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:
• 2.5 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, Feb 2020)
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
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 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
We reach avid investors and traders!

ComScore Segment Metrix H/M/L - Heavy Investments – September 2019
And they come for our research and investment commentary.
Financial Advisors deem our content and advice valuable
Advertising Opportunities
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
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
Partner Button

120x60 Button

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

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 of. All-in-all, VTSAX holds more than 3,500 different U.S. stocks.

That huge breadth 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 2.4% 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:

Fidelity Puritan (FPURX)

Expense Ratio: 0.55%

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 ticket, usually at a 60/40
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!
• 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.
Apply retargeting across InvestorPlace.com to reach FA’s where they consume content outside of our Financial Advisor Center.

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.

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

Display Banners on InvestorPlace.com.
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

<table>
<thead>
<tr>
<th>Ad Units in Auction</th>
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<tbody>
<tr>
<td>ROS 728x90</td>
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</tr>
<tr>
<td>ROS Smartphone 320x50</td>
</tr>
<tr>
<td>ROS Smartphone 300x250</td>
</tr>
</tbody>
</table>

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
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