

INVESTORPLACE

2020 Media Kit

100% Owned and Operated Investing Destinations



INVESTORPLACE

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.

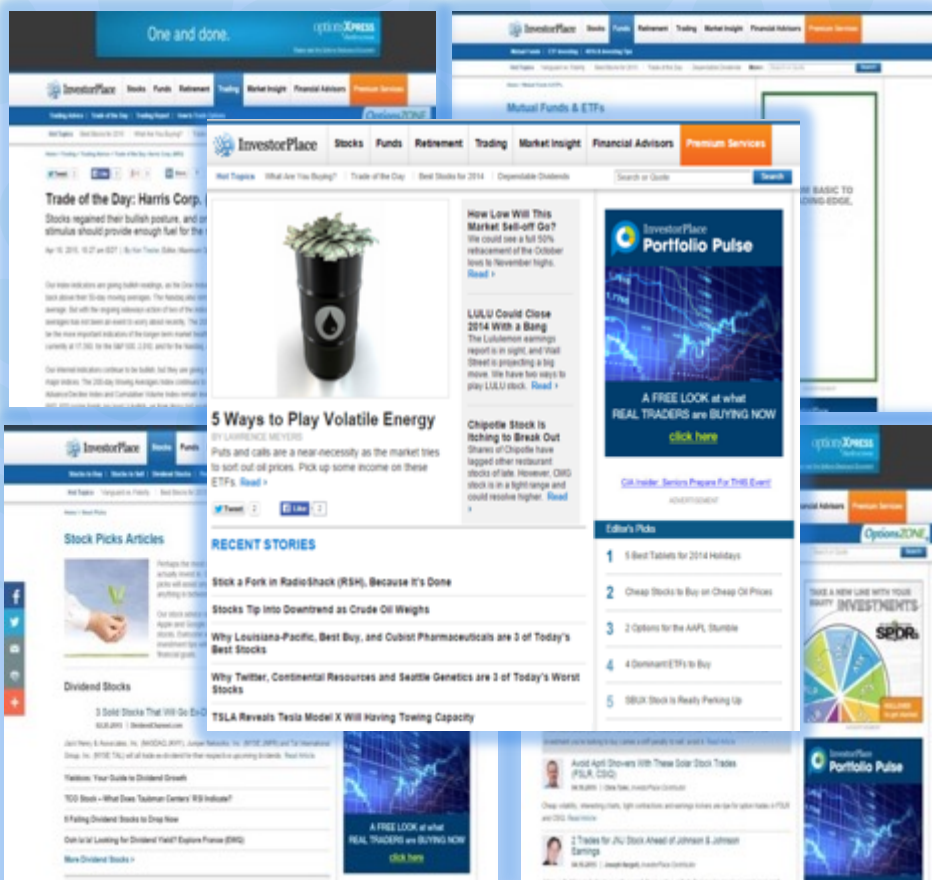
We help investors understand how financial and world news impacts their investments, providing them with a framework from which to make future investment decisions.

Audience Highlights:

- 1.9 million monthly unique visitors
- Median Age – 58
- Gender Split – 78% Male / 22% Female
- Average HHI - \$107k
- Investible Assets > \$250k

Fun Fact: Visitors are 10x more likely to be a physician, dentist or other medical professional

(ComScore Plan Metrix, Sept 2018; Google Analytics, Jan 2020)



INVESTORPLACE

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 and collaborative content opportunities
- Custom editorial features with 100% SOV
- High impact display
- Significantly growing scale in Mobile and Tablet
- Native advertising
- 1st Party Audience Targeting
- Programmatic Guaranteed, Preferred Deals and PMP/Private Auction

Unrivalled 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 *Investment Opportunities*, *Early Stage Investor*, and co-editor of *Power Portfolio 2020*.



Louis Navellier

One of Wall Street's renowned growth investors. National reputation as a savvy stock picker and portfolio manager. Financial newsletters include *Breakthrough Stocks*, *Growth Investor*, and *Accelerated Profits*. He is also the co-editor of *Power Portfolio 2020*.



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

EXTRADE[®]



Vanguard[®]

T.Rowe Price[®]



ally

TD Ameritrade

THRIVENT[®]
MUTUAL FUNDS



Interactive Brokers



**STATE STREET
GLOBAL ADVISORS**[®]

TradeStation[®]
MEMBER OF MONEX GROUP

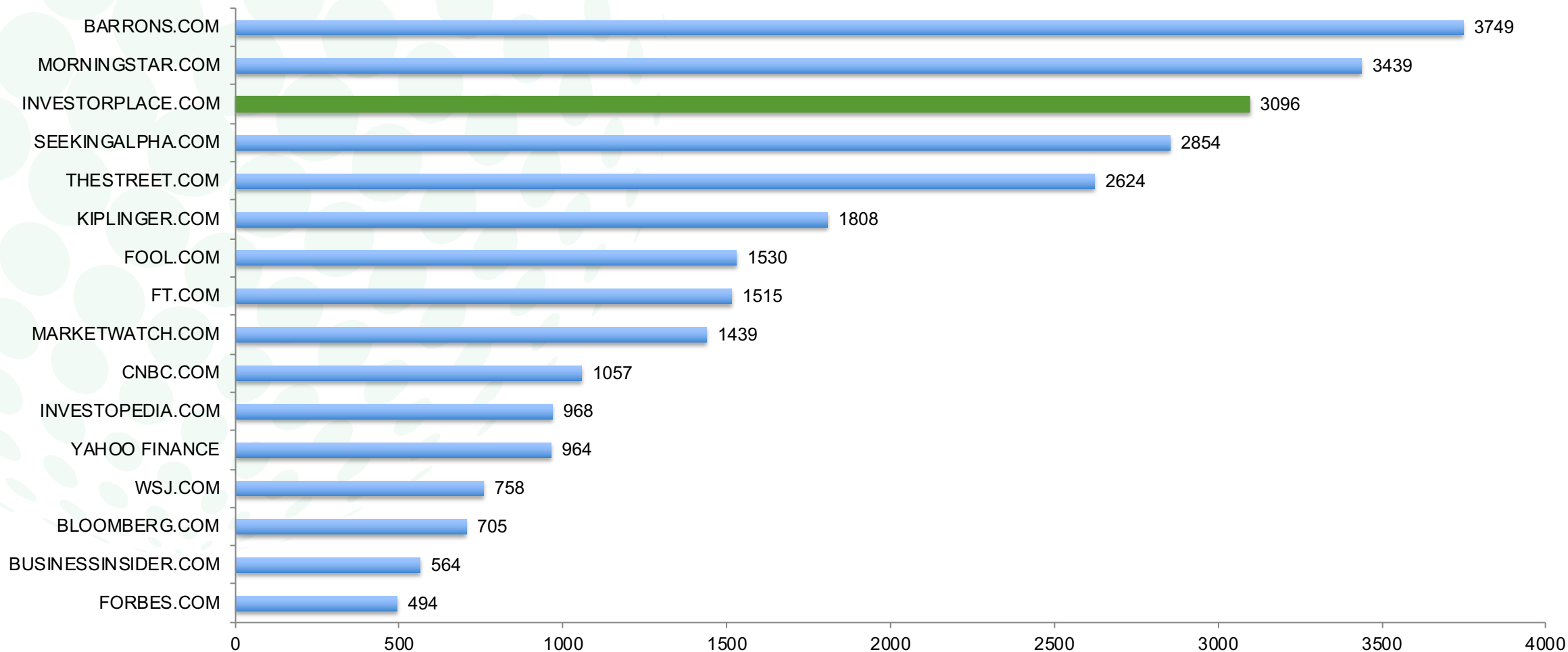


Direxion
ETFs | Funds

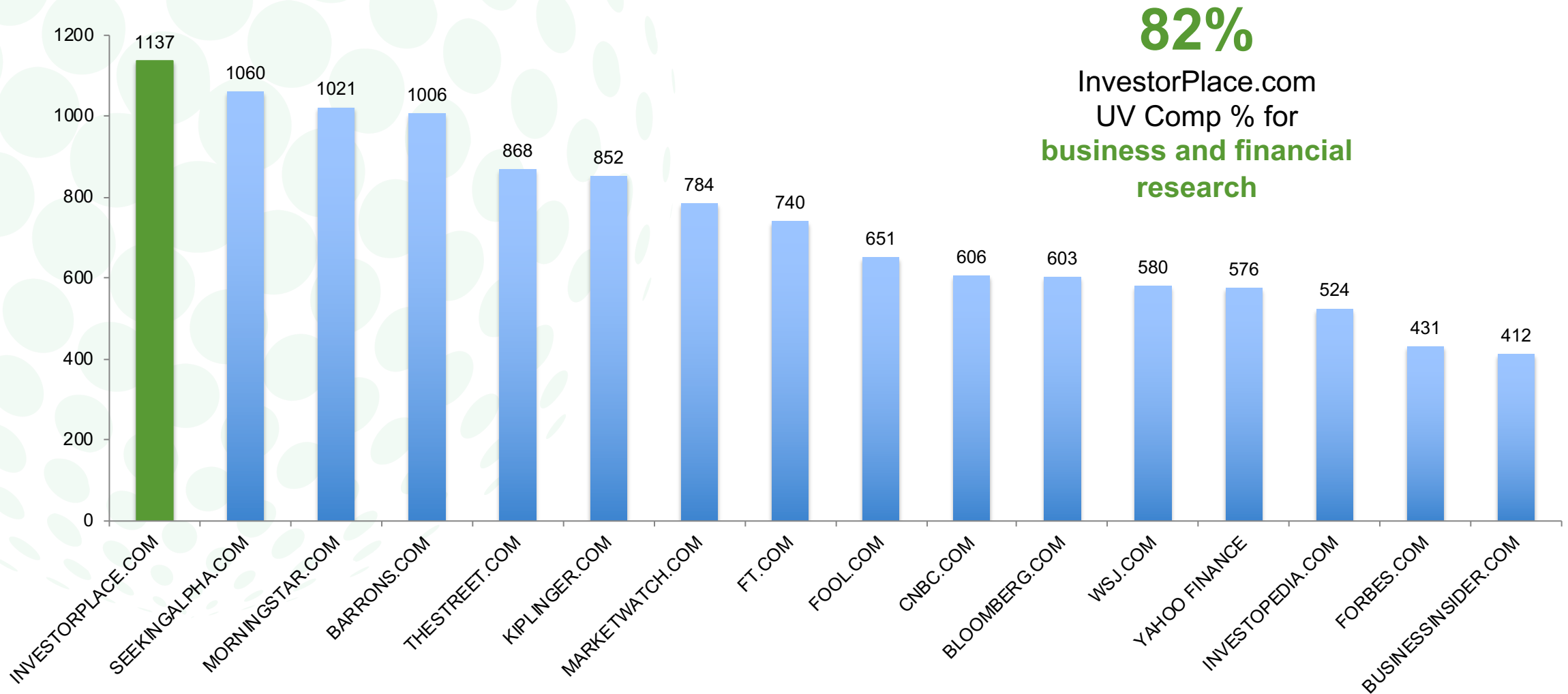
FISHER INVESTMENTS[®]

We reach avid investors and traders!

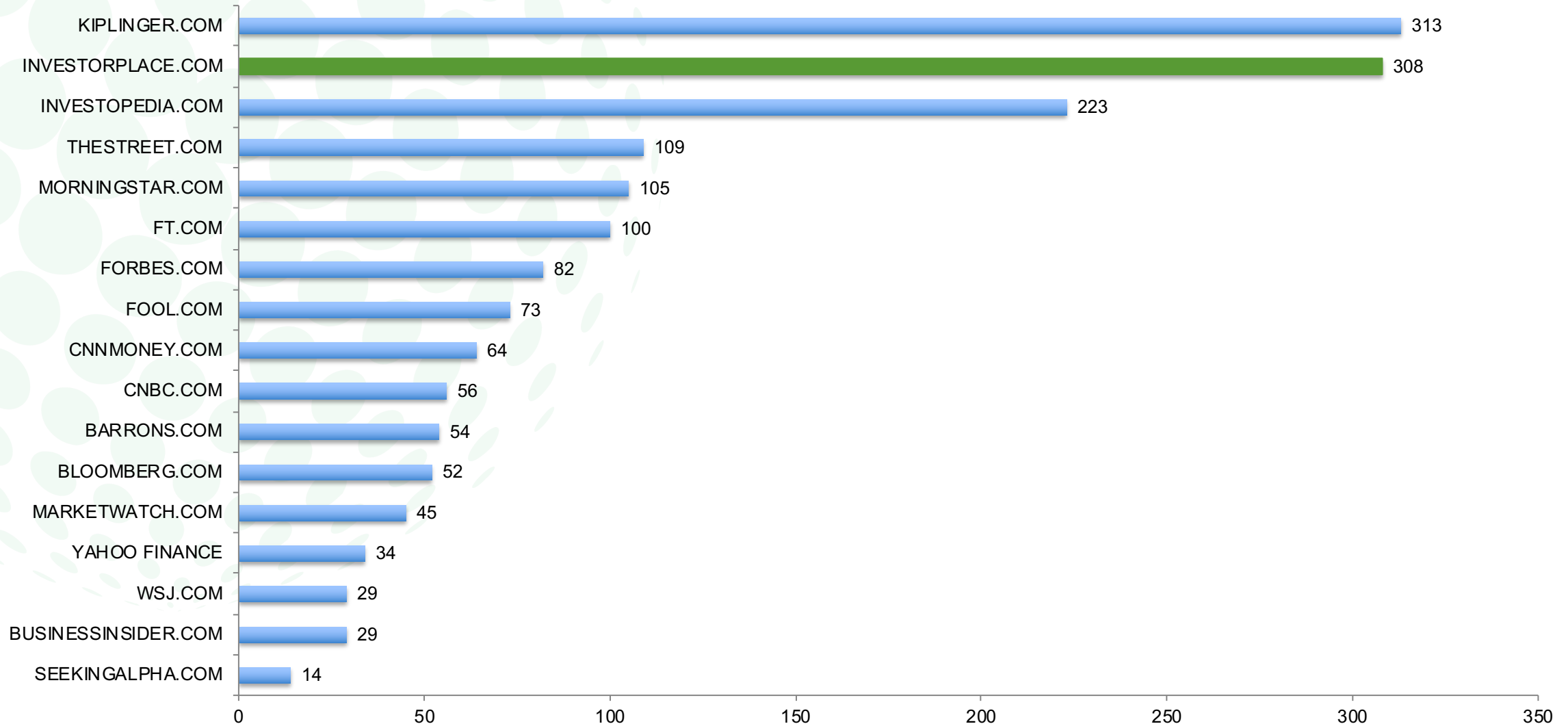
Heavy Investments (Comp Index UV)



And they come for our research and investment commentary



Financial Advisors deem our content and advice valuable



The background of the image features a hand pointing towards a bar chart. The chart has several vertical bars of increasing height. A green line graph is overlaid on the bars, showing an upward trend. Various percentage labels (20%, 40%, 50%, 60%, 70%, 80%, 90%, 100%) are scattered around the chart. A red line graph is also visible, showing a downward trend. The overall theme is financial growth and investment opportunities.

Advertising Opportunities



INVESTORPLACE

Custom Content – Sponsored Article Series

The screenshot shows the InvestorPlace website interface. At the top, there's a navigation bar with links for Stocks, Funds, Retirement, Trading, Market Insight, and Financial Advisors. A secondary navigation bar includes 'About Us', 'Our Analysts', and 'Premium Services'. A red banner at the top of the main content area reads: 'We are 30 million everyday people who know that being investor-savvy is a better way to do business. Take our word for it – and so do the investors. (InvestorPlace)'. Below this, a blue banner features the headline 'Top Crypto Expert Issues Shocking Announcement...' and a sub-headline 'Rare Event Could Generate \$4 Million in 4 Weeks for Some Investors'. A countdown timer shows '01:54:52' with labels 'DAYS', 'HOURS', 'MINUTES', and 'SECONDS'. The main article is titled 'The 10 Best Mutual Funds for Your 401k' by Aaron Levitt, dated Oct 16, 2019. The article text discusses the importance of 401k accounts and the challenges of choosing the best mutual funds. A sidebar on the right contains a 'MOST POPULAR' section with a list of 10 items, including '9 Boring Stocks to Buy You Should Never Let Go Of' and '7 Industrial Stocks to Buy for a Strong New Year'. Two red banners for Vanguard are also visible in the sidebar, each with the text 'Join the millions who choose Vanguard ETFs' and 'Let's get started >'. The bottom of the page features the InvestorPlace logo.

INVESTORPLACE

Stocks Funds Retirement Trading Market Insight Financial Advisors

We are 30 million everyday people who know that being investor-savvy is a better way to do business. Take our word for it – and so do the investors. (InvestorPlace)

Join us Vanguard

Top Crypto Expert Issues Shocking Announcement...
Rare Event Could Generate \$4 Million in 4 Weeks for Some Investors

Tue, January 7 at 7:00PM ET
01:54:52
DAYS HOURS MINUTES SECONDS
Register Here Free

Home / Mutual Funds & ETFs / Mutual Funds

The 10 Best Mutual Funds for Your 401k

A 401k can be a wonderful saving plan ... if you focus on the best mutual funds

By Aaron Levitt, InvestorPlace Contributor Oct 16, 2019, 11:31 am EST

Source: Shutterstock

If you're like most Americans, retirement is arguably the biggest expense you're saving for. To that end, there's a good chance that your biggest pool of assets is your 401k account at work.

According to industry group *Investment Company Institute*, there are more than 55 million Americans actively participating in their 401k accounts. Moreover, they have just over \$5.7 trillion dollars in those accounts. And it's easy to see why as 401k's do provide plenty of benefits. From tax-deferred savings to employer matching, the accounts can be a real cornerstone to meeting retirement goals.

The problem is that many 401k accounts are plagued with lousy mutual funds. Thanks to loose fiduciary standards, many plan providers aren't doing their part to help investors find the best mutual funds for their portfolios. Truth be told, the average 401k plan is a minefield.

But luckily, here at *InvestorPlace*, we care about your returns and reaching your retirement goals. To that end, we've combed through the hundreds of portfolio options to bring you the best mutual funds to buy in your 401k. These 10 funds appear in plenty of plans and represent some of the best mutual funds to buy for long-term savings.

Join the millions who choose Vanguard ETFs
Let's get started >

1. 9 Boring Stocks to Buy You Should Never Let Go Of

2. 7 Industrial Stocks to Buy for a Strong New Year

3. 7 Buyout Targets to Watch For 2020

4. 7 Stocks That Are Screaming Buys Right Now

5. 7 Disruptive Biotech Stocks to Buy for 2025

Join the millions who choose Vanguard ETFs
Let's get started >

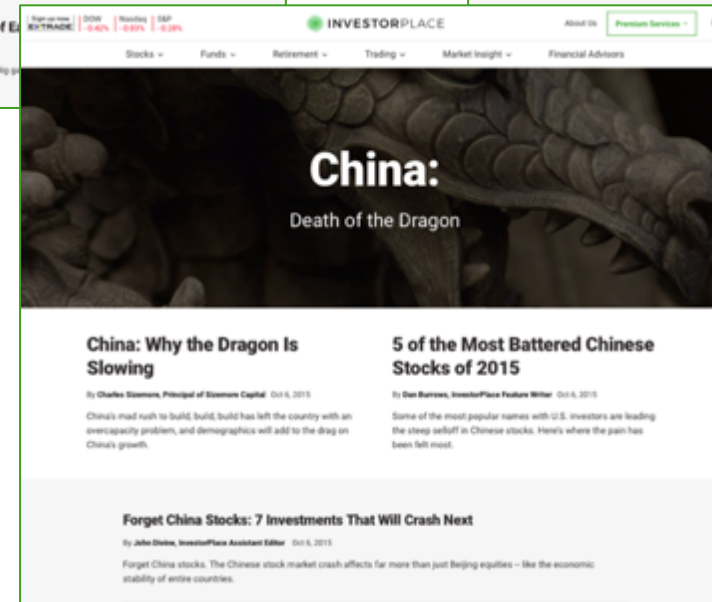
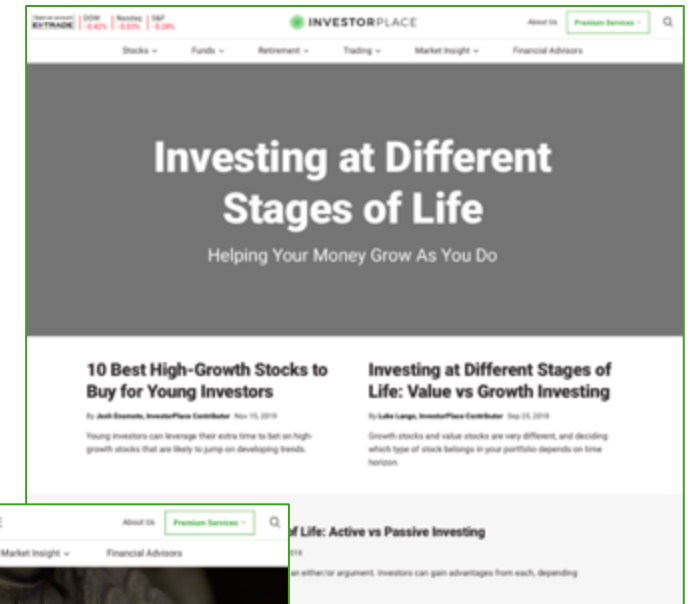
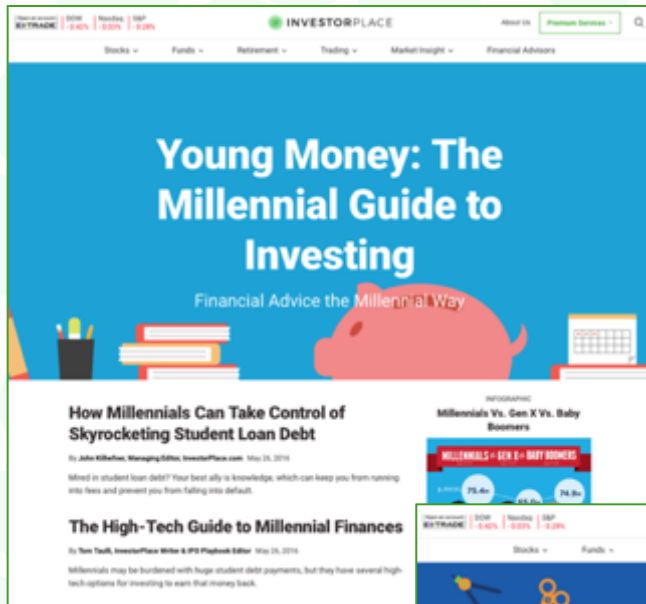
INVESTORPLACE

About the article series

- Sponsor a monthly series about topics related to the advertiser lines of 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
 - 970x250 ATF
 - 300x250 or 300x600 ATF
 - 728x90 Scroll-Loaded (*renders as user scrolls the page*)
 - 300x250 or 300x600 Sticky Right Rail
- Minimum monthly media commitment for Sponsored Article Series: \$10,000 as part of broader media plan

Editorial Feature Sponsorships

Numerous editorial features that touch upon some of the hottest investing themes. Sponsorships and integrations are available!



Additional Planned (and Sponsorable) Content Features for 2020

- **Active Investing** – highlighting the successes possible with active investing vs. trends toward passive investing.
- **Best Stocks for 2020** – launched December 2019, this is a yearlong stock picking contest among our contributors.
- **Best ETFs for 2020** – launched December 2019, this is a yearlong ETF 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.
- **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.

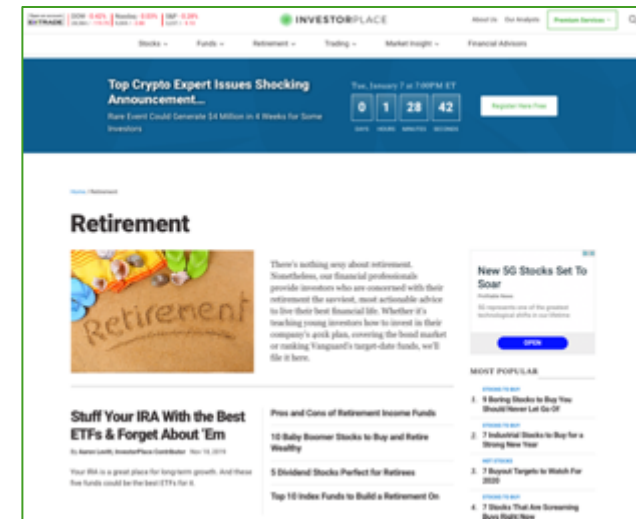
Targeted Media: Site Sections



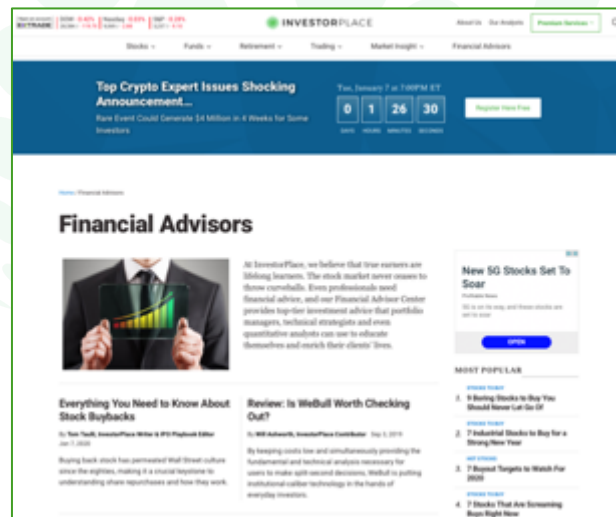
STOCKS



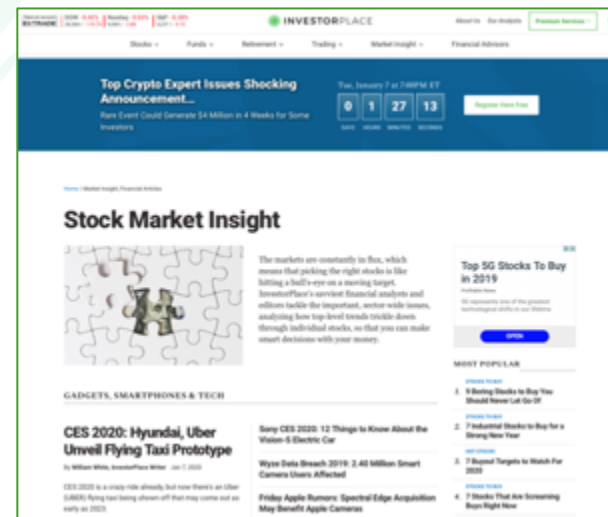
FUNDS



RETIREMENT



FINANCIAL ADVISOR CENTER



MARKET INSIGHTS



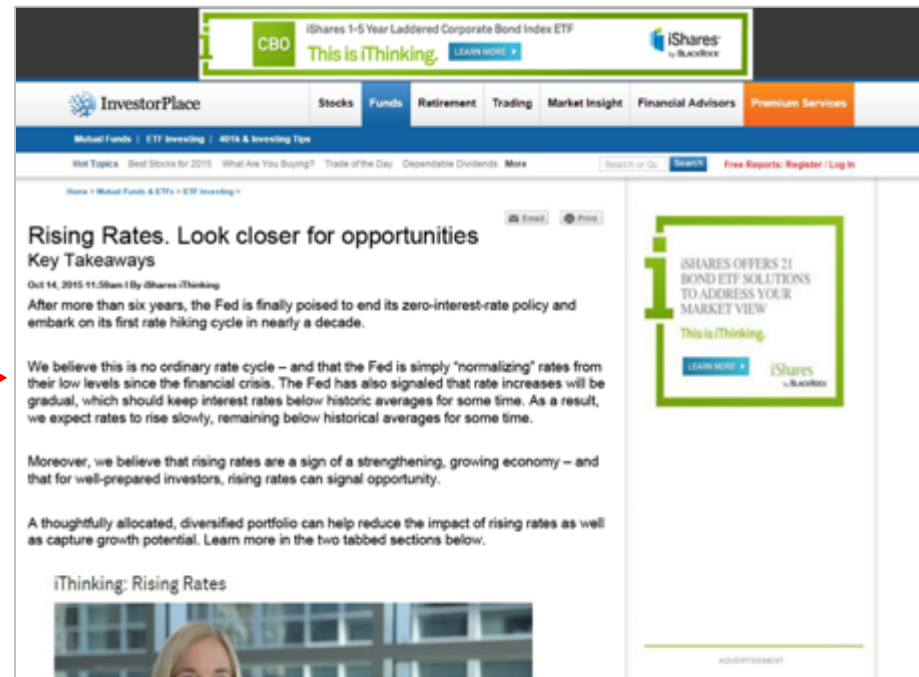
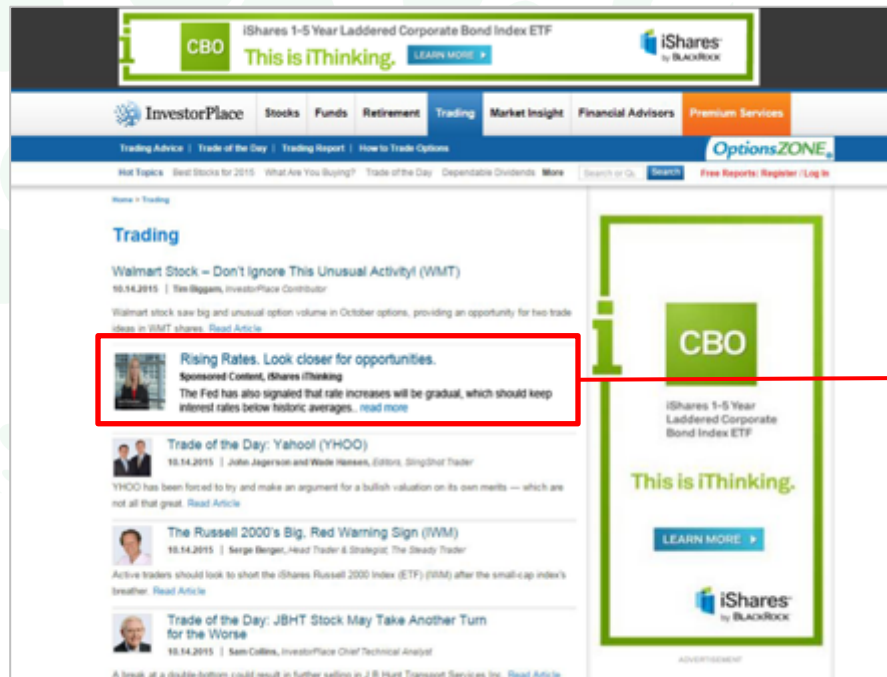
TRADING

Native Advertising / Content Promotion

Marry your brand-created 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 Nativo, our native ad-server
- Promoted via graphic/text promo driving module throughout our site to drive interest in the content

Option to use the native promo-driver module to directly click out to your site for a focus on acquisition performance



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 with an article titled "7 Index Funds to Buy for Retirement". On the right side of the page, there is a vertical Rich Media Slider advertisement for T. Rowe Price. The ad features the text "GET YOUR OLD 401(k) ON THE RIGHT TRACK" and an image of a train track. A red arrow points from the ad to the article content, and another red arrow points down from the ad towards the bottom of the page.



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Partner Button

The reason comes down to simplicity. VTSAX *tracks everything*. And we do mean *everything*. The mutual fund follows the CRSP US Total Market Index. This measure looks at the entire U.S. stock market. That includes giants like **Exxon** (NYSE:[XOM](#)) and **Microsoft** (NASDAQ:[MSFT](#)) as well as absolute small fries that you've never heard off. All-in-all, VTSAX holds more than 3,590 different U.S. stocks.

That huge breath of holdings means there's no need to hold individual funds covering every corner of the market. It's all here in VTSAX. This makes the option one of the best mutual funds for your core portfolio. After all, the whole point of a 401k is long-term growth. With VTSAX, you can get that all with ease.

You also get some decent returns as well. Since its inception in 2000, the fund has managed to return 7.2% annually. Part of that comes from the fund's rock-bottom expense. VTSAX costs just 0.04% or \$4 per \$10,000 invested.

With low costs, good returns and one-ticker access, VTSAX is a great core mutual fund for your 401k account.

13 MOST POWERFUL VANGUARD FUNDS



Financial advice that puts you first.

Plan your future

Vanguard
Vanguard Personal Advisor Services®
Important Information



COMPARE BROKERS

\$0 COMMISSIONS
E*TRADE

Fidelity
Real financial planning
by real CFP® Professionals
Get started

Ameritrade
We put the
edge in hedging

\$0
Online Equity
Trade Commissions
Go to E*TRADE

Fidelity Puritan (FPURX)

Expense Ratio: 0.53%

Thanks to their all-in-one diversification, balanced funds are often seen as one-stop shop for 401k investors. That's because they own both stocks and bonds under one ticker, usually at a 60/40



Higher-yielding
money market funds

Industry-leading
ETFs

120x60 Button

- Broad reach across our site
- Cost efficient
- Can target site sections
- Last-click attribution focus

Welcome Unit: driving qualified leads



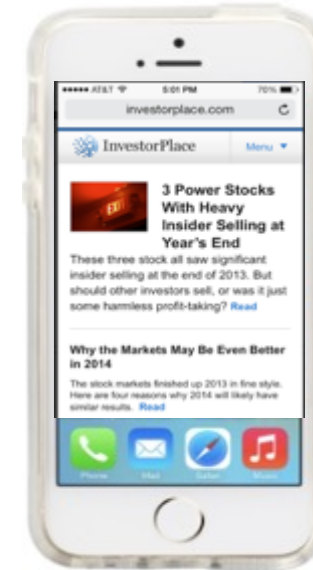
- Large interstitial unit greets site visitors when they arrive at investorplace.com
- Consistently our most effective placement for capturing leads and new accounts for our own subscription business
- Capped at 1 impression per session per user
- 500x500 maximum size
- Site Served – click tag only

Mobile Advertising



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

Mobile targeted
300x250 and 320x50
Rich Media Available



Check with us about utilizing ad delivery technology that is important to your campaigns!

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

The screenshot displays the InvestorPlace Financial Advisor Center (FAC) website. The top navigation bar includes the 'PUT YOUR MONEY' slogan, the iShares logo, and the WSJ logo. Below this, a secondary navigation bar lists categories: Stocks, Funds, Retirement, Trading, Market Insight, Financial Advisors, and Premium Services. The main content area is titled 'Financial Advisor Center' and features a list of articles. Each article includes a small profile picture, a headline, a date, the author's name, and a brief summary. The articles listed are: '3 Financial Stocks to Sell If Hillary Clinton Wins' (10.10.2016, Aaron Levitt), 'Home Depot Inc (HD) Stock: If You MUST Trade Hurricane Matthew ...' (10.07.2016, Dana Blankenhorn), '5 Dow Jones Stocks Tripping Over Their Feet' (10.05.2016, Anthony Mirhaydari), '7 Gold Stocks That Are Losing Safe-Haven Appeal' (10.04.2016, Anthony Mirhaydari), 'American Express Company (AXP) Hikes Dividend, Buys Back More Stock' (09.27.2016, John Kilhefner), and '9 Financial Planning Tips for Responsible Living' (09.22.2016, Simply Safe Dividends). A sidebar on the right contains a large banner for 'FUND YOUR VISION.' with a telescope graphic, an advertisement for iShares, and a section titled 'Editor's Picks' listing '3 Best Tech Stocks to Buy for REAL Virtual Reality Profits' and '7 Stocks the 2016 Presidential Candidates Have Called Out By Name'. A social media sidebar on the left shows icons for Facebook, Twitter, and a plus sign for more options.

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

Deep Researchers

Financial Advisors

Readying for Retirement

Broker Shoppers

ETF Enthusiasts

Fund Aficionados

We can also create custom segments based on advertiser needs!

Programmatic – InvestorPlace Private Auction

- Specific to Financial Marketers, available through our DV360/GAM account
- Efficient media for use toward branding purposes or direct response strategies
- Premium Inventory Selection on ROS basis
- Apply targeting segments through your DSP
 - 1st Party segments can also be made available programmatically
- No floor price

Ad Units in Auction	
ROS 728x90	ROS 300x250
ROS 970x250	ROS 300x600
ROS Smartphone 320x50	ROS Smartphone 300x250

We can also work with advertisers on targeted or ROS inventory via Programmatic Guaranteed or Preferred Deal.

Thank you!

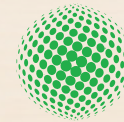
How can we get started?

Dave McKeand

Executive Director, Head of Ad Sales

Direct – 804.536.2149

Email – dmckeand@investorplace.com



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