

# INVESTORPLACE

## **2022 Media Kit**

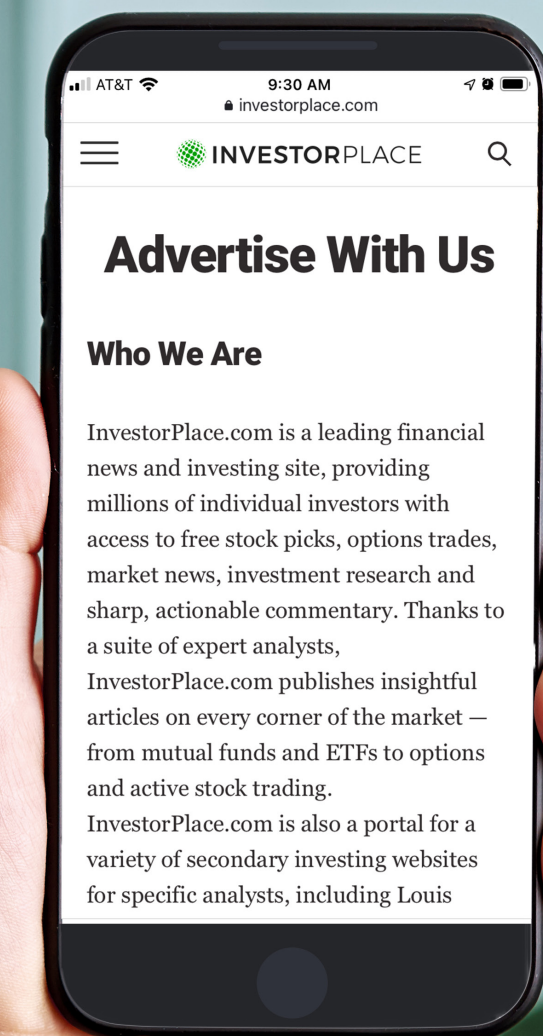
# 100% Owned & Operated Investing Destinations

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 – 42
- Gender Split – 83% Male / 17% 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

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## 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
- Email sponsorship opportunities
- 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 2022*.

**Trusted** by  
the biggest  
names in  
finance.

**EXTRADE<sup>®</sup>**

**T.Rowe Price** 

*charles* **SCHWAB**

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INVESTMENTS

STATE STREET  
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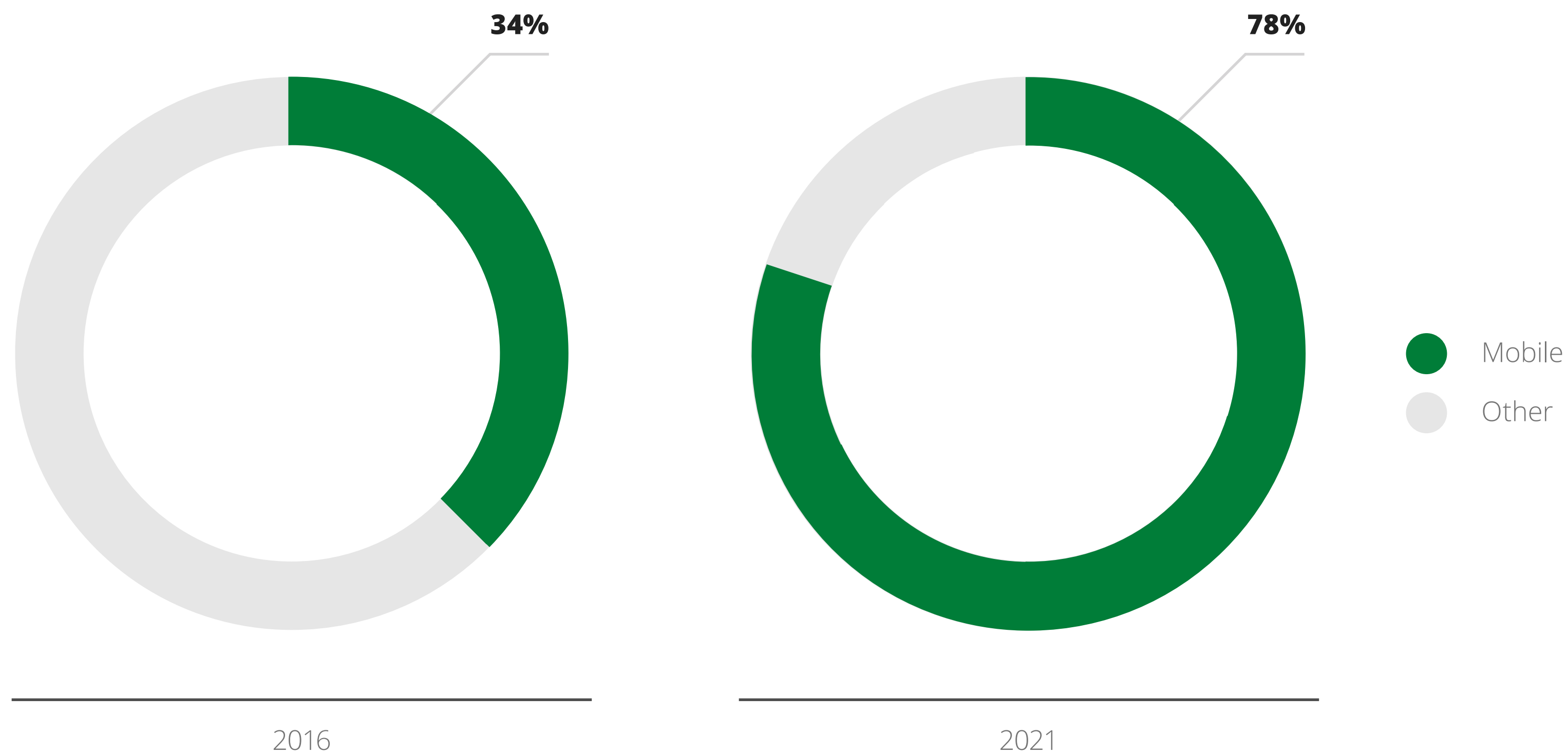
Direxion

**ally**

  
**Invesco**

## A mobile first site.

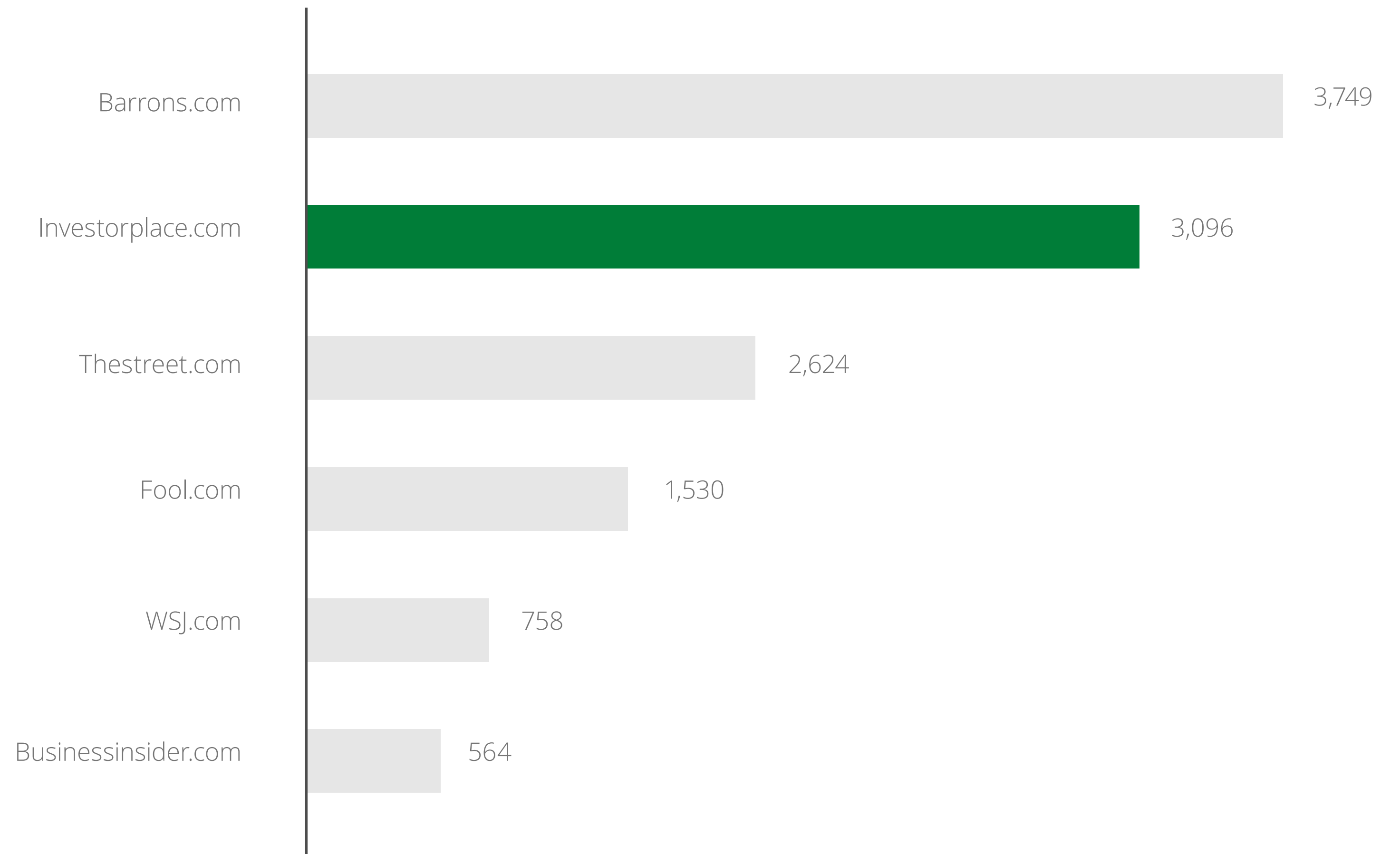
Composition of Sessions by Device Type



## 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.

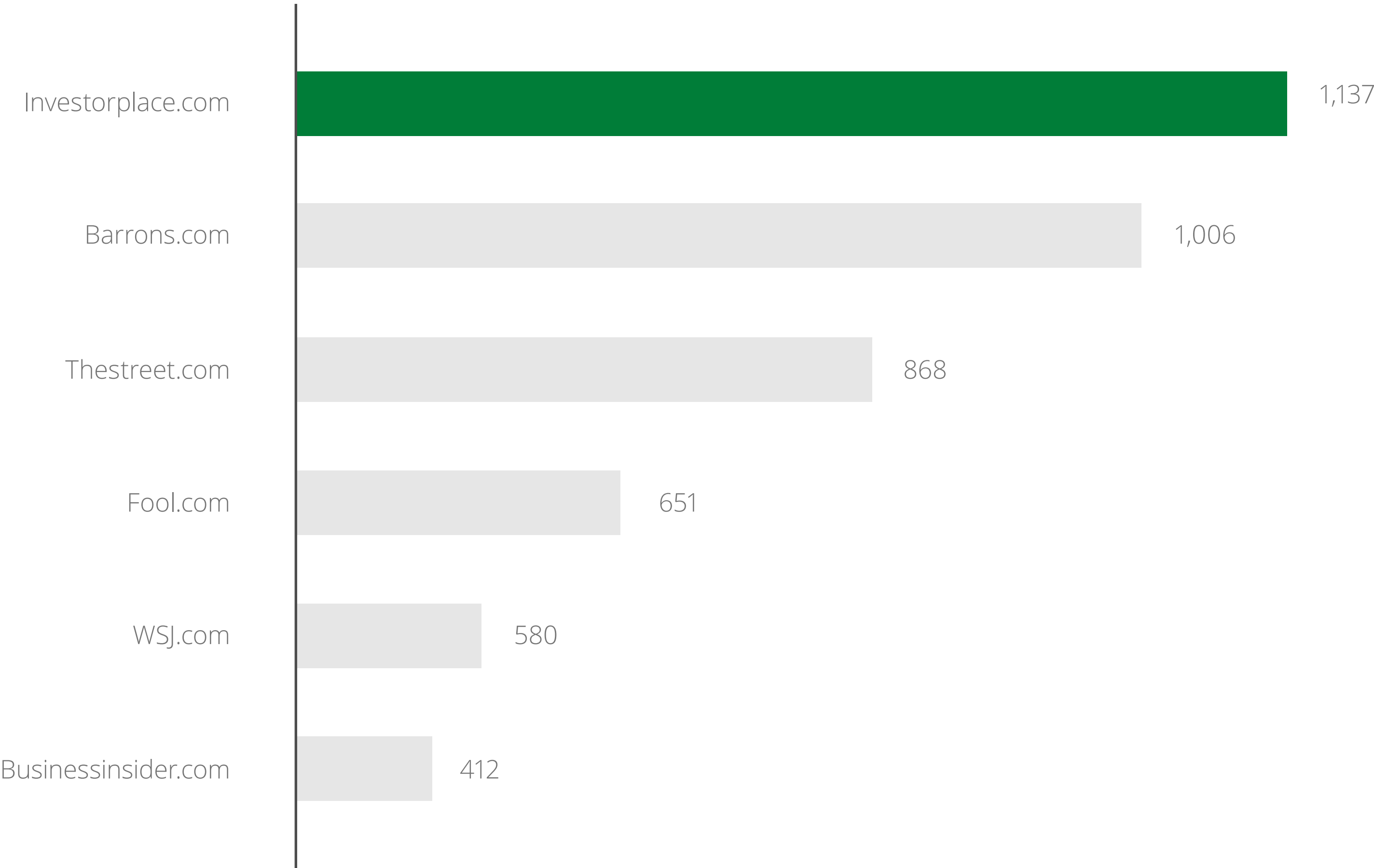
All our commentary is grounded in research, helping educate and inform site visitors through their investing journey.

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

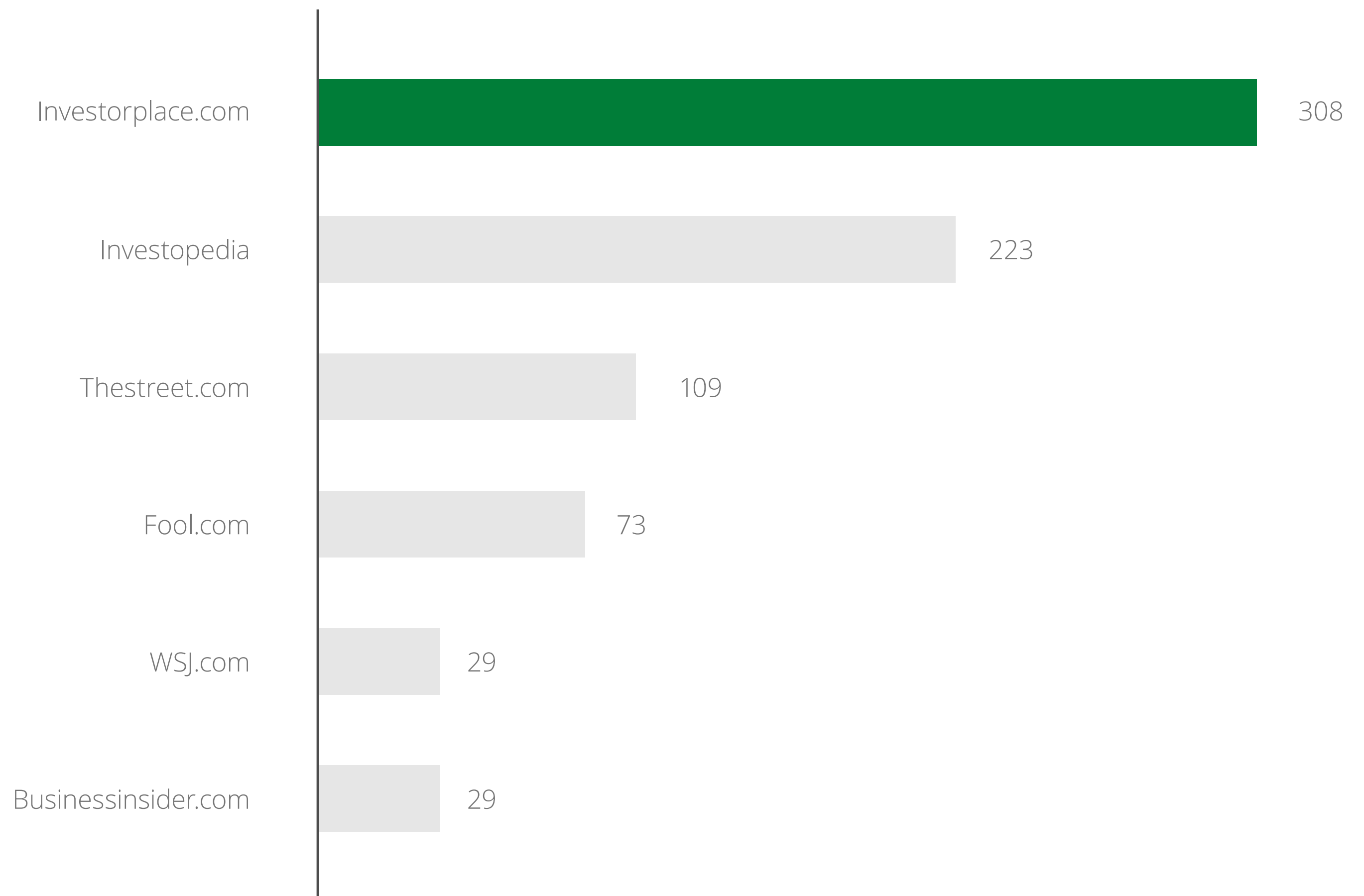




## Financial advisors deem our content valuable.

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.

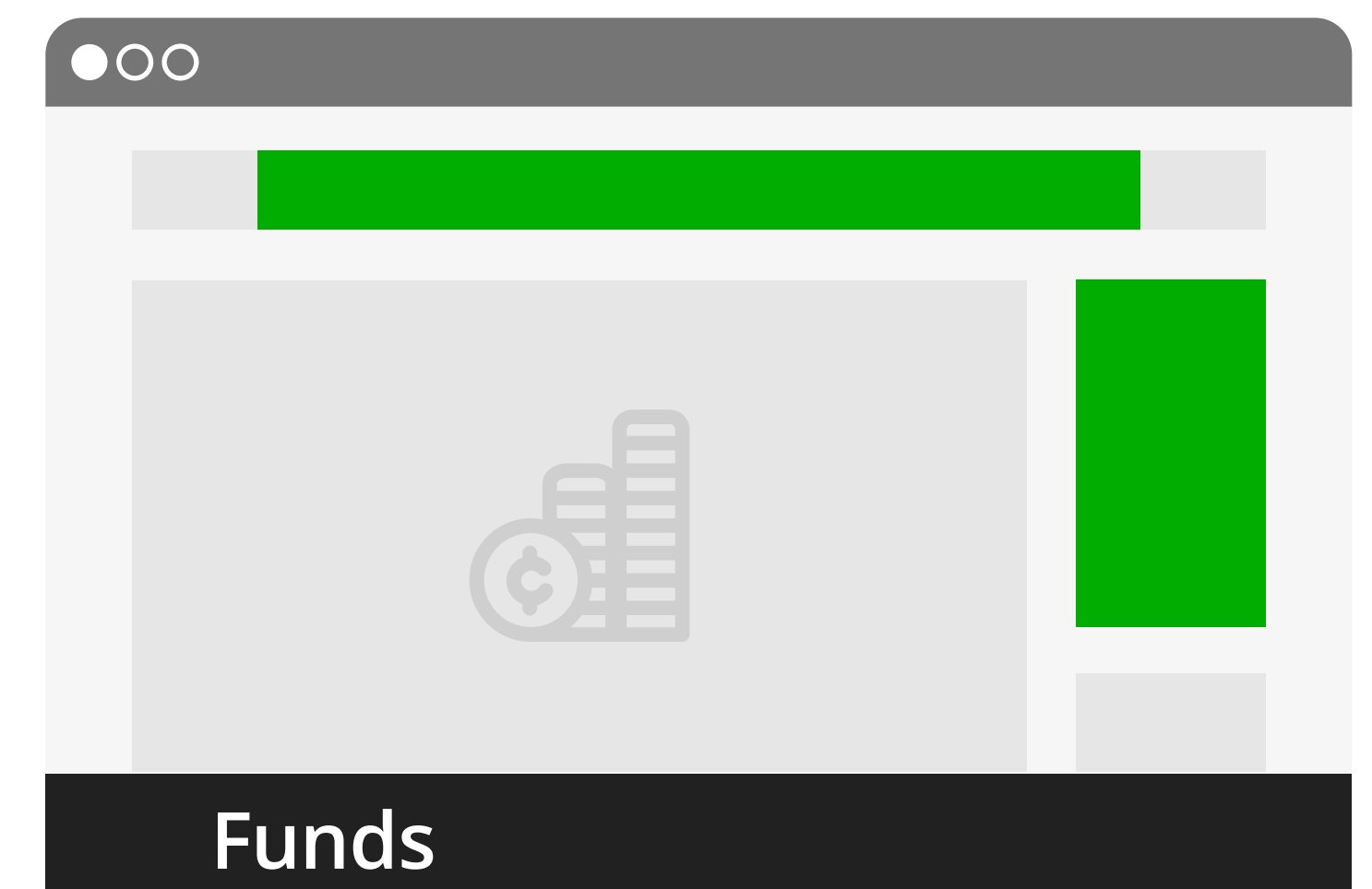
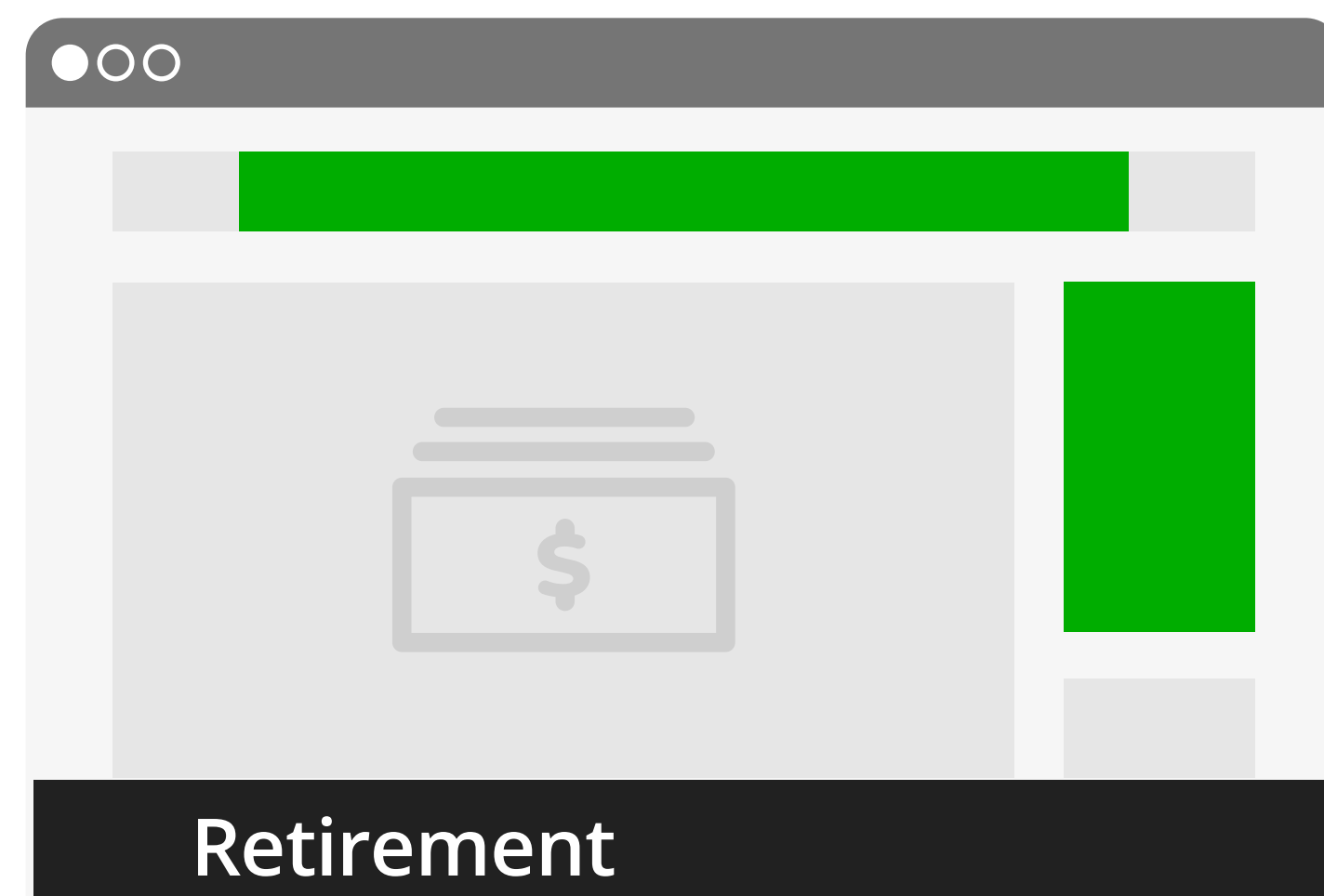
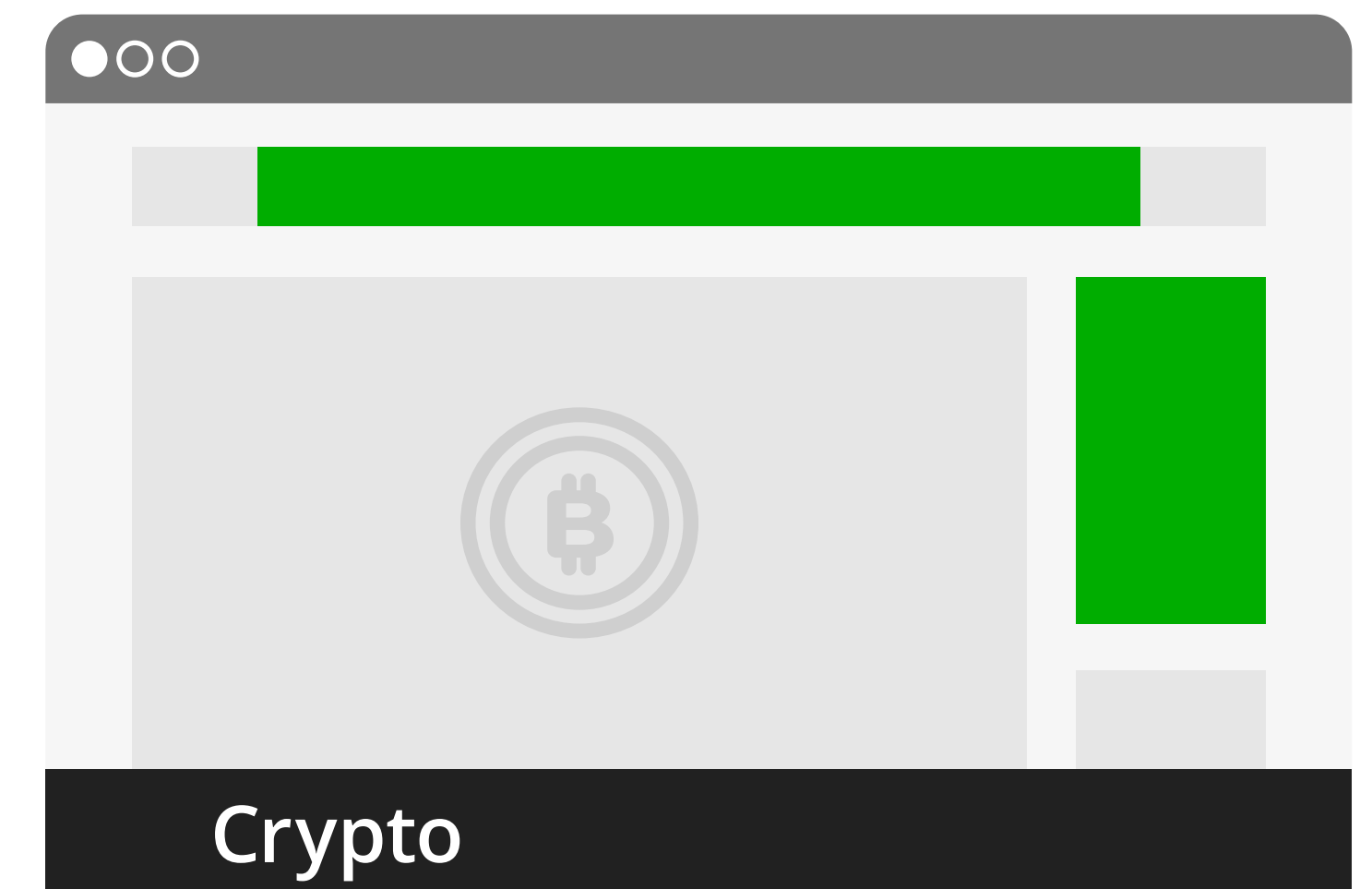
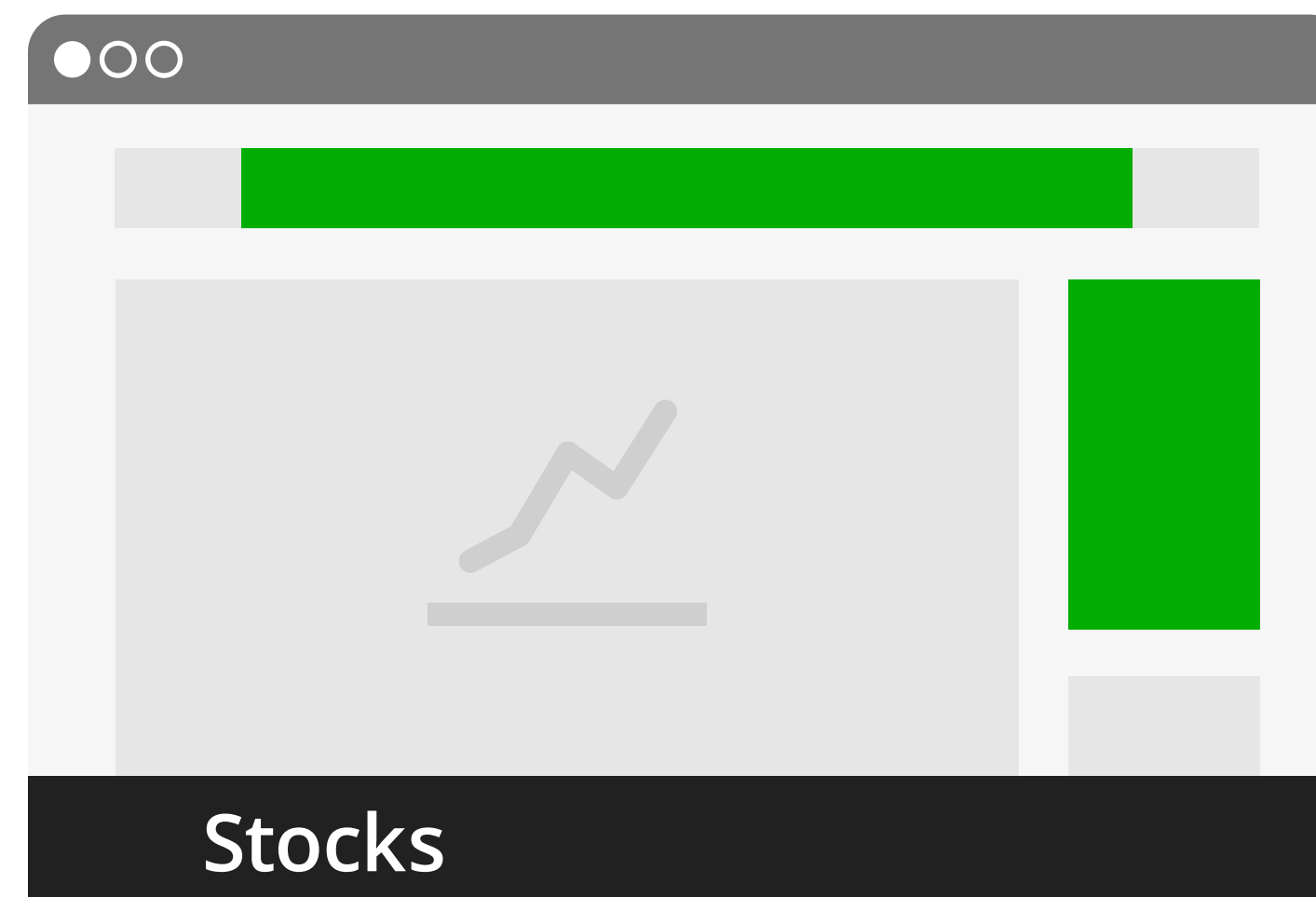
**InvestorPlace.com**



# Advertising Opportunities

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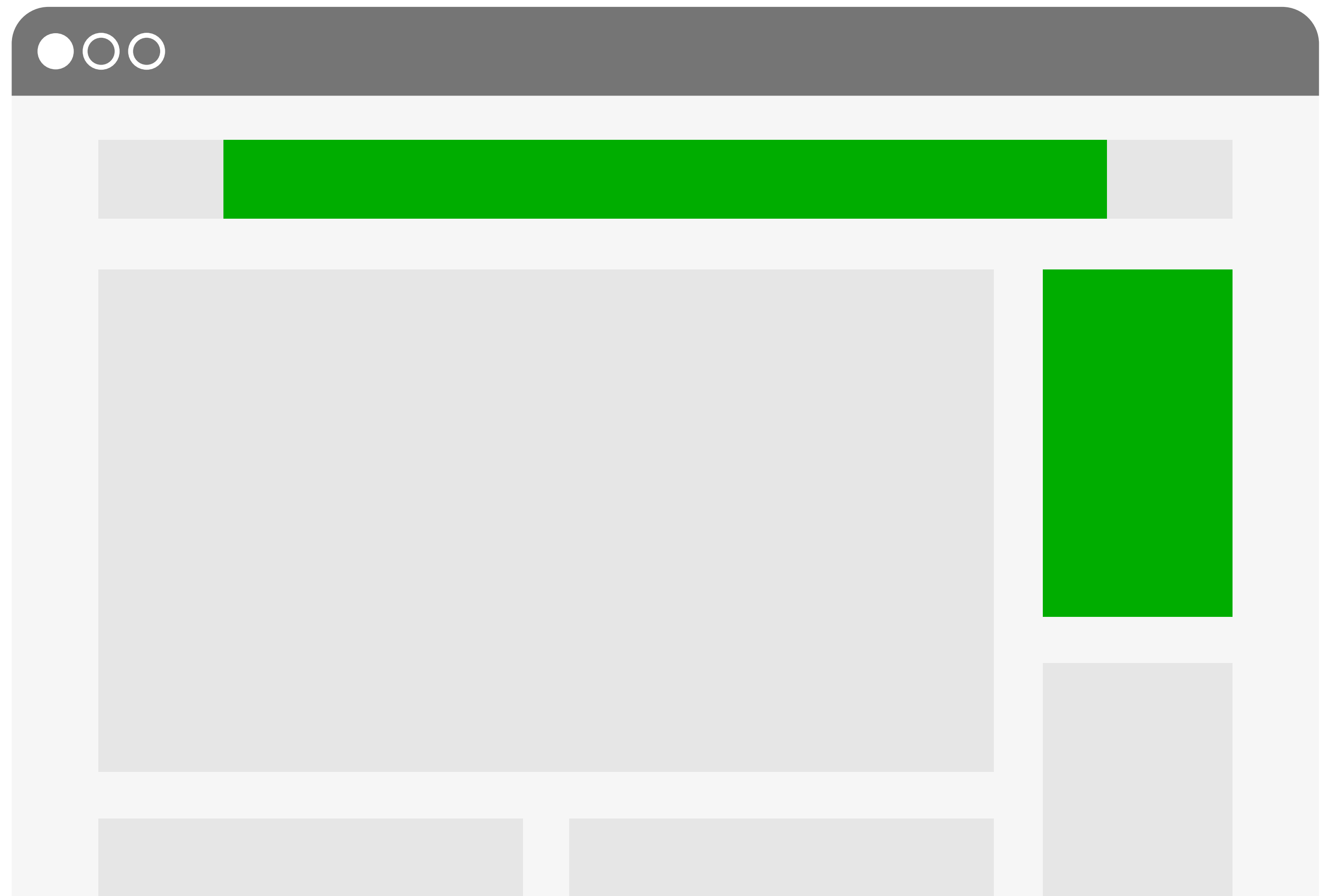
## Targeted Media | Site Sections





## 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.

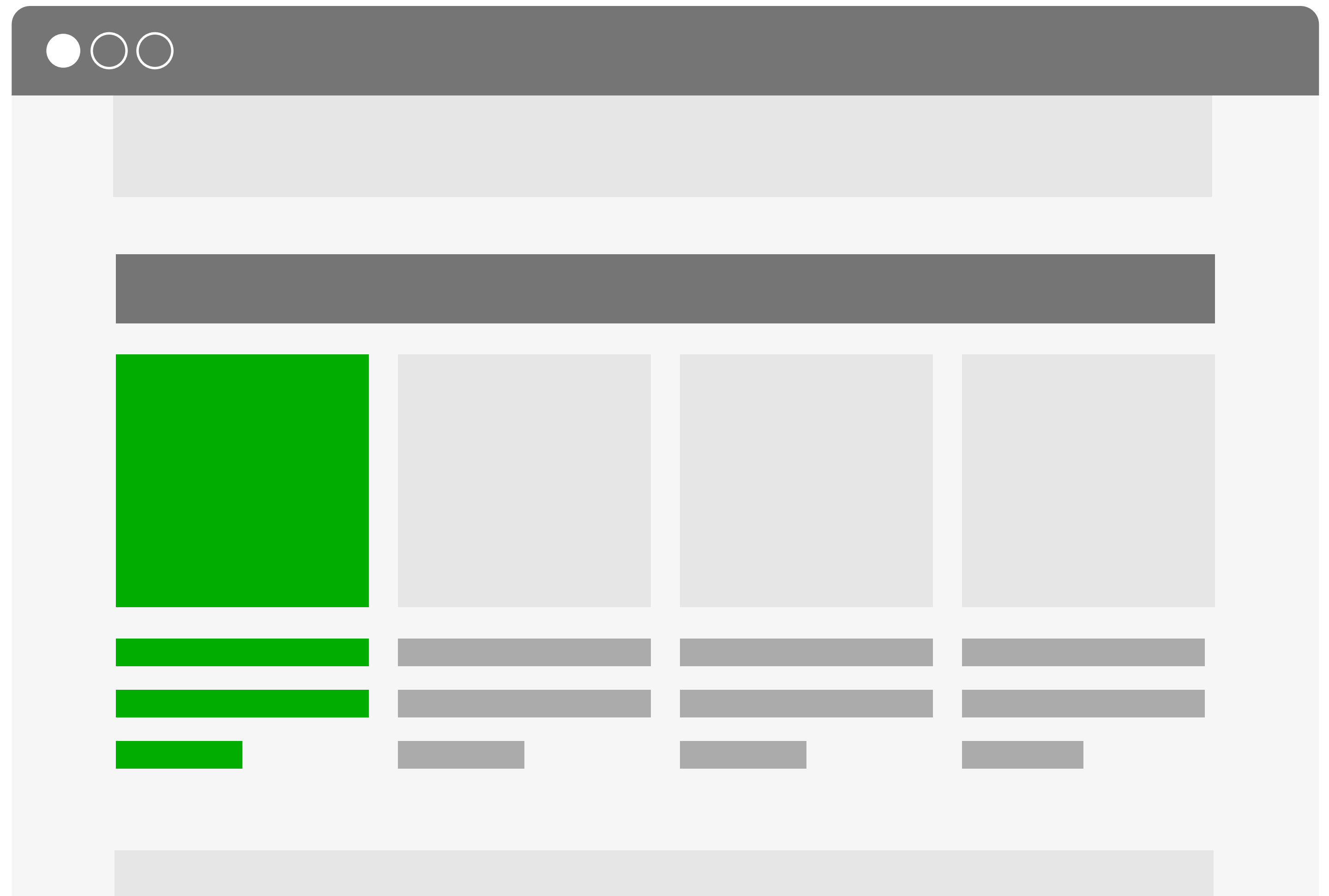
## Sponsored Headlines

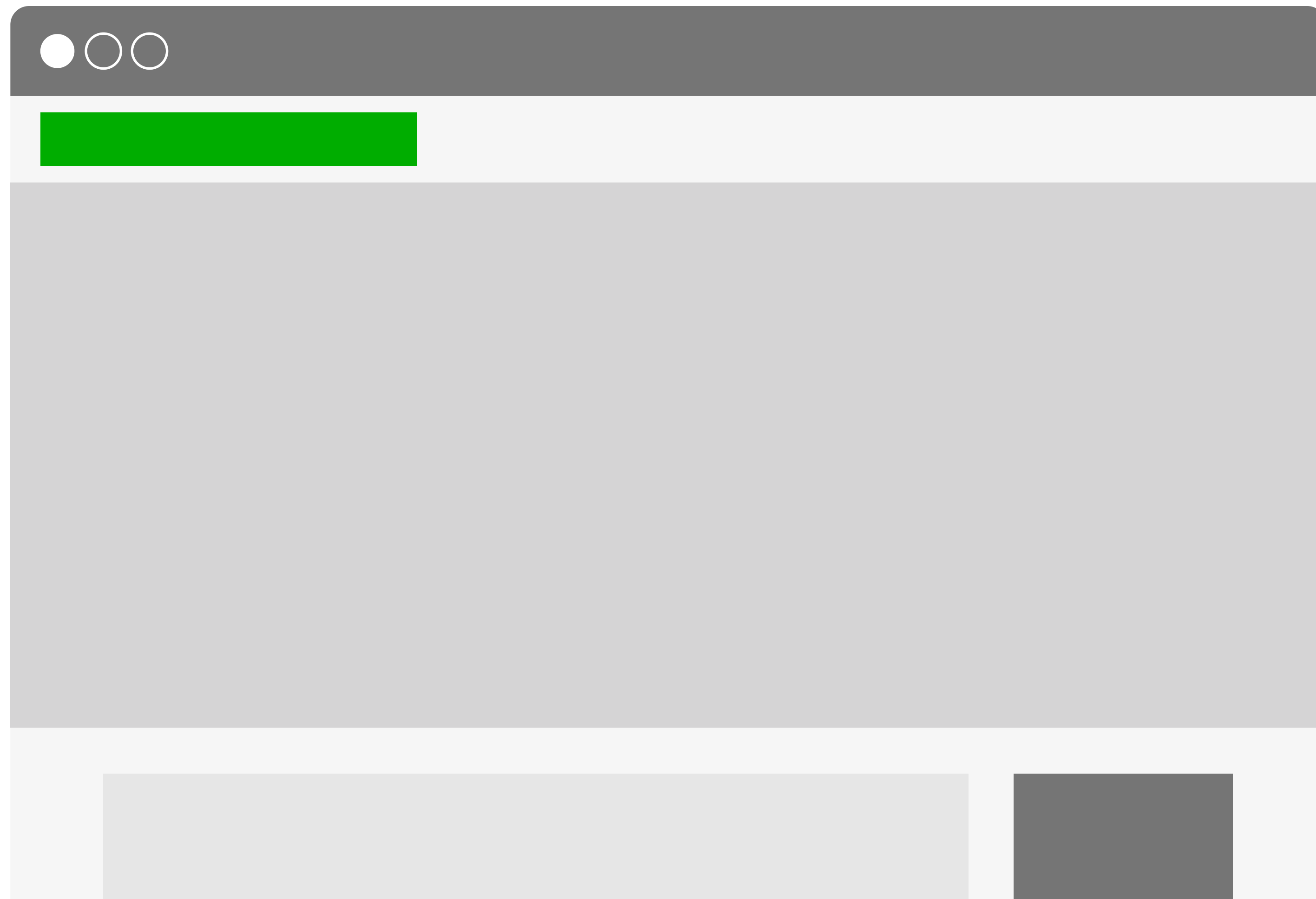
- Image and text tiles display below content
- Reach HIGHLY-engaged site visitors who read full articles
- One tile per advertiser

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### Placement specs:

- 298x224 JPG image
- 45-90 characters max, including spaces





## Market Ticker Sponsorship

- Brand logo integrated with the market index tickers on InvestorPlace.com
- 100% SOV
- Top-of-mind relevance across desktop and tablet
- Monthly and Quarterly sponsorship opportunities

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### Placement specs:

- 88x31 brand logo
- Can be 3rd party served



## Alert Ribbon Sponsorship

- When breaking news happens or big stories are published, brands can bring that excitement to our audience through the alert ribbon
- 100% SOV
- Monthly and Quarterly sponsorship opportunities

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### Placement specs:

- 170x40 banner
- Can be 3rd party served

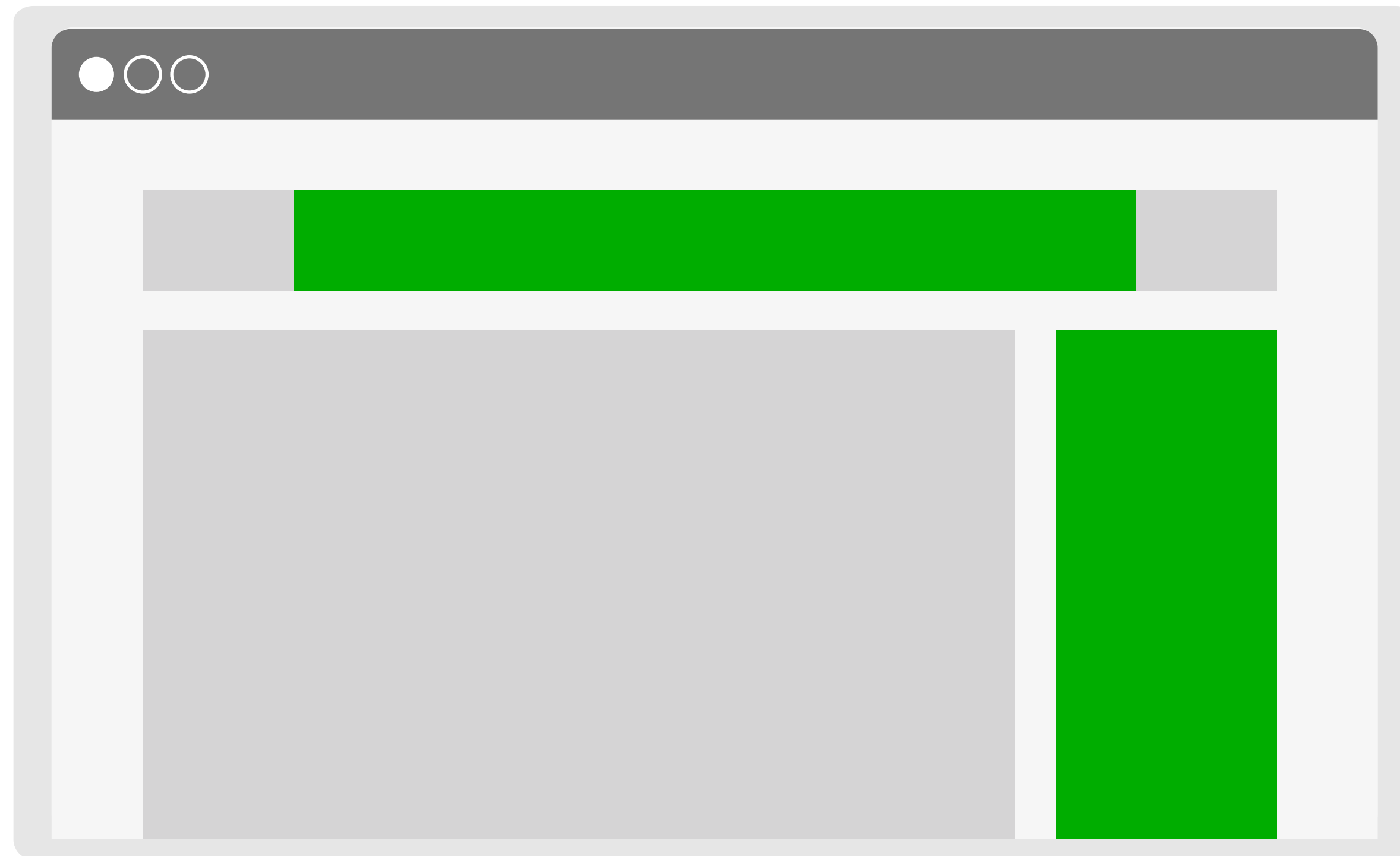




## Welcome Unit: Driving Qualified Leads

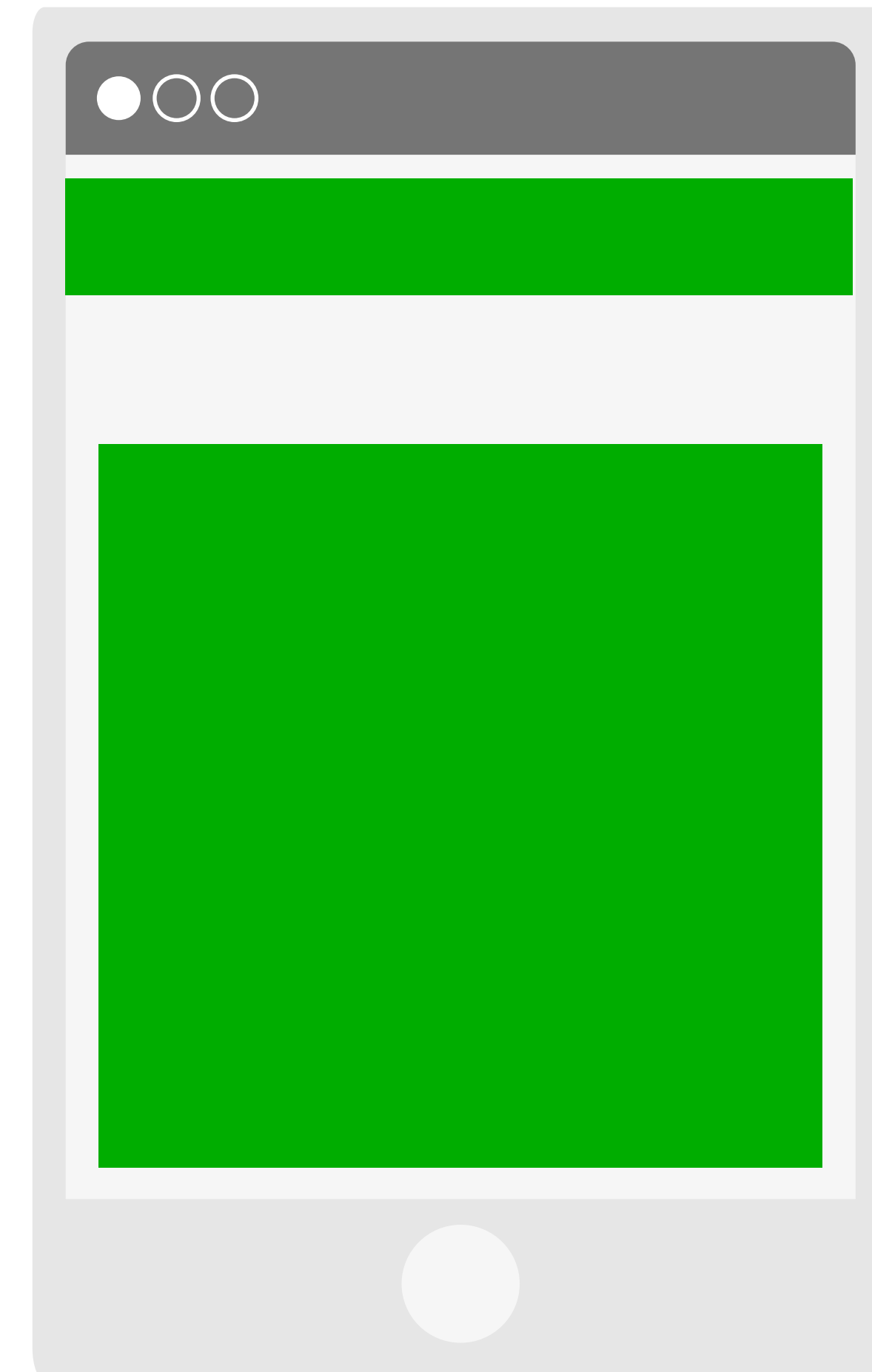
- Large interstitial unit greets site visitors when they arrive at investorplace.com
- Consistently our most effective placement for capturing leads and new accounts for our own subscription business
- Capped at 1 impression per session per user
- 500x500 maximum size
- Site Served – click tag only

## Mobile advertising



### Tablet targeted

300x600, 300x250, and 728x90



### Smartphone targeted

300x250 and 320x50

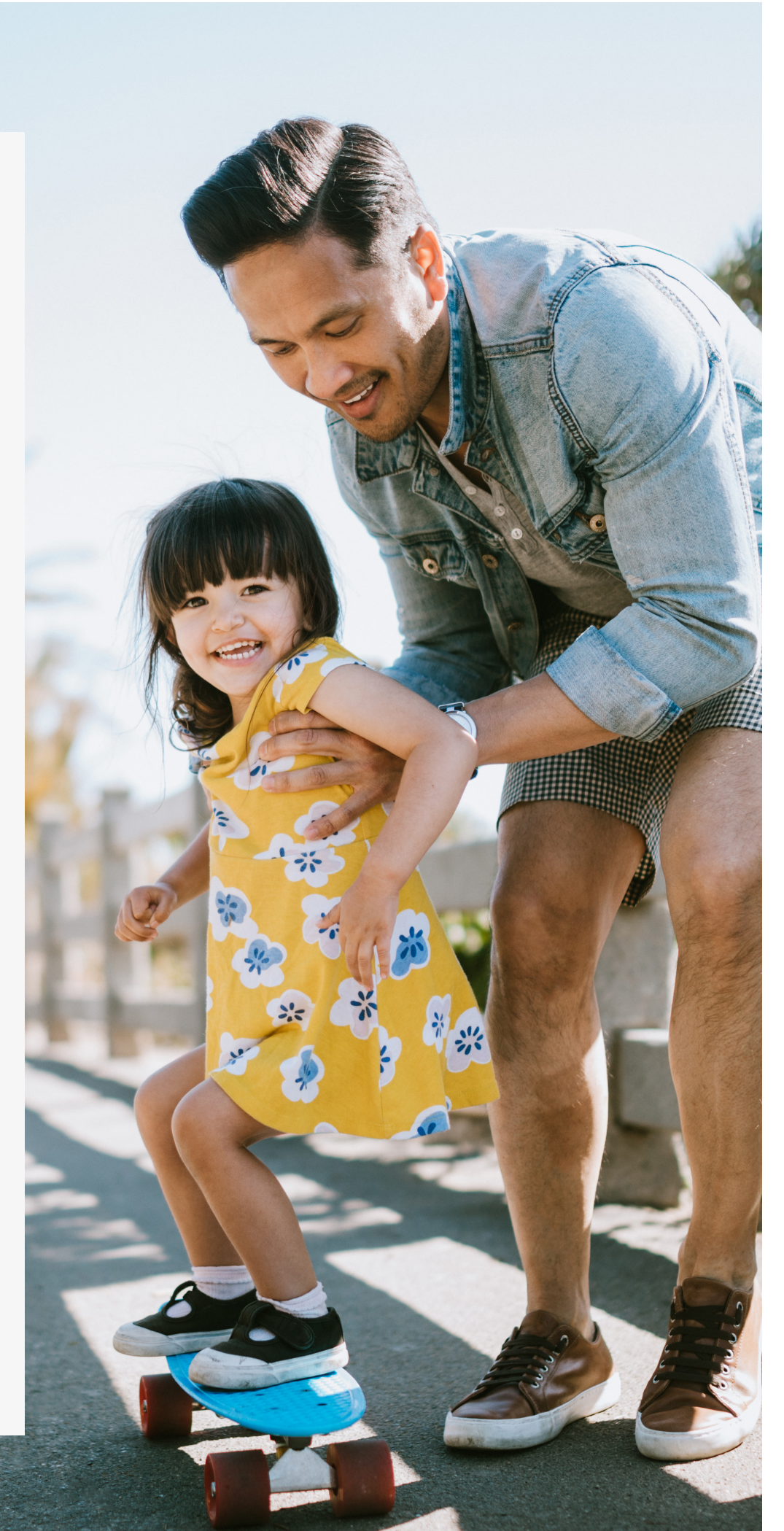


## Reaching Audiences: 1st Party Data Targeting

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 ontargeted 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

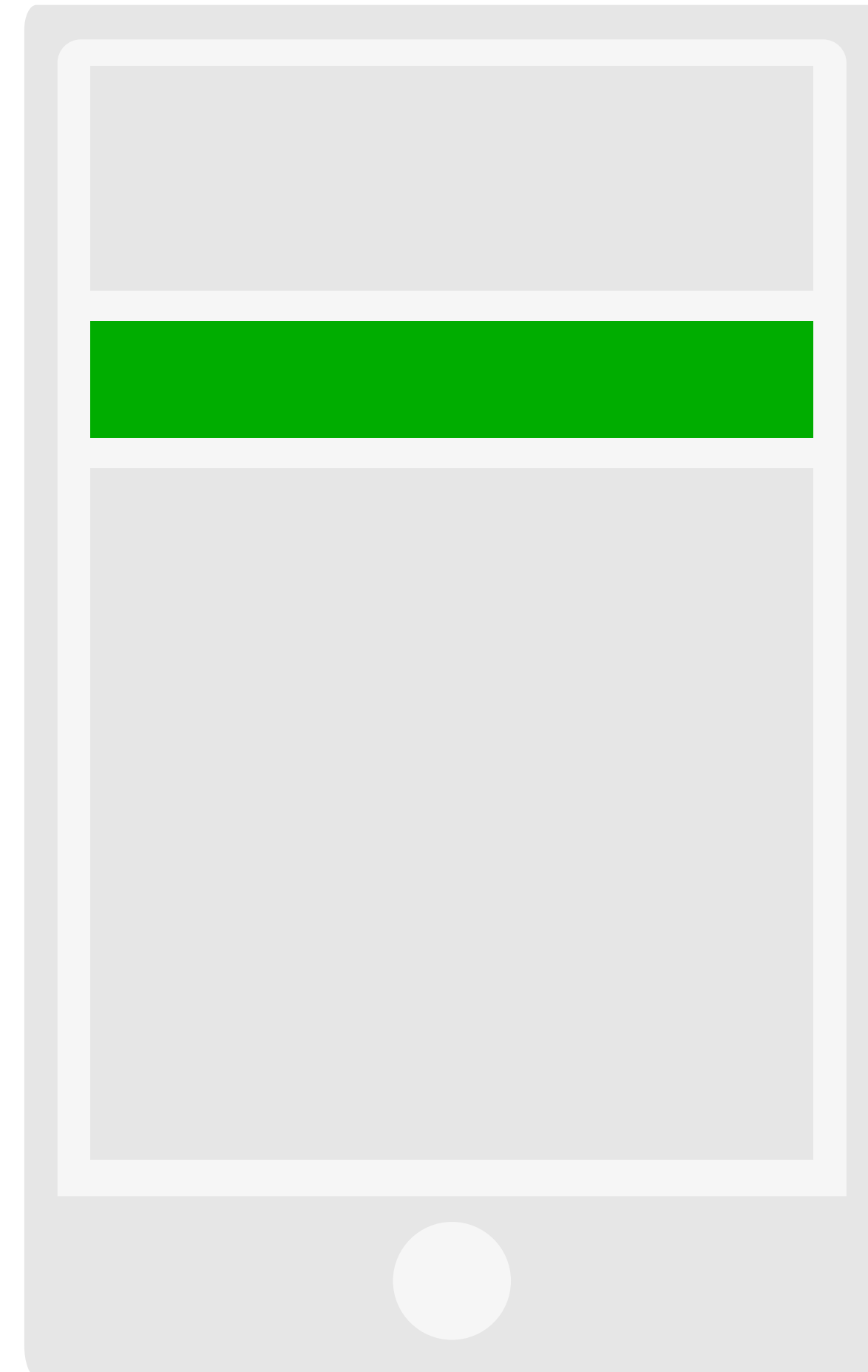
## Email: Newsletter Sponsorship

- 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

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### Specs:

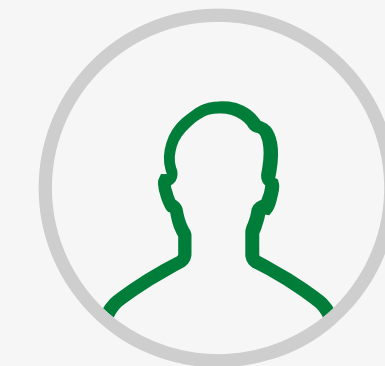
- 200x145 .PNG image
- Headline — 40 characters max
- Body Copy — 400 characters max



# Thank you.

## How can we get started?

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Head of Business Development

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