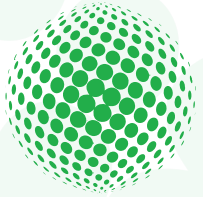


# INVESTORPLACE

## 2021 Media Kit

# 100% Owned and Operated Investing Destinations



## INVESTORPLACE

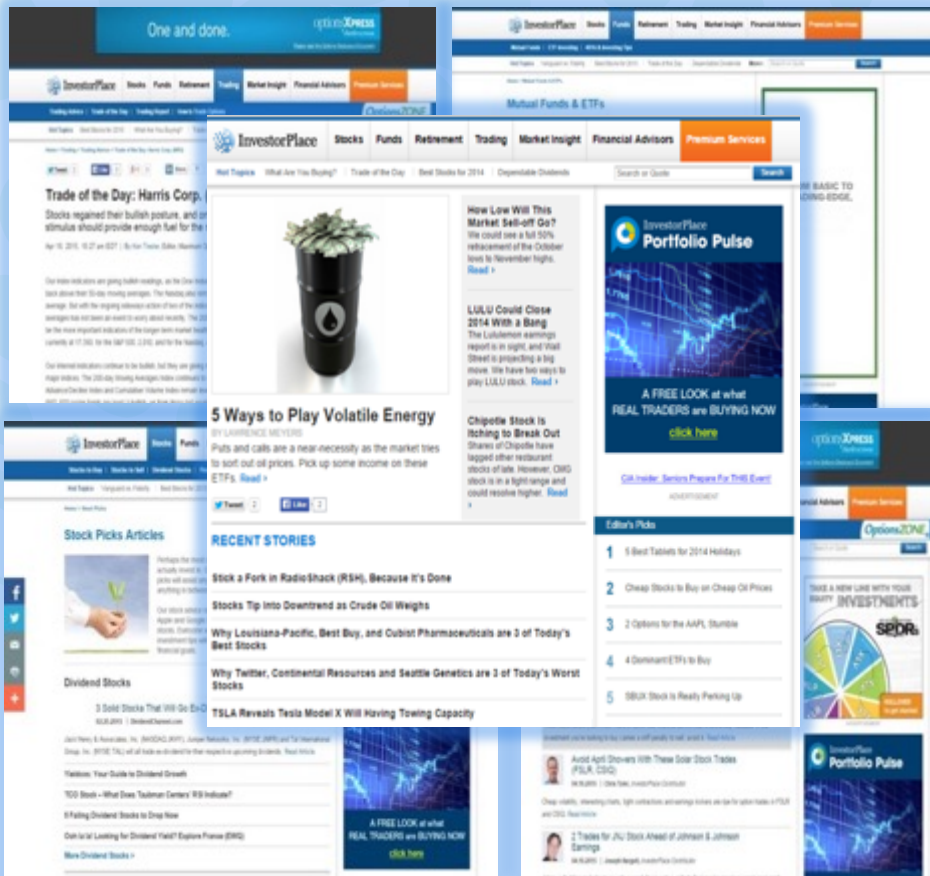
InvestorPlace.com is a leading investing and financial news site, providing millions of individual and professional investors with access to stock picks, options trades, market news and sharp, actionable commentary.

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:

- +6 million monthly unique visitors
- Median Age – 50
- Gender Split – 80% Male / 20% Female
- Average HHI - \$107k
- Investible Assets > \$250k

(ComScore Plan Metrix, Sept 2018; Google Analytics, Dec 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
- Solid and steady continued audience growth among self-directed investors

## 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
- 1<sup>st</sup> Party Audience Targeting
- Programmatic Guaranteed, Preferred Deals and PMP/Private Auction

# Unrivalled experts in the investing community



Eric Fry

Eric J. Fry has been a specialist in international equities for nearly two decades. He was a professional portfolio manager for more than 10 years, specializing in international investment strategies and is known for his extraordinary long-term track record, which includes numerous "10-bagger" calls



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*.



Stephanie Kammerman

Stefanie Kammerman has devoted the past 26 years to studying the Dark Pool market phenomenon. She trades full time while publishing her analysis of the Dark Pools and the short-term trading opportunities they create



Trusted by the biggest names in finance

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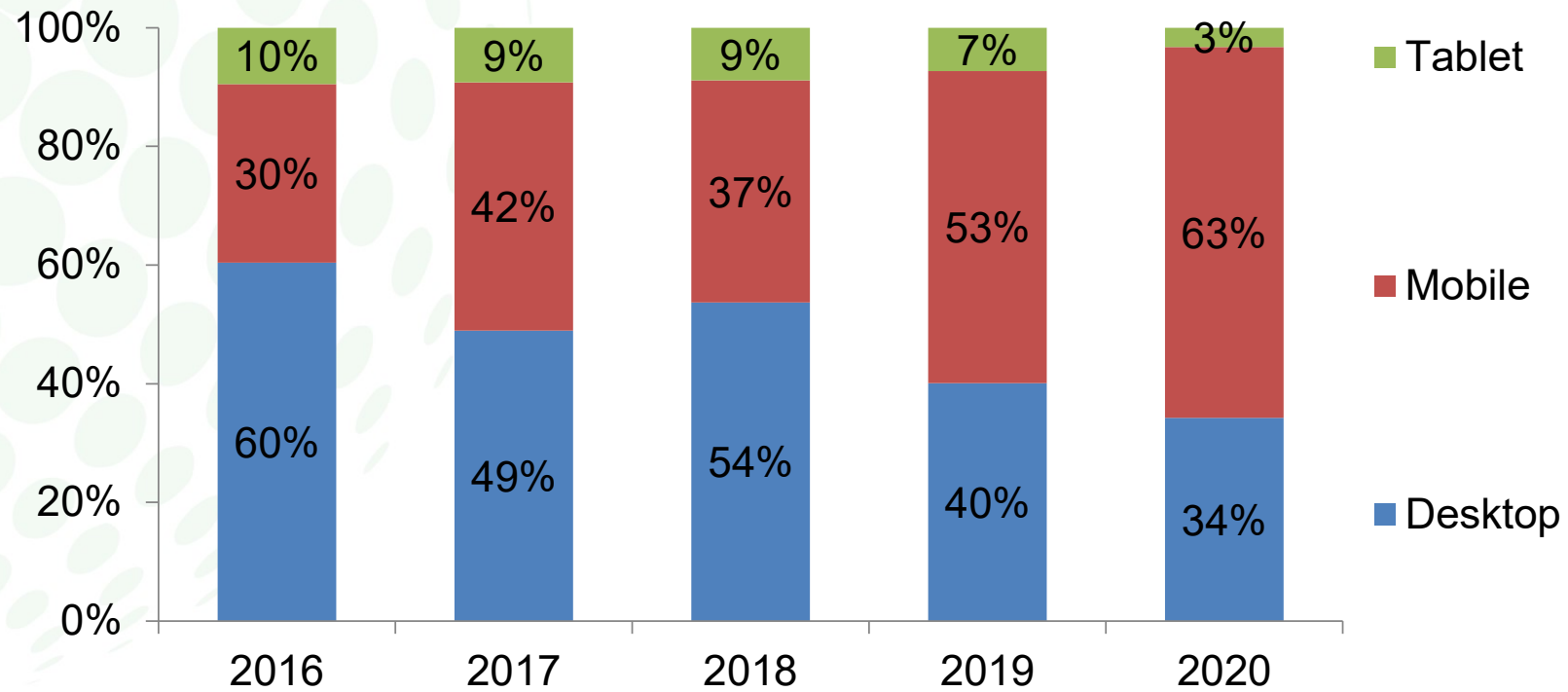
**STATE STREET  
GLOBAL ADVISORS**



**Direxion**  
ETFs | Funds

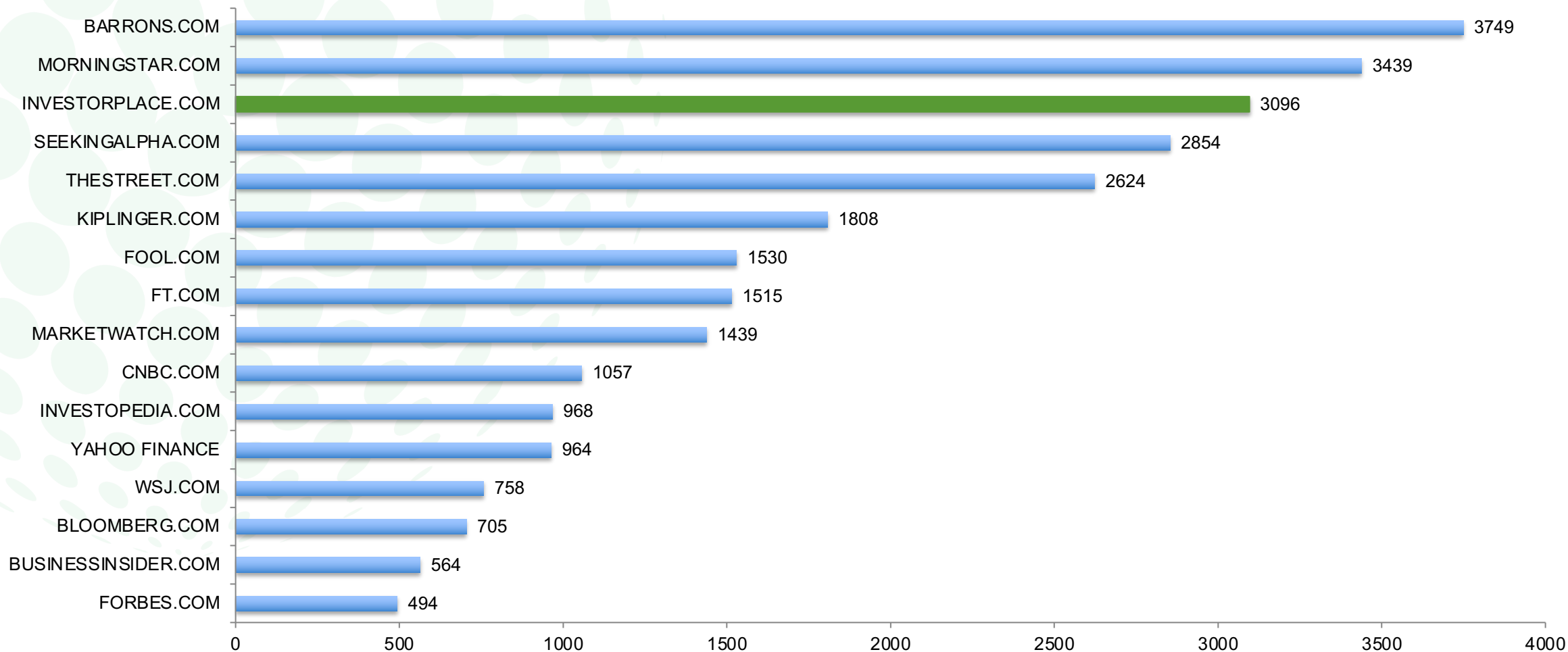
# A Mobile First Site

Composition of Sessions by Device Type

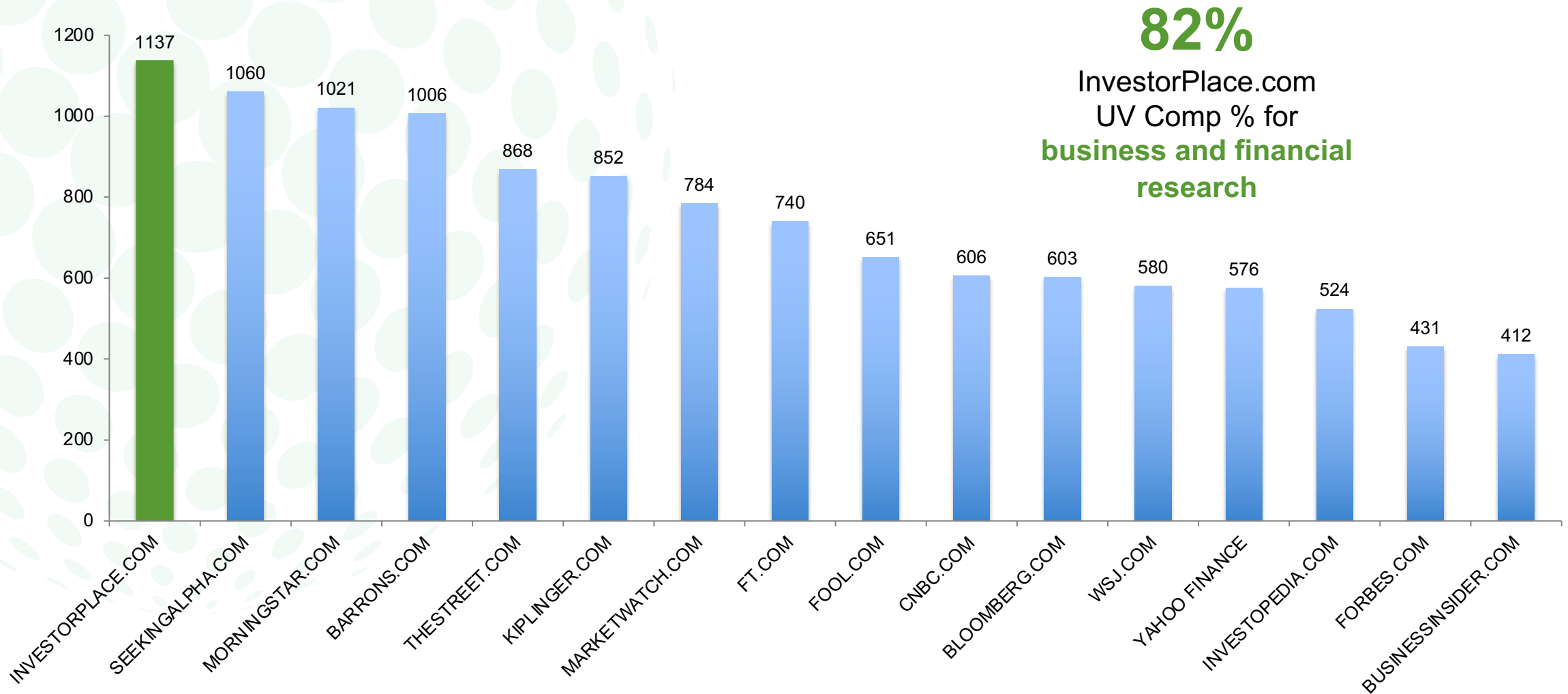


# We reach avid investors and traders!

## Heavy Investments (Comp Index UV)

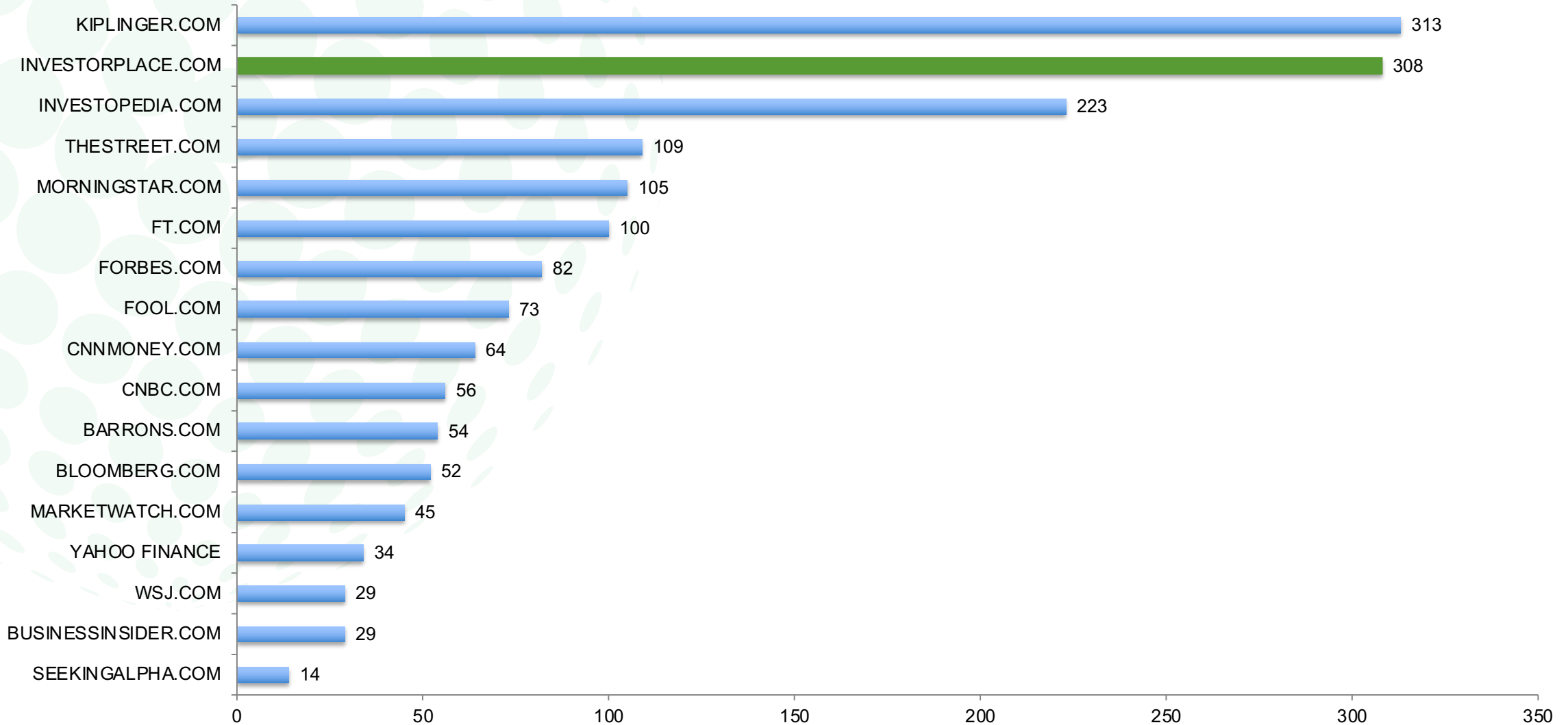


# And they come for our research and investment commentary





# Financial Advisors deem our content and advice valuable



# Advertising Opportunities

# Targeted Media: Site Sections



## STOCKS



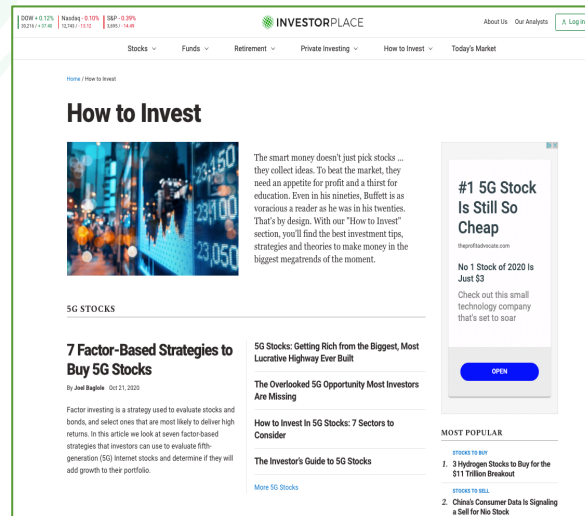
## FUNDS



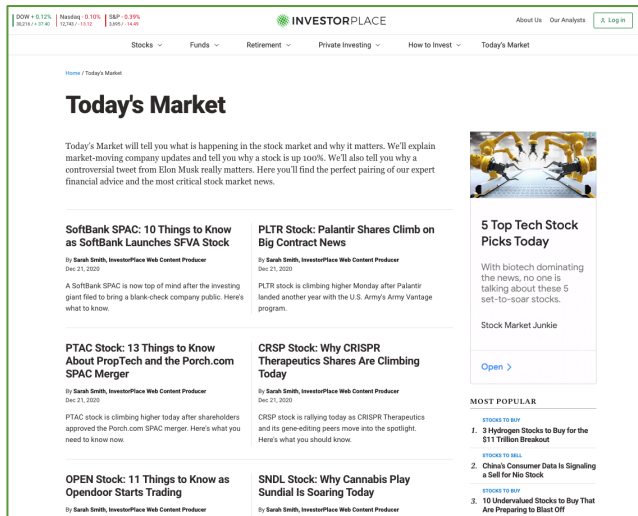
## RETIREMENT



## PRIVATE INVESTING



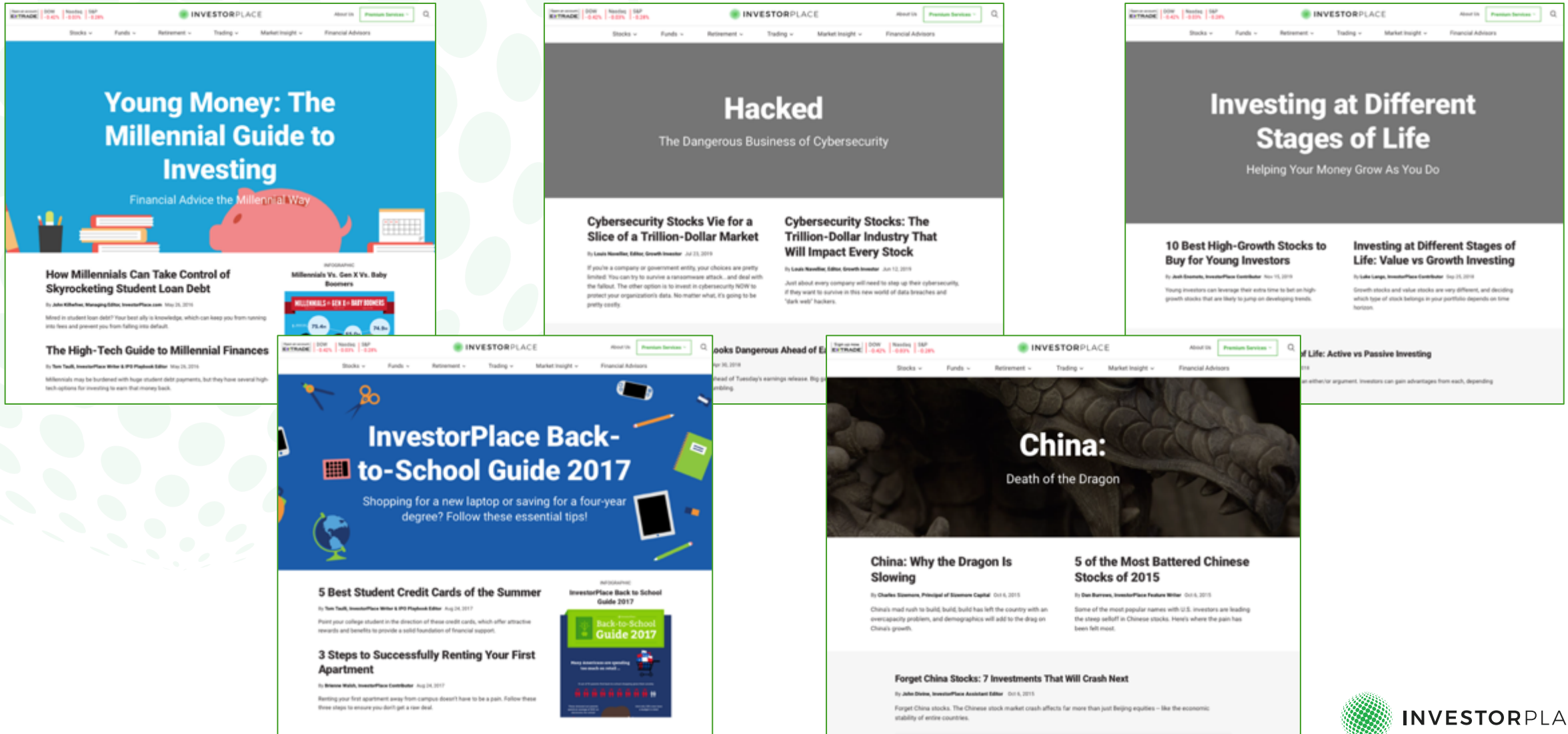
## HOW TO INVEST



## TODAY'S MARKET

# 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 2021

- ★ **Today's Market** – area focused on market-moving company updates and actionable advice when it's most needed during the trading day.
- ★ **How To Invest** – site section focused on investing basics, high growth areas and emerging trends.
  - **Best Stocks for 2021** – this yearlong stock picking contest tracks results among our contributors and the consensus readers' pick.
  - **Private Investing** – emphasis on content in this site section with a focus on startups, equity crowdfunding, asset tokenization and more.
  - **Active Investing** – highlighting the successes possible with active investing vs. trends toward passive investing.
  - **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 and their rapid adoption by investors.
  - **Fund Manager Perspectives** – interviews with fund managers with a monthly focus on specific fund families/sectors.
  - **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.

# Custom Content – Sponsored Article Series

The screenshot shows the InvestorPlace website with a top navigation bar including 'Stocks', 'Funds', 'Retirement', 'Trading', 'Market Insight', and 'Financial Advisors'. A secondary navigation bar features '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. (InvestmentAdvisor.com)'. Below this, a blue banner highlights a 'Top Crypto Expert Issues Shocking Announcement...' with a countdown timer for 'Tue, January 7 at 7:00PM ET' showing 0 days, 1 hour, 54 minutes, and 52 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 retirement savings and the challenges of choosing the best mutual funds. A sidebar on the right contains a 'MOST POPULAR' section with links to various stock-related articles and two 'Join the millions who choose Vanguard ETFs' banners.

INVESTORPLACE

Sign up now! DOW -0.42% Nasdaq -0.03% S&P -0.28%  
NYSE: 28,584 / -119.70 9,069 / -2.88 3,237 / -9.10

About Us Our Analysts Premium Services

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. (InvestmentAdvisor.com)

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  
0 1 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 >

Important information Vanguard

MOST POPULAR

STOCKS TO BUY

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

STOCKS TO BUY

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

HOT STOCKS

3. 7 Buyout Targets to Watch For 2020

STOCKS TO BUY

4. 7 Stocks That Are Screaming Buys Right Now

STOCKS TO BUY

5. 7 Disruptive Biotech Stocks to Buy for 2025

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

Important information Vanguard

## About the article series

- Sponsor a monthly series about topics related to the advertiser lines of business
- 100% SOV adjacent display
- 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

\*\*\*Available only to current advertisers

\*\*\*Minimum annual media spend required

# Rich Media Slider Unit

160x600 Rich media

- ROS or targeted to site sections

100% in-view

Higher CTR than traditional banners

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 top navigation bar includes links for Stocks, Funds, Retirement, Trading, Market Insight, Financial Advisors, and Premium Services. Below this, a secondary navigation bar lists Mutual Funds, ETF Investing, and 401k & Investing Tips. The main content area features an article titled "7 Index Funds to Buy for Retirement" by Kyle Woodley, dated April 14, 2015. The article includes a sub-headline "The name of the game whenever possible: income and/or safety" and a brief introduction about index funds. A red arrow points from the article text to a vertical Rich Media Slider advertisement on the right side of the page. The advertisement is for T. Rowe Price and features the text "GET YOUR OLD 401(k) ON THE RIGHT TRACK" along with an image of a train track. A second red arrow points down from the bottom of the advertisement.

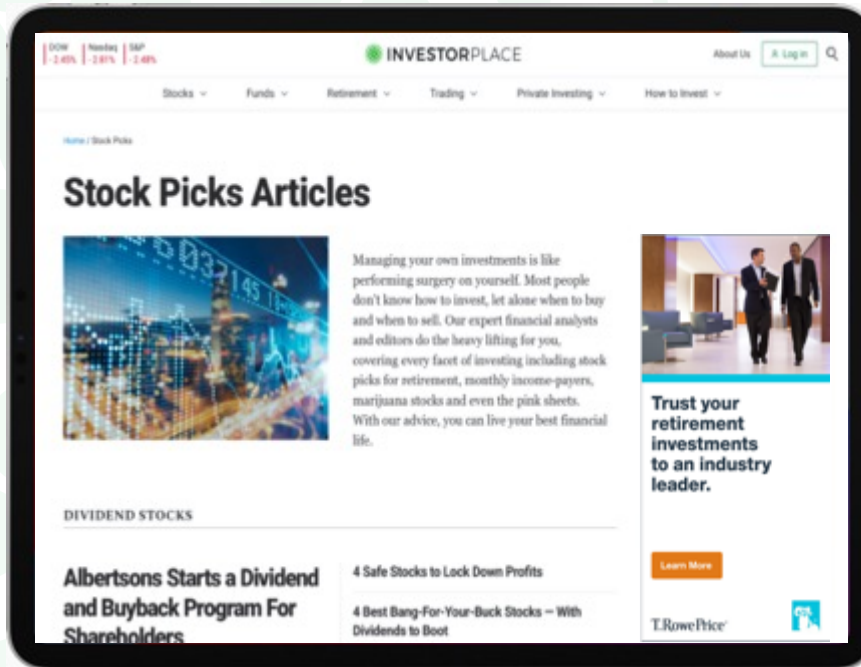
# Welcome Unit: driving qualified leads



- 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

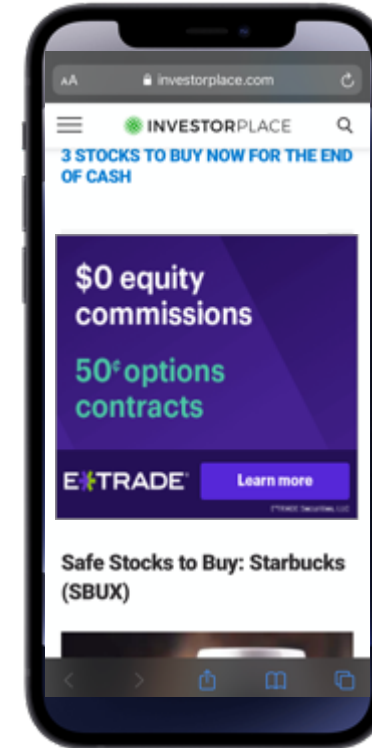


# Mobile Advertising



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

Smartphone targeted  
300x250 and 320x50  
Rich Media Available



# Reaching Audiences: 1<sup>st</sup> Party Data Targeting

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

**Active Traders**

**Deep Researchers**

**Financial Advisors**

**Readying for Retirement**

**Cannabis Investors**

**Broker Shoppers**

**ETF Enthusiasts**

**Fund Aficionados**

**Crypto Curious**

**The Crowdfunding Crowd**

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 direct response strategies or awareness campaigns
- Premium Inventory Selection on ROS basis
- Apply targeting segments through your DSP
  - Proprietary InvestorPlace 1<sup>st</sup> 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!

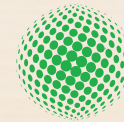
How can we get started?

Dave McKeand

Head of Business Development

Direct – 804.536.2149

Email – [dmckeand@investorplace.com](mailto:dmckeand@investorplace.com)



**INVESTORPLACE**