade of the Day, Dividend Dividends, The Best ETFs

Home > Retirement > Financial Advisor Center

Financial Advisor Center

3 Financial Stocks to Sell if Hillary Clinton Wins
10.10.2016 | Aaron Levitt, InvestorPlace Contributor
For financial stocks, Hillary Clinton could be their worst nightmare. Here are three that could suffer the most. [Read Article](#)

Home Depot Inc (HD) Stock: If You MUST Trade Hurricane Matthew ...
10.07.2016 | Dana Blankenhorn, InvestorPlace Contributor
If you're looking to trade Home Depot (HD) and similar stocks in a rush to "game" Hurricane Matthew, consider this lesson first. [Read Article](#)

5 Dow Jones Stocks Tripping Over Their Feet
10.05.2016 | Anthony Mirhaydarli, InvestorPlace Market Strategist
These Dow Jones Industrial Average components are crossing into sketchy technical territory. Bet on these names to drop sooner than later. [Read Article](#)

7 Gold Stocks That Are Losing Safe-Haven Appeal
10.04.2016 | Anthony Mirhaydarli, InvestorPlace Market Strategist
Gold is hitting a three-month low as interest-bearing assets become more desirable. Here are seven gold stocks in danger of losing safe-haven status. [Read Article](#)

American Express Company (AXP) Hikes Dividend, Buys Back More Stock
09.27.2016 | John Klinefner, InvestorPlace Assistant Editor
American Express (AXP) stock is up Tuesday after announcing a new share buyback plan and 10% dividend increase. Here's what you should know. [Read Article](#)

9 Financial Planning Tips for Responsible Living
09.22.2016 | Simply Safe Dividends
There are any number of ways to plan for a more secure retirement, and these 9 financial planning tips will get you going today. [Read Article](#)

China Markets Near Stability on Strong Industrial Data

ACTIVE MANAGEMENT REQUIRES THE RIGHT FORMULA
[SEE OUR APPROACH](#)
MFS

Editor's Picks

- 1 3 Best Tech Stocks to Buy for REAL Virtual Reality Profits
- 2 7 Stocks the 2016 Presidential Candidates Have Called Out By Name

Reaching FA's: 1st Party Retargeting Across InvestorPlace.com

Apply retargeting across InvestorPlace.com to reach FA's where they consume content outside of our Financial Advisor Center

FA's search for and read Financial Advisor Center articles on Investorplace.com



First Party Data Platform

- FA's identified through Financial Advisor Center are then re-targeted as they browse sections of investorplace.com using our DMP solution

First
Party
Data

Display Banners on InvestorPlace.com

1st Party Data Targeting

Leveraging non-PII subscriber and site visitation data, InvestorPlace.com can target your hard-to-reach audiences. Some of our available targeting segments include the following:

Active Traders Broker Shoppers
Deep Researchers ETF Enthusiasts
Financial Advisors Fund Aficionados
Readying for Retirement

Programmatic – InvestorPlace Private Auction

- Specific to Financial Marketers
- Efficient media for use toward branding purposes or direct response strategies
- Premium Inventory Selection on ROS basis
- Apply targeting segments through your DSP
- No floor price except for 160x600 Slider

Ad Units in Auction

ROS 728x90

ROS 300x250

ROS 970x250

ROS 300x600

ROS Smartphone 320x50

ROS Smartphone 300x250

ROS 160x600 Slider - 100% in view

How can we help you?

For more information or
detailed recommendations, contact:

Dave McKeand

Executive Director, Head of Ad Sales

Direct – 804.536.2149

Email – dmckeand@investormedia.com



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