

INVESTORPLACE

2021 Media Kit

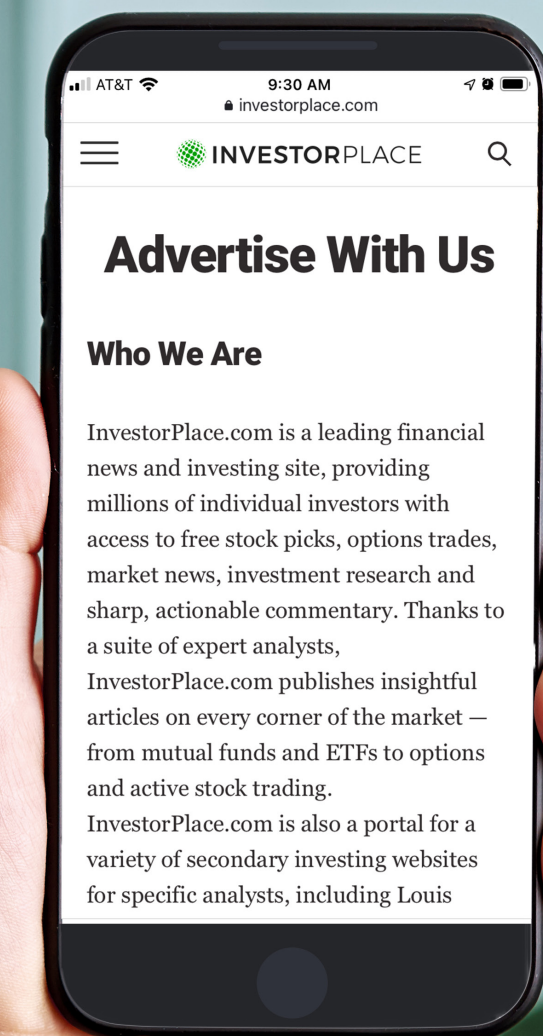
100% Owned & Operated Investing Destinations

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:

- +10 million monthly unique visitors
- Median Age – 48
- Gender Split – 77% Male / 23% Female
- Average HHI - \$107k
- Investible Assets > \$250k



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 & 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 content sponsorships that speak to the mindset of today's investors
- Custom editorial features with 100% SOV
- High impact display
- Significantly growing scale in Mobile
- 1st Party Audience Targeting
- Programmatic Guaranteed, Preferred Deals and Private Auctions

InvestorPlace
is the right
partner for
financial
advertisers.

Meet our analysts.



Luke Lango

Luke Lango is a growth-focused equities investor and analyst. He has regularly been rated one of the top stock pickers in the world by numerous outlets, and has developed a strong reputation “big picture” investment philosophy to regularly identify next-generation, small-cap stocks with huge upside potential.



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.



Joanna Makris

Joanna Makris leverages over 20 years of experience on Wall Street covering various segments of the Technology, Media, and Telecom sectors at several global investment banks. Her focus is on identifying emerging growth stocks across multiple investment disciplines.



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*.

Trusted by
the biggest
names in
finance.

E*TRADE[®]

T.Rowe Price 

charles **SCHWAB**

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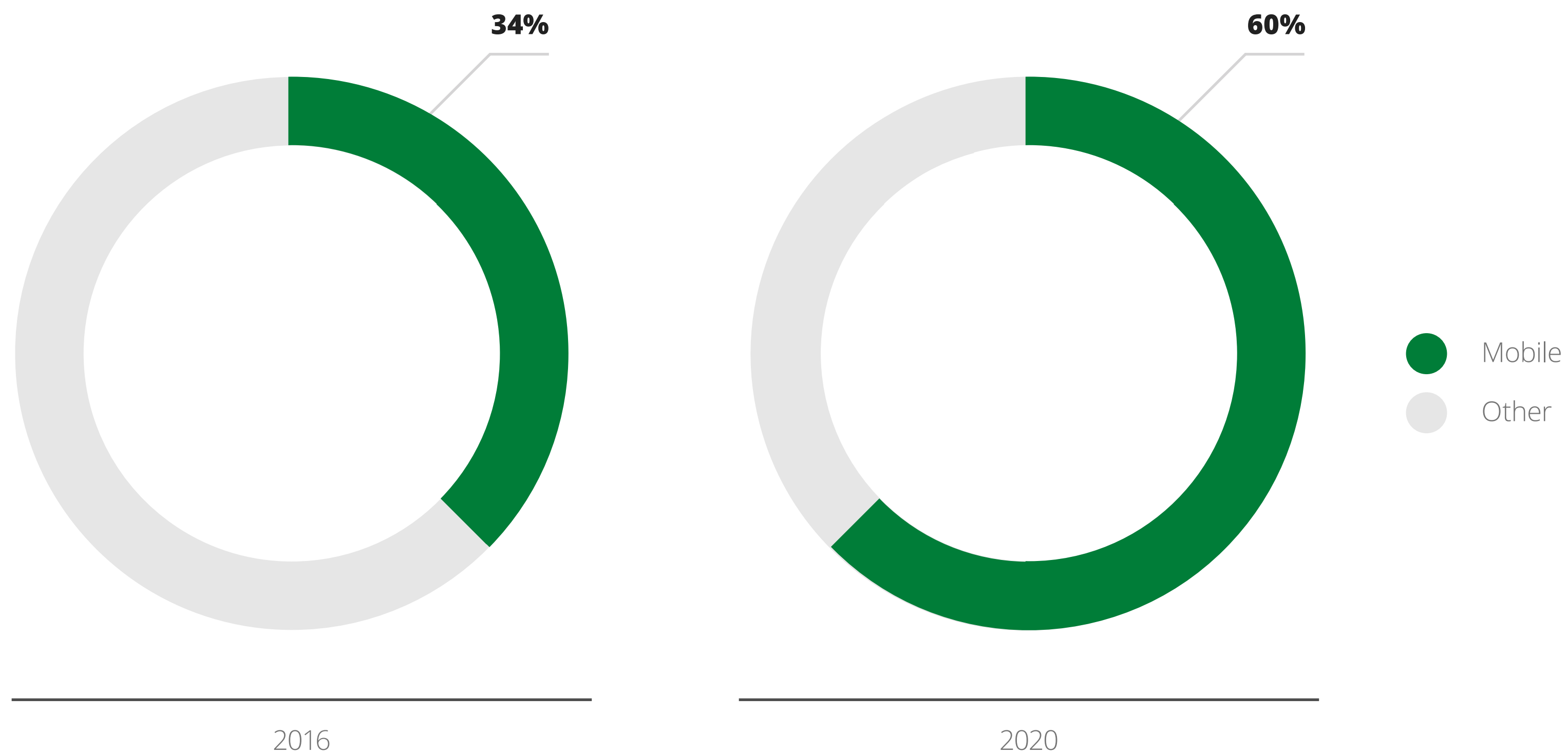
Dir**ex**ion

ally


Invesco

A mobile first site.

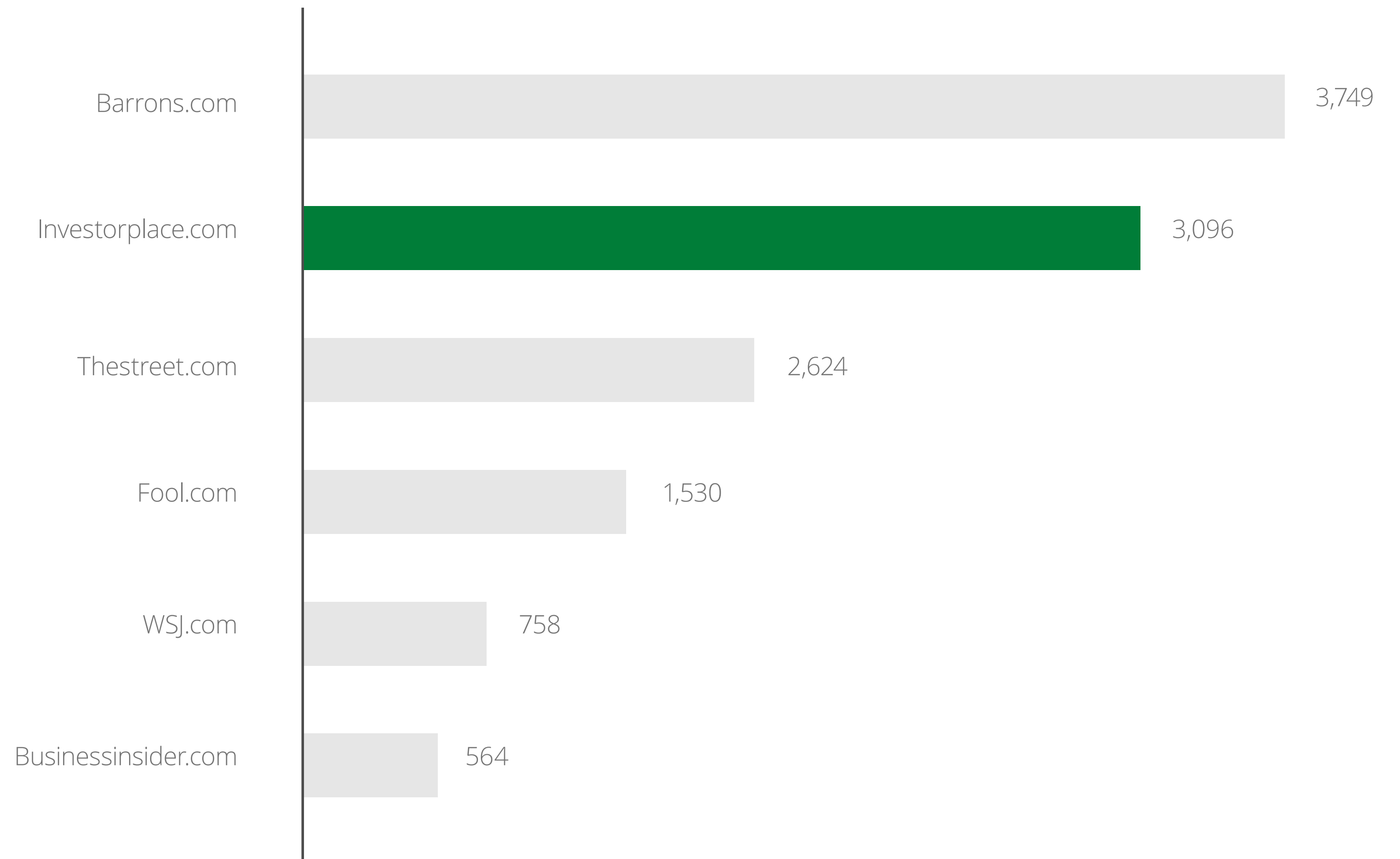
Composition of Sessions by Device Type



We reach avid investors & traders!

With a high concentration of Active Traders, InvestorPlace.com attracts a highly desirable audience for any financial marketer.

Heavy Investments (Comp Index UV)



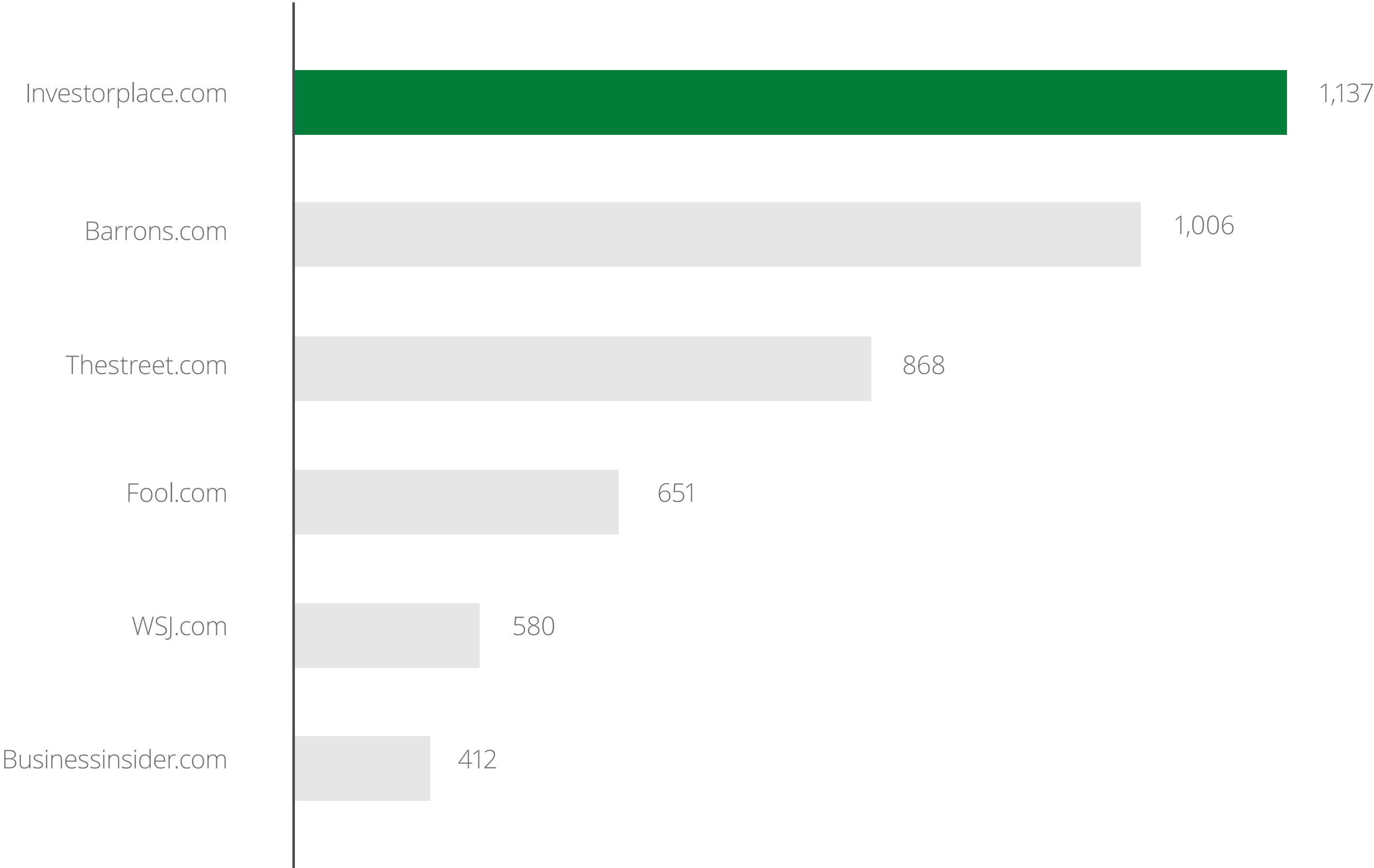
Users come for our research.

All our commentary is grounded in research, helping educate and inform site visitors through their investing journey.

Advertisers can be a part of those pivotal moments, providing people with additional resources and opportunities.

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

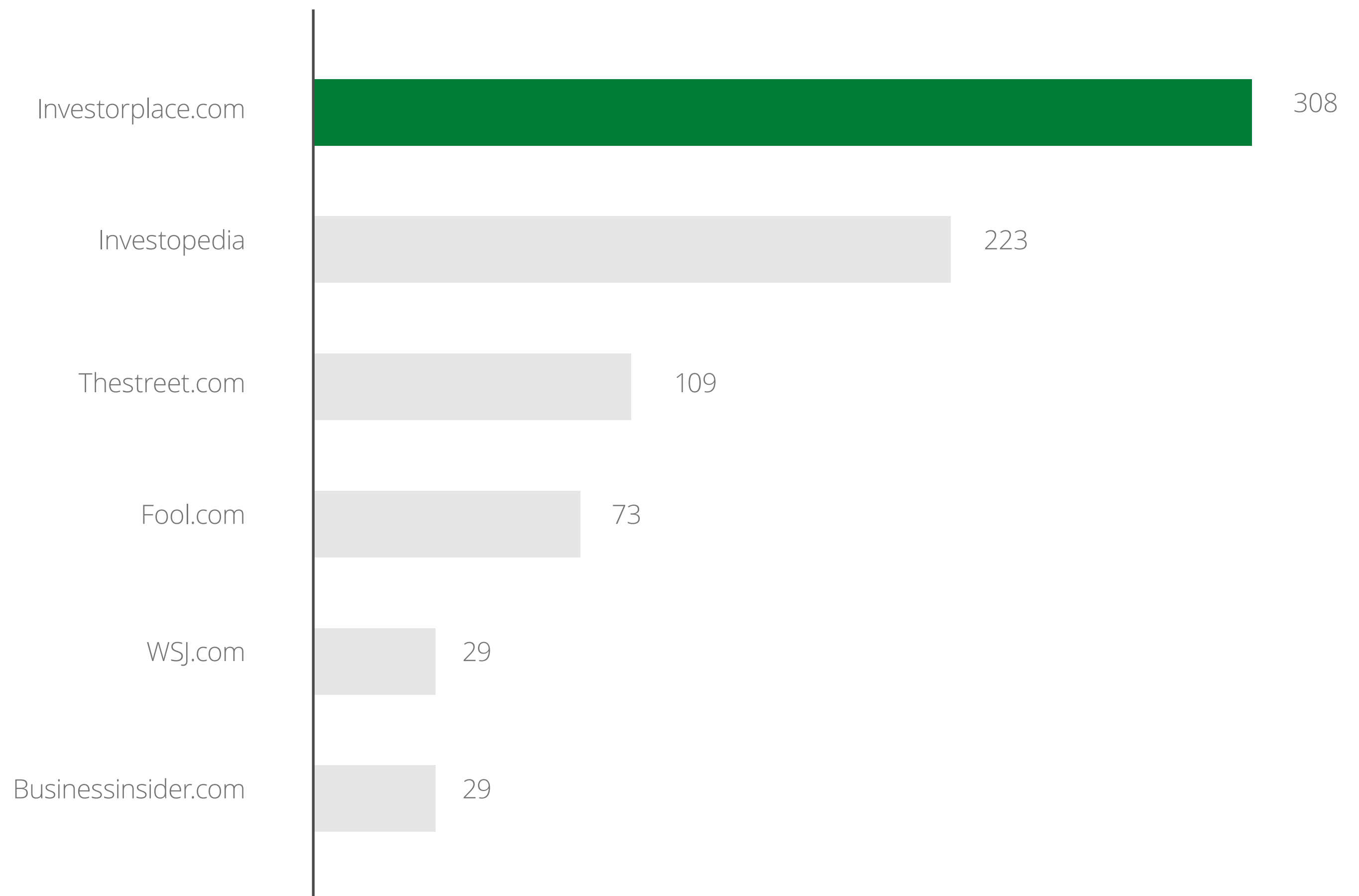
UV Comp % for business and financial research



Financial advisors deem our content valuable.

Even the professionals look to InvestorPlace analysts for ideas and confirmation of their own strategies. With a higher composition index than most sites, we can target Advisors for campaign efficiency.

Composition Index - Financial Advisors



People come
for **our research**
& **investment**
commentary.

Financial
Advisors deem
our content &
advice **valuable.**

Opportunities
for **impact.**

We reach
avid investors
& traders!

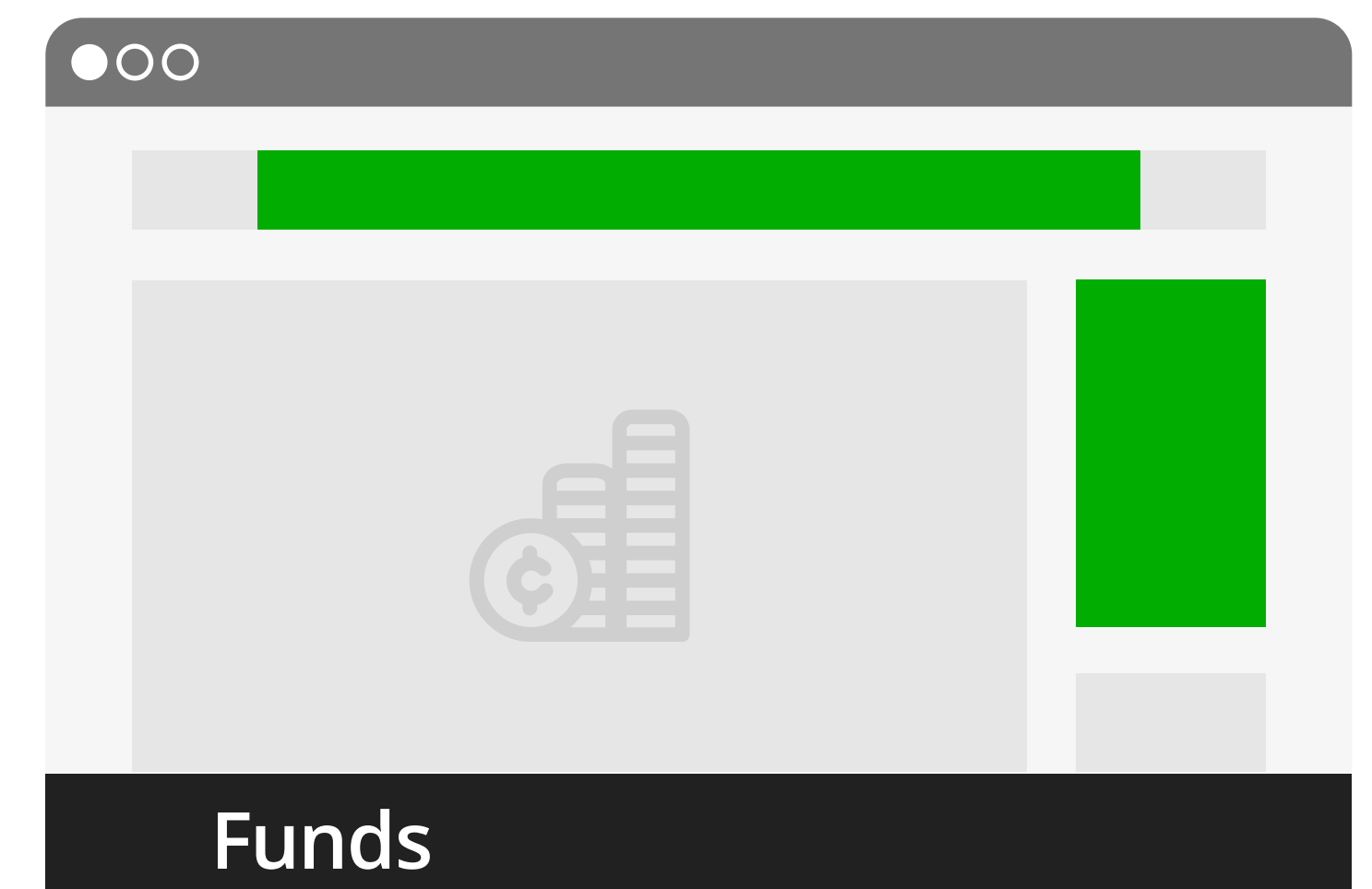
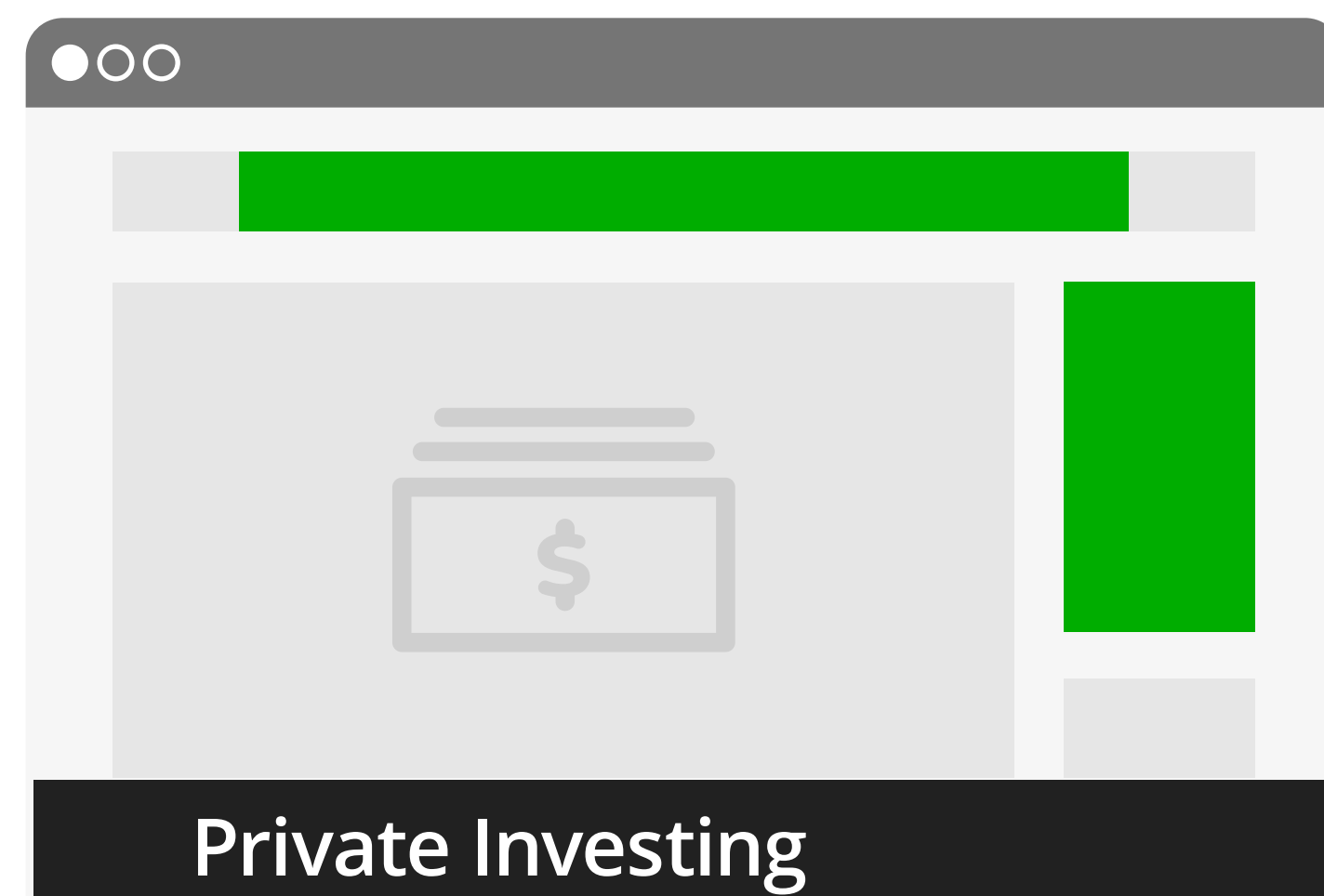
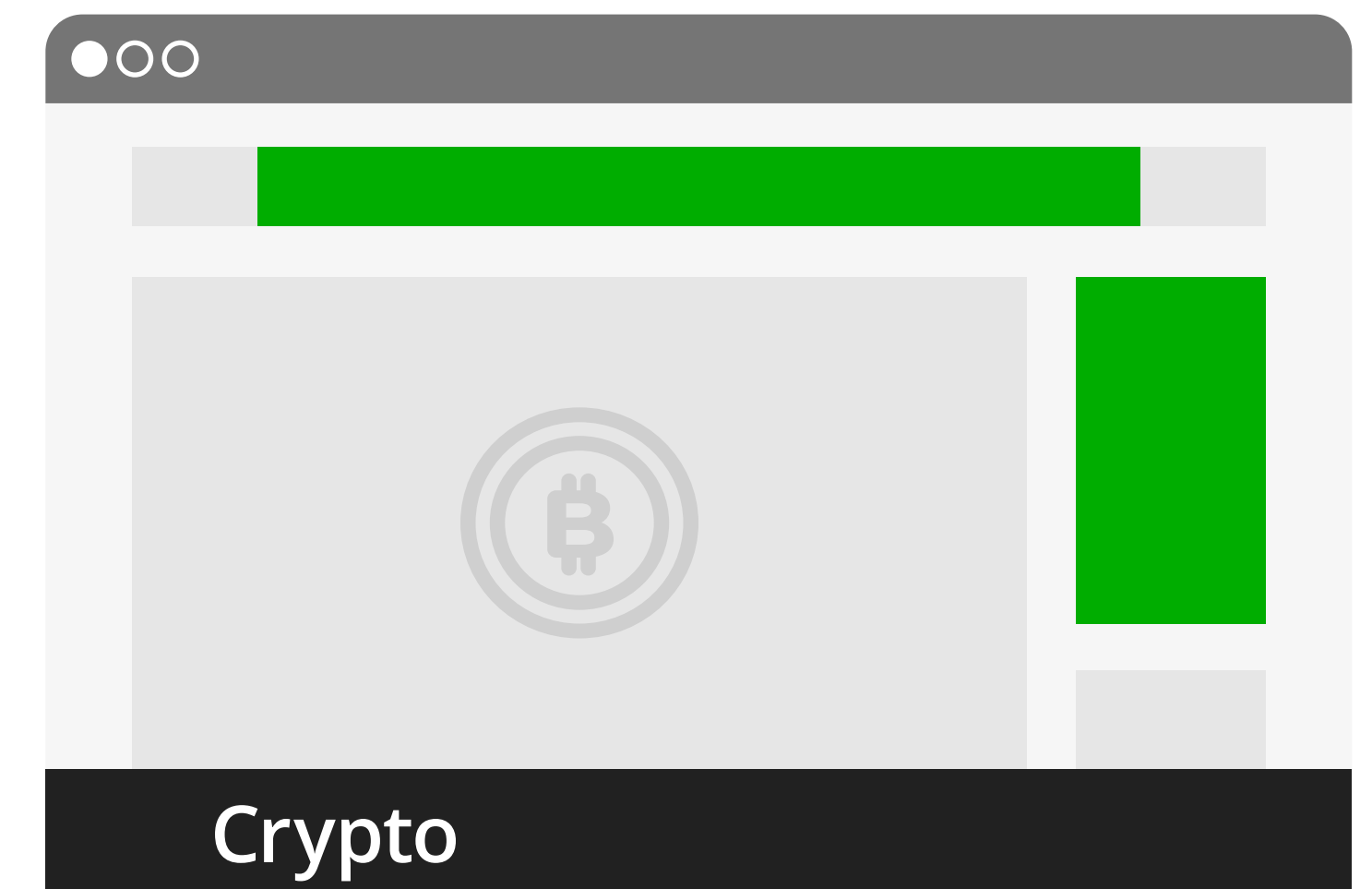
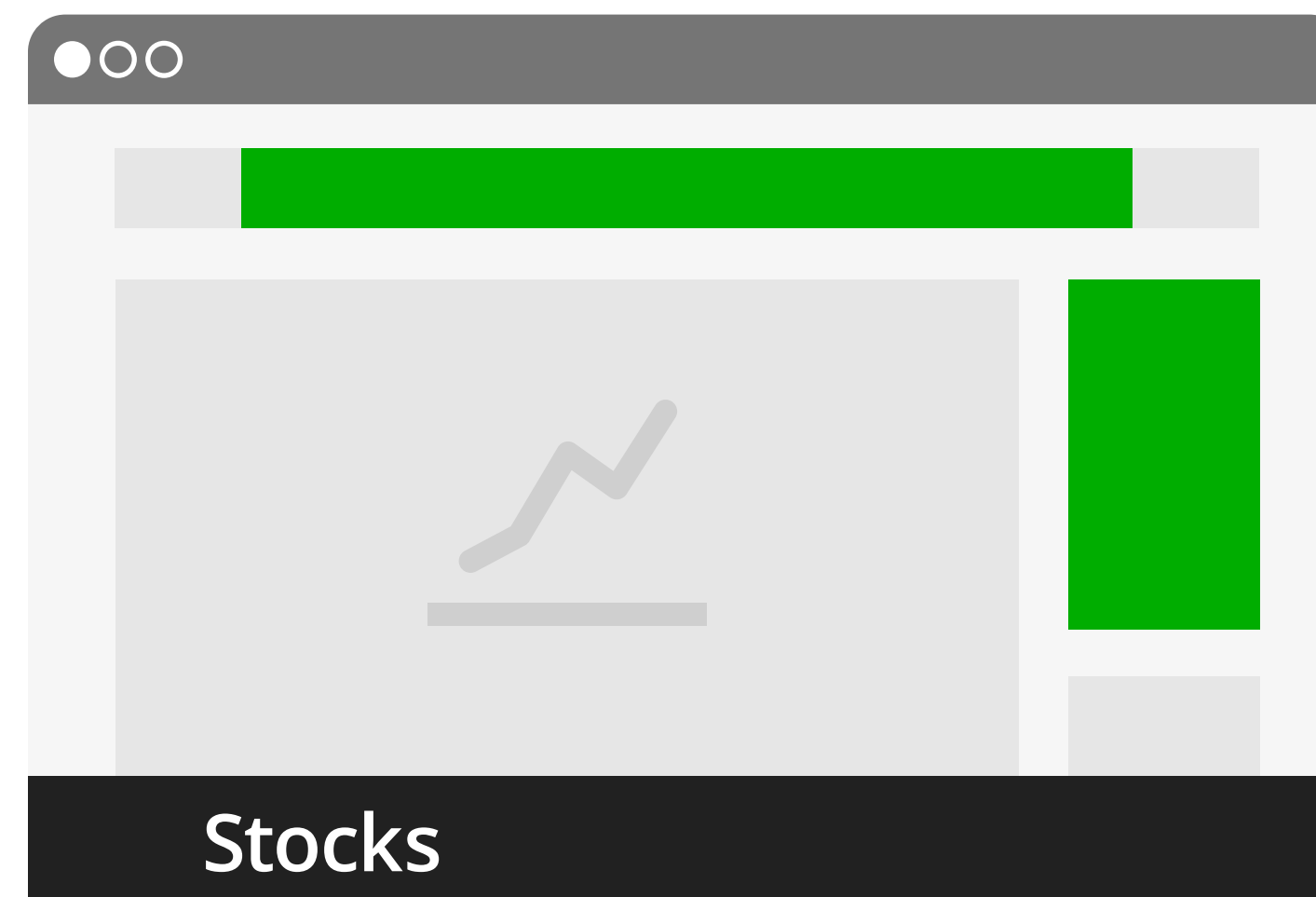
Reliable insights.

InvestorPlace.com



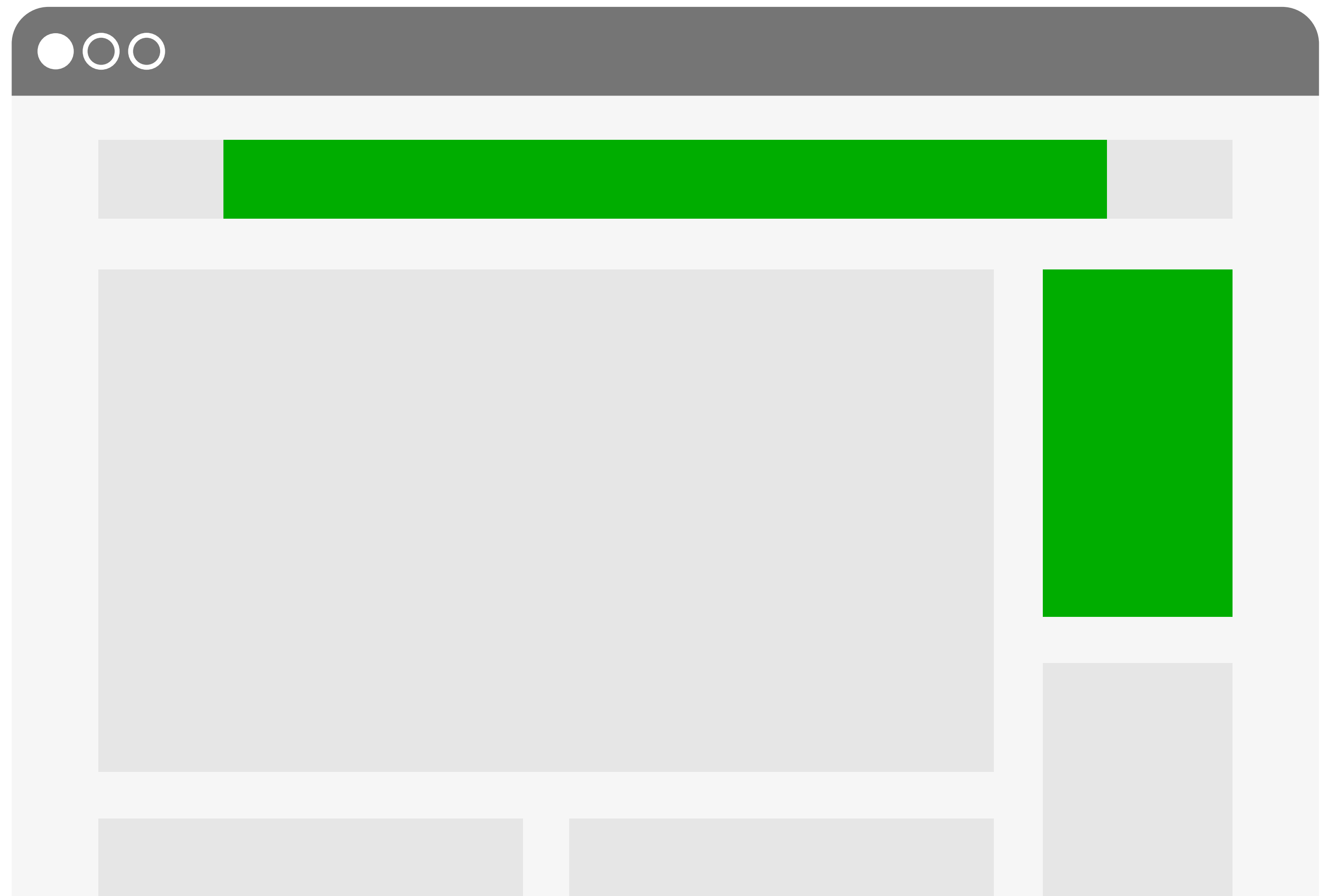
Advertising Opportunities

Targeted Media | Site Sections



Editorial Feature Sponsorships

Numerous editorial features that touch upon some of the hottest investing themes. These features are available for sponsorships and custom integrations are also available!



Content Feature Examples

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

This yearlong stock picking contest tracks results among our contributors and a 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.

InvestorPlace Q&A

Interviews with company leaders from all corners of the investment markets.

Sponsored Article Series

- Sponsor a monthly series of articles related to the advertiser lines of business
- 100% SOV adjacent display
- All content produced by InvestorPlace editorial team
- Topics to be generated by InvestorPlace editorial team – areas of focus can be suggested

Placement sizes include:

- 728x90 ATF
- 300x250 or 300x600 ATF
- 728x90 Scroll-Loaded
(renders as user scrolls the page)
- 300x250 or 300x600 Sticky Right Rail



Minimum total annual media spend required.



Rich Media Slider Unit

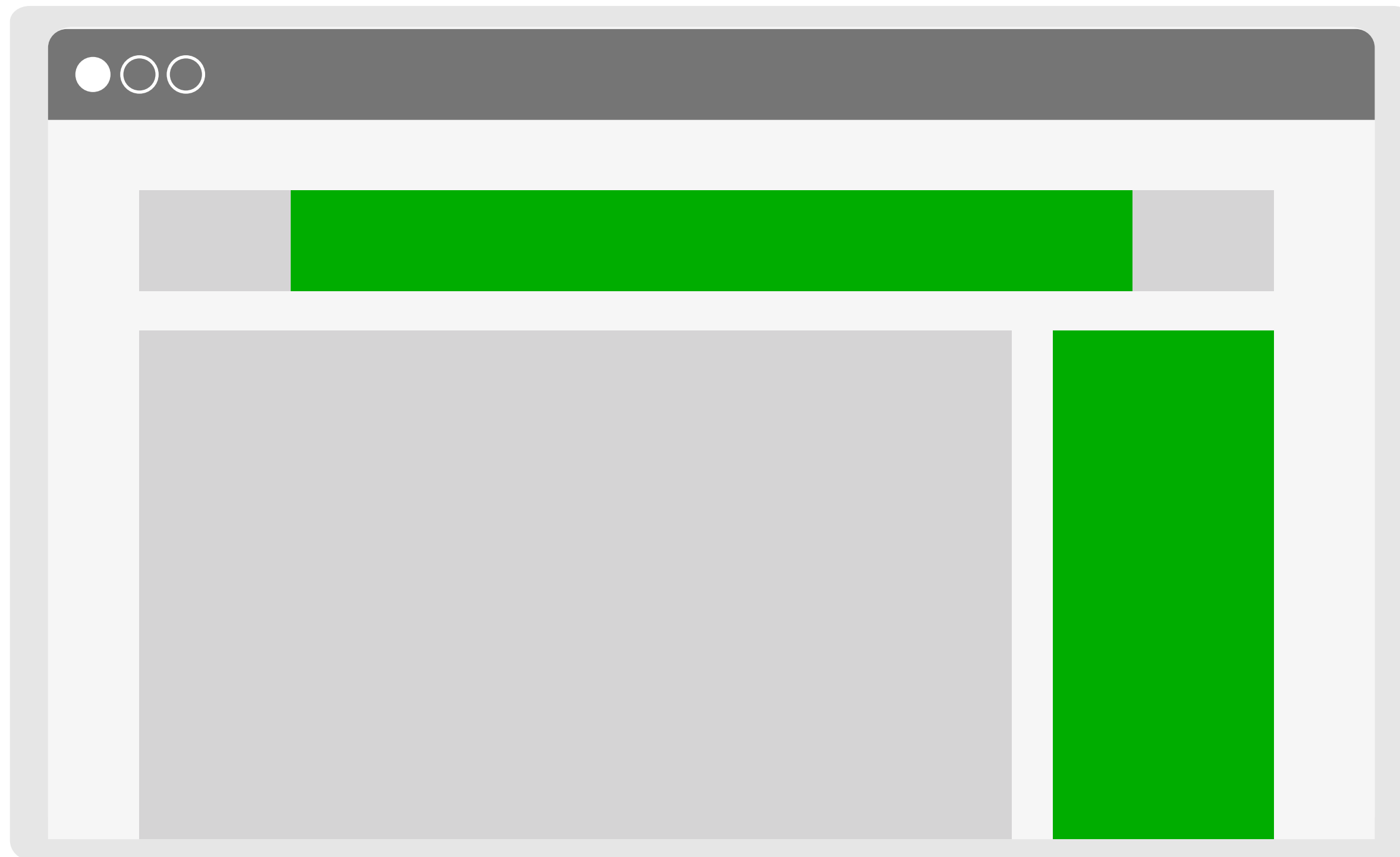
- 160x600 Rich media (ROS or targeted to site sections)
- 100% in-view
- Higher CTR than traditional banners
- Ad launches from right margin on page.
- Scrolls up and down with user experience
- Pay only for visible impressions

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

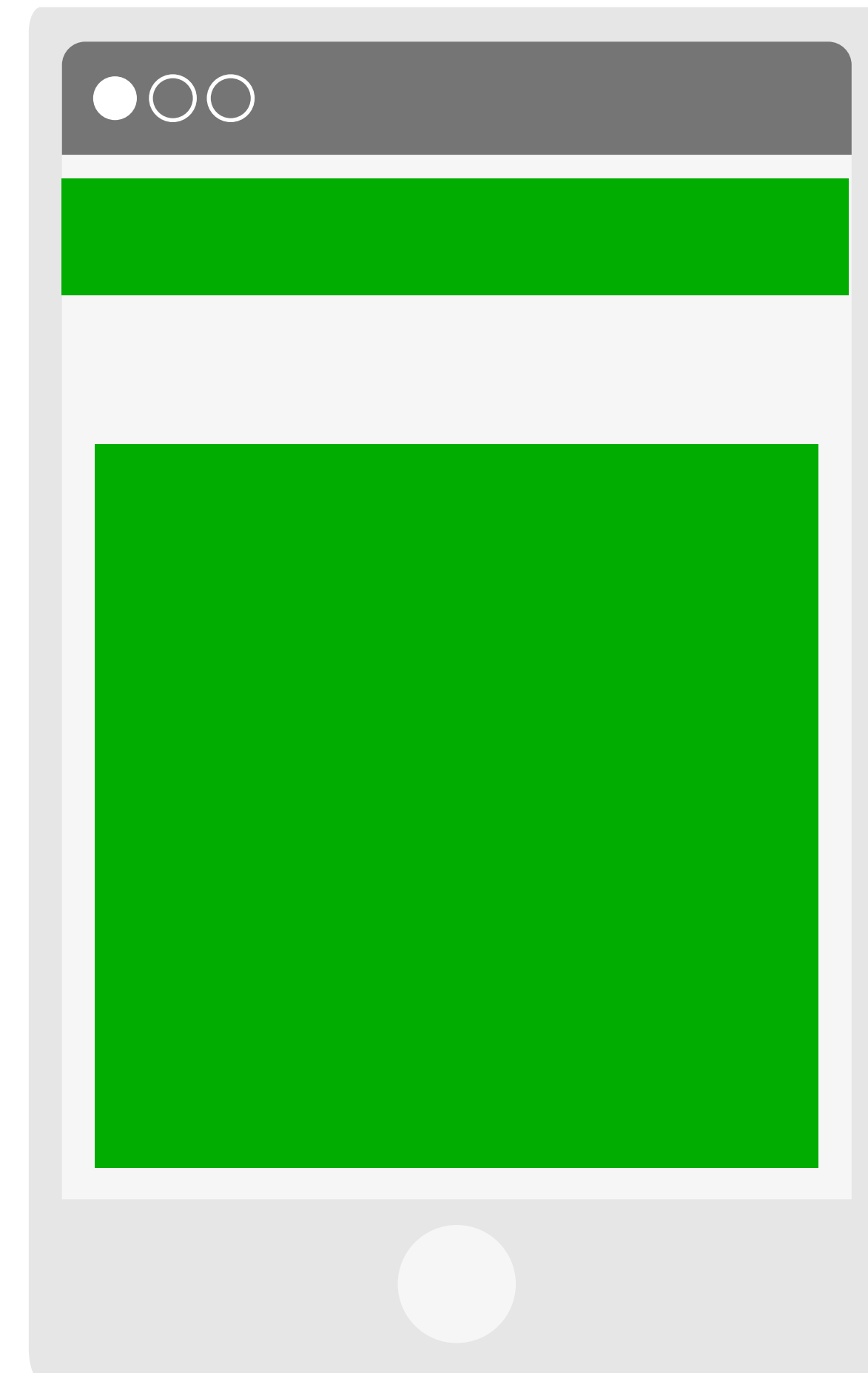


Mobile advertising



Tablet targeted

300x600, 300x250, and 728x90



Smartphone targeted

300x250 and 320x50

Reaching Audiences: 1st 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:

- Active Traders Broker Shoppers
- Deep Researchers
- ETF Enthusiasts
- Financial Advisors
- Fund Aficionados
- Ready for Retirement
- Crypto Curious
- Cannabis Investors
- The Crowdfunding Crowd



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 1st Party segments can also be made available programmatically.
- No floor price.

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

Ad Units in Auction

ROS 728x90 | ROS 300x250

ROS 970x250 | ROS 300x600

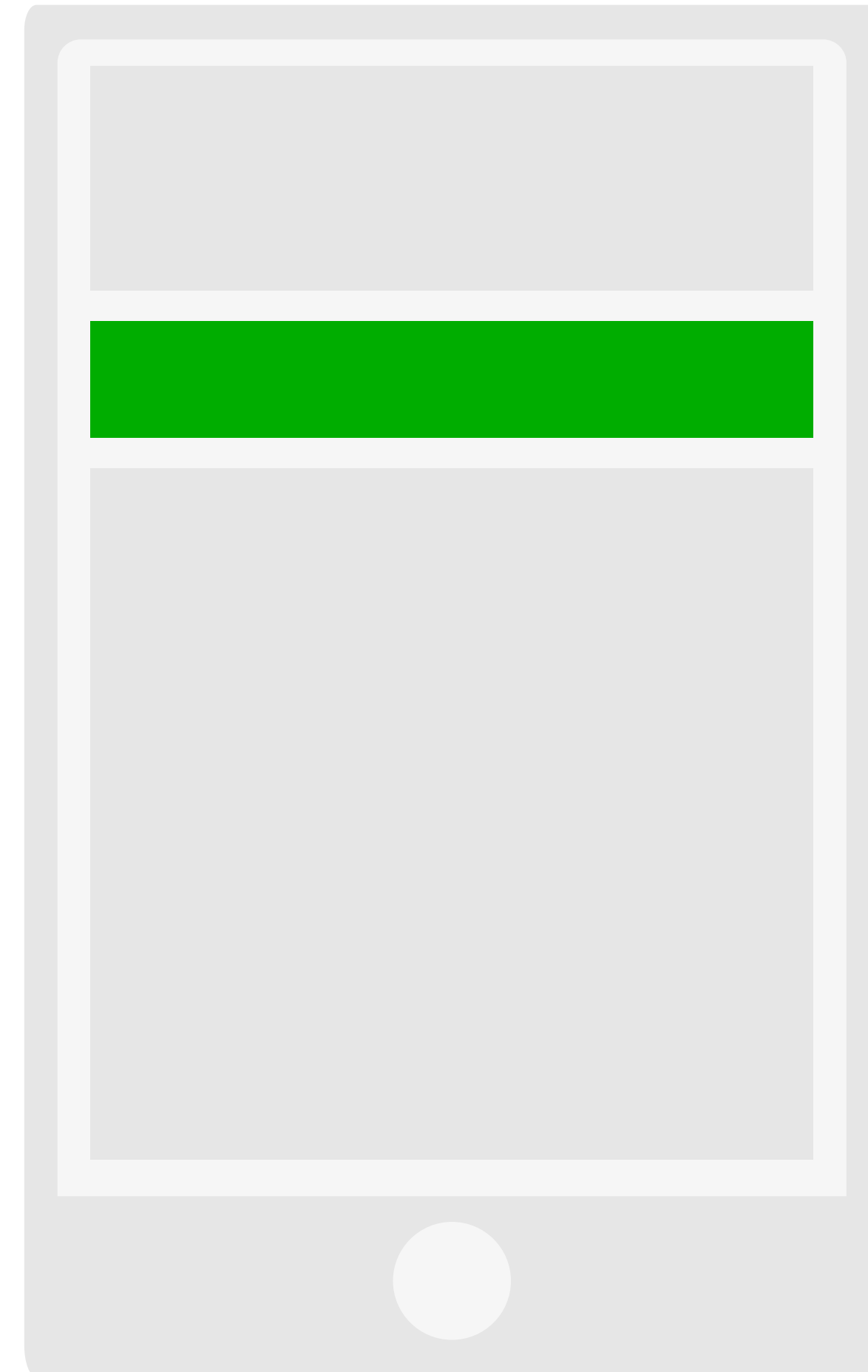
ROS Smartphone 320x50 | ROS Smartphone 300x250

Email: Newsletter Sponsorship

- Image and Text sponsor placement in prominent spot within the InvestorPlace Insights email newsletter
- 175,000+ subscribers
- Flat fee sponsorship
- ~20% open rate
- ~0.25% CTR based on net names mailed

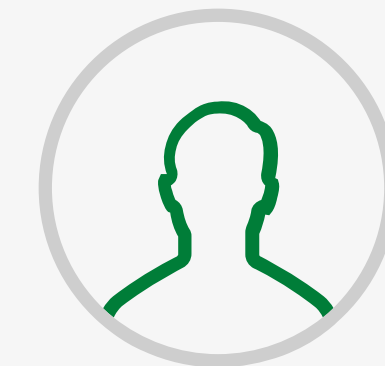
Specs:

- 200x145 .PNG image
- Headline — 40 characters max
- Body Copy — 300 characters max



Thank you.

How can we get started?



Dave McKeand

Head of Business Development

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dmckeand@investorplace.com

