

INVESTORPLACE

2024 Media Kit

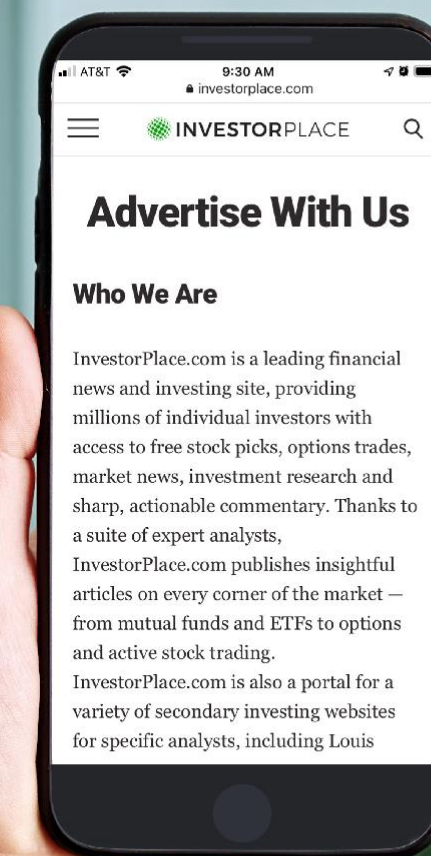
100% Owned & Operated Investing Destinations

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:

- 2–5 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 invest 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
- High-intent audience: 90% of audience sourced through search and social

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 sponsorships
- High impact display
- Custom ad units
- 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.



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.

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T.Rowe Price 

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Vanguard[®]

 **Ameritrade**

 **Fidelity**[®]
INVESTMENTS

STATE STREET
GLOBAL ADVISORS.

Direxion

ally


Invesco

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

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

Opportunities
for **impact.**

We reach **avid
investors &
traders!**

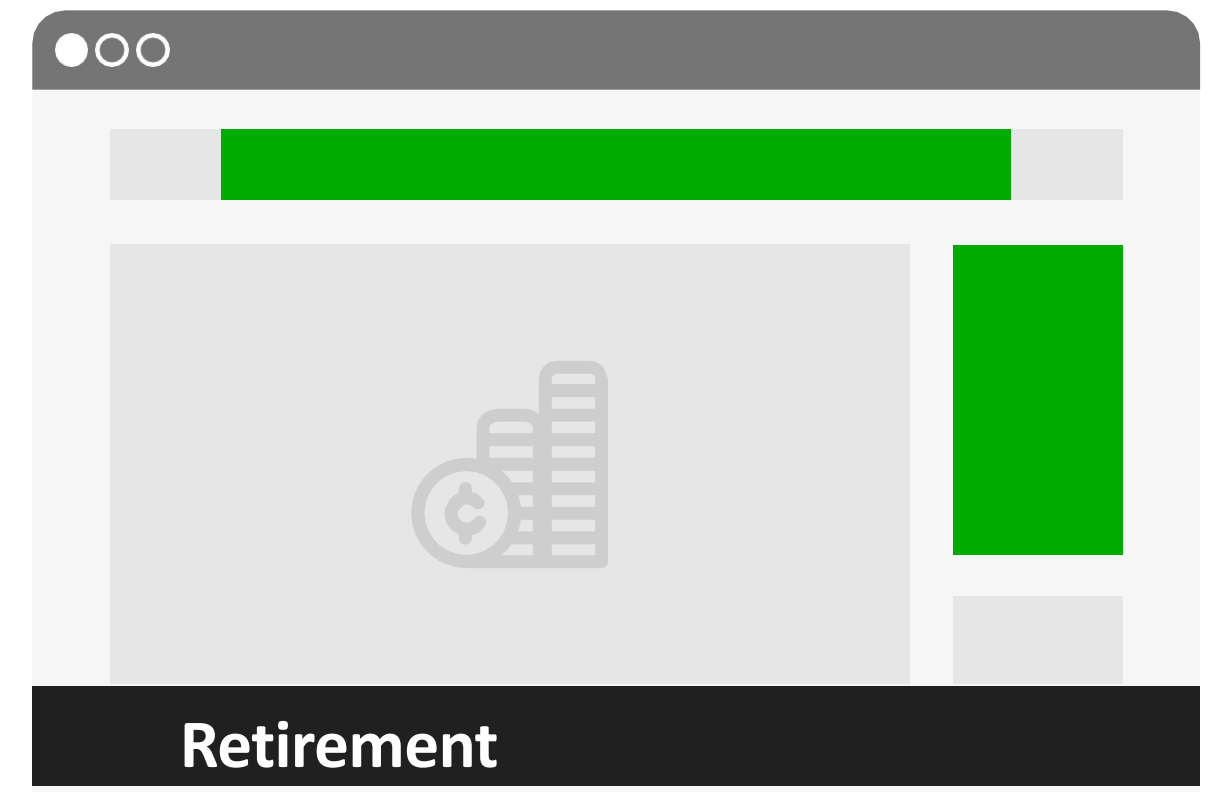
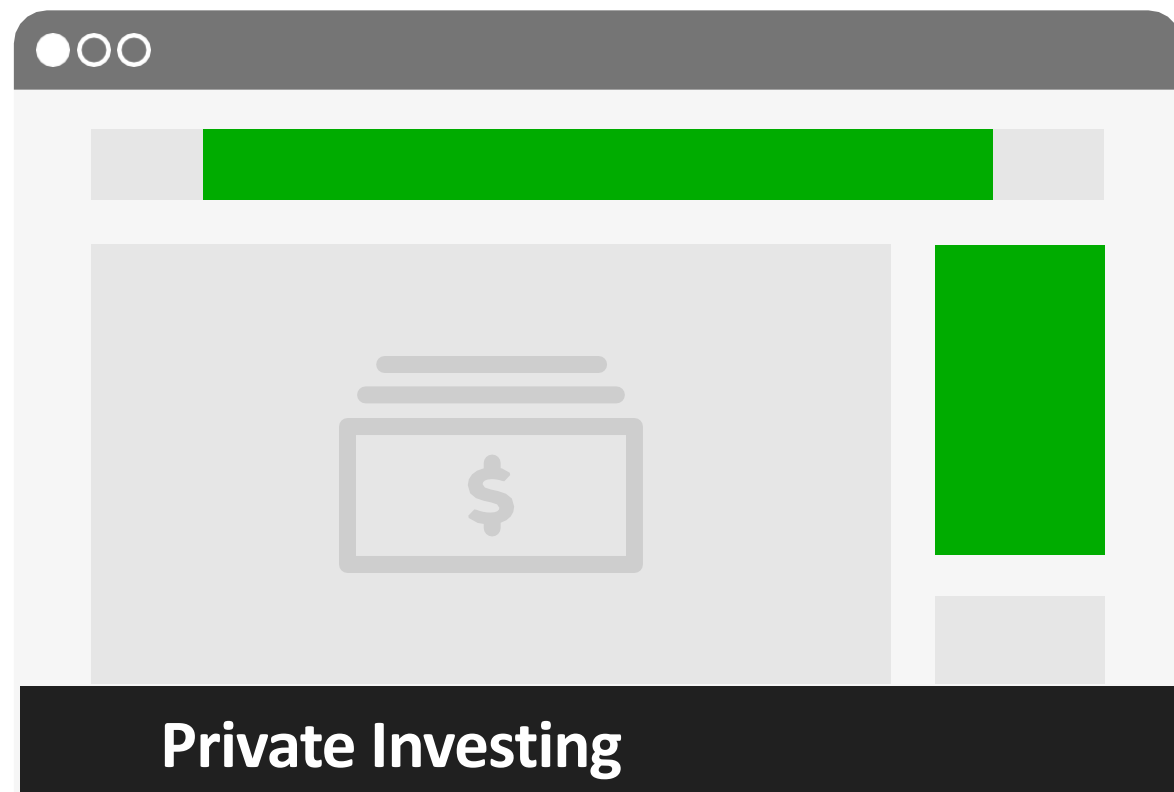
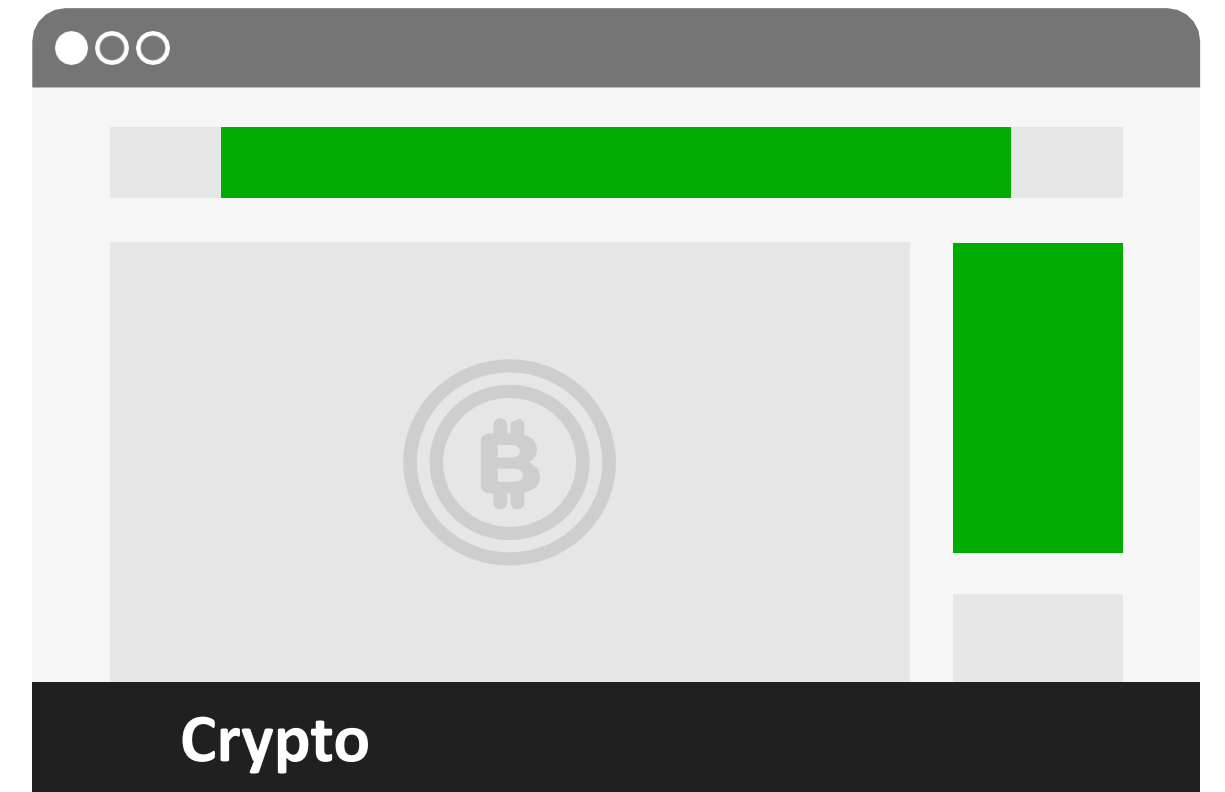
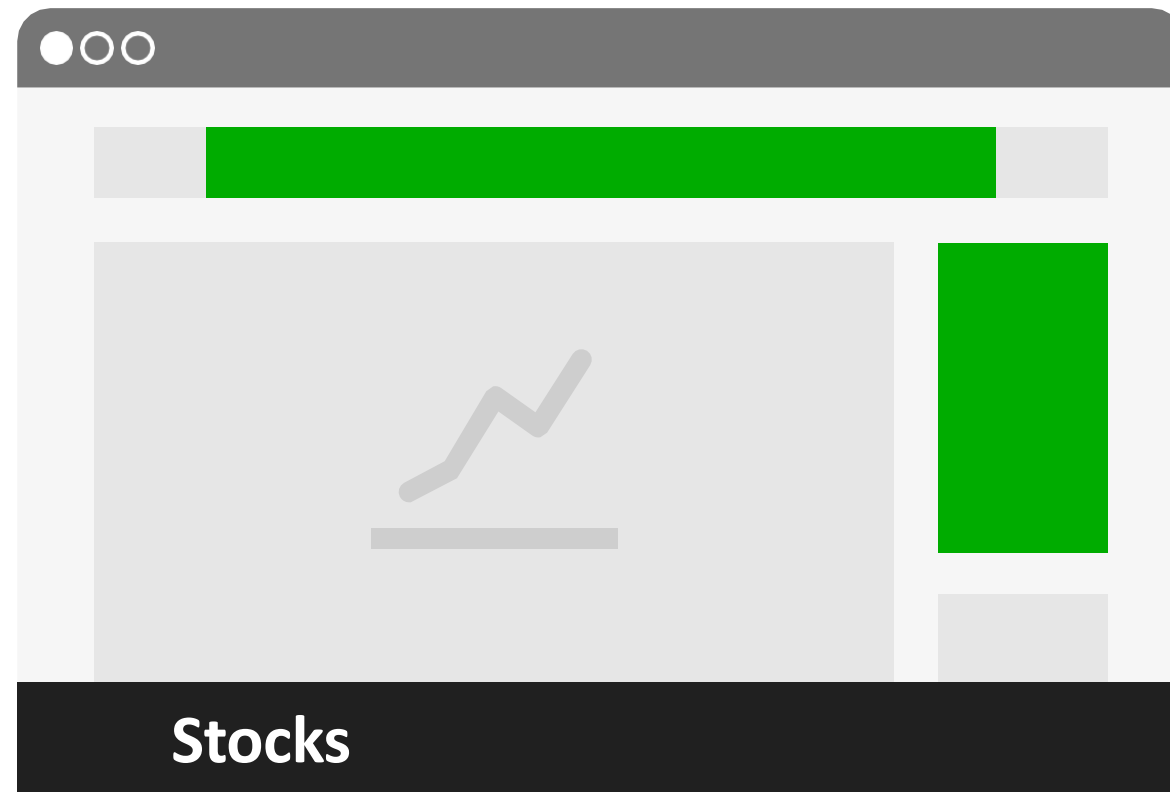
Reliable insights.

InvestorPlace.com



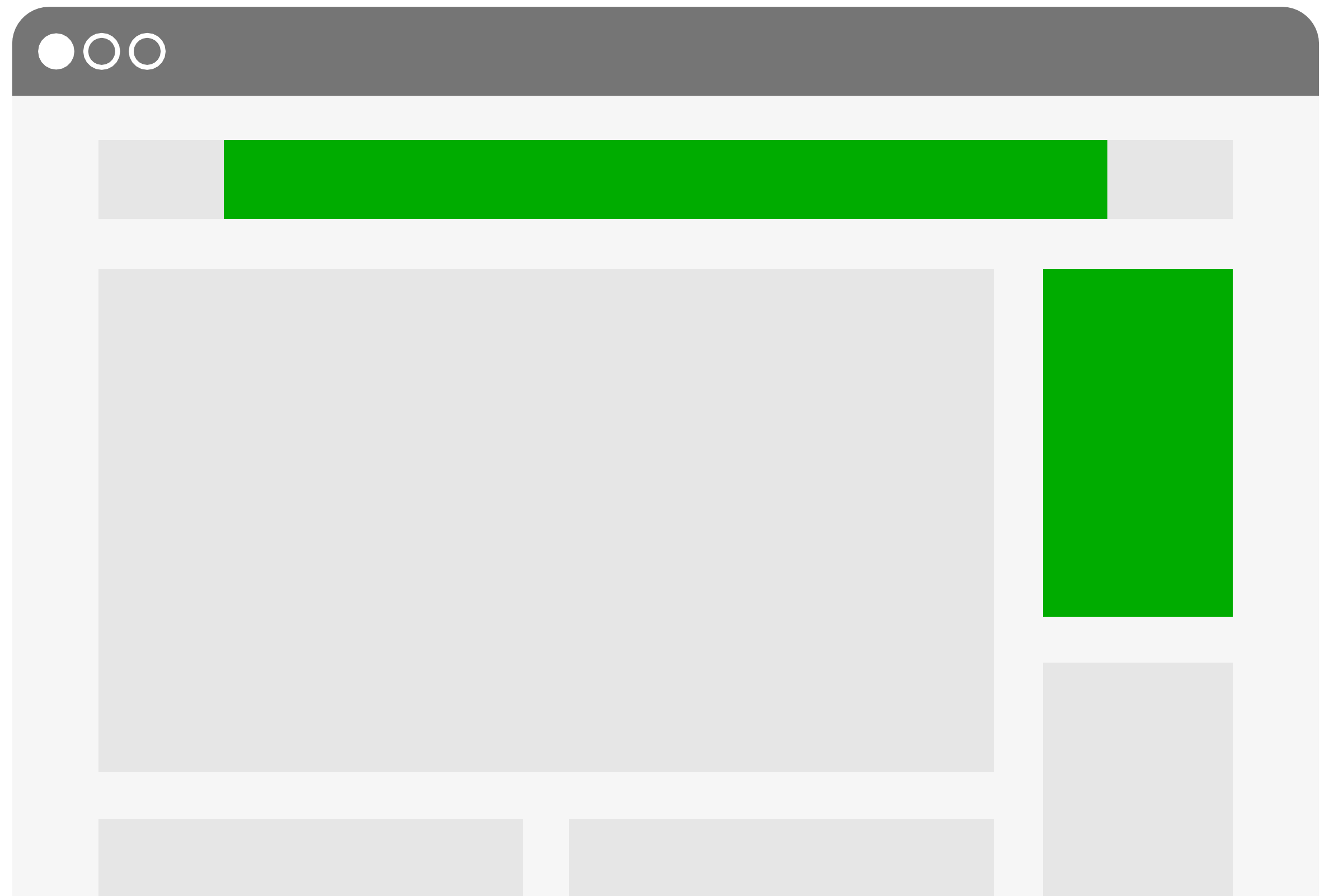
Advertising Opportunities

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!



Editorial 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 scroll through full articles
- One one tile per advertiser

Placement specs:

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

SPONSORED HEADLINES



4 Cryptos That Are Screaming Buys. Rare setup in the crypto markets could send them soaring



It doesn't matter if you have \$500 or \$5 million... Do This Now.



4 Cheap Tech Stocks That Could 10X in 4 Years



Why this \$2 EV stock is like buying TSLA in 2010. Going completely unnoticed by Wall Street.

Market Ticker Sponsorship: Desktop

- Brand logo integrated with the market index tickers on InvestorPlace.com
- Top-of-mind relevance across desktop and tablet
- \$5,000 monthly sponsorship
- Highly viewable: 73%

DOW + 0.16%	Nasdaq - 0.22%	S&P - 0.08%	E*TRADE
34,338 / + 54.77	13,768 / - 30.37	4,412 / - 3.69	

Placement specs:

- 88x31 brand logo
- 3rd party served if desired

The screenshot shows the top navigation bar of the InvestorPlace website. On the left, there are three market index tickers: DOW - 0.38% (35,942 / - 138.36), Nasdaq + 0.70% (15,731 / + 108.70), and S&P + 0.18% (4,655 / + 8.27). To the right of these tickers is a red-bordered box containing the text "Open an account." above the E*TRADE logo. A red arrow points from the text "Sponsor Placement" to this box. The InvestorPlace logo is centered in the navigation bar. On the right side, there are links for "Premium Services", "Our Analysts", and a "Log in" button with a search icon.

Mobile: Header Sponsorship Button

- Unit can be 3rd party / remote served
- Available for exclusive sponsorship

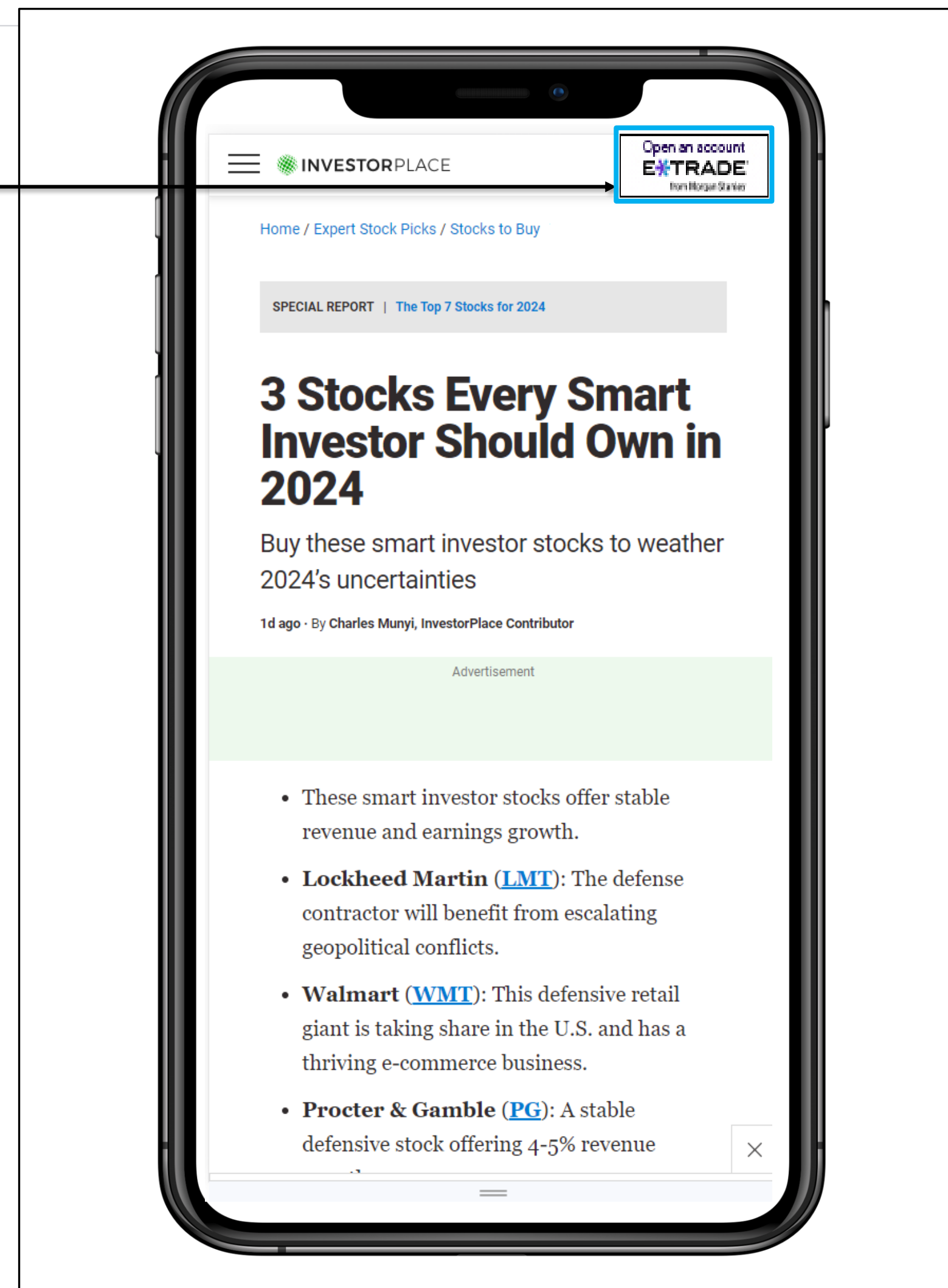
Strong CTR performer: 0.18%

Highly viewable: 92%

Button exhibits “Sticky” behavior: unit remains in view while user scrolls through content, driving higher viewability and CTRs

Placement specs:

- 88x31 brand logo
- 3rd party served if desired



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

Placement specs:

- 170x40 banner
- 3rd party served if desired



The screenshot shows the InvestorPlace website interface. At the top, there is a navigation bar with the InvestorPlace logo, market indices (DOW -0.38%, Nasdaq +0.70%, S&P +0.18%), and an "Open an account. E*TRADE" button. Below the navigation bar, there is a banner for "WISDOMTREE CXSE China Ex-State-Owned Enterprises ETF" with a "Learn More" button. The main content area features a section titled "BEHIND THE WALL" with the headline "Why Now Is the Time to Invest in Psychedelic Stocks >>> READ MORE". To the right of this headline is a sponsored button that says "Sponsored by E*TRADE Open an account." with a red arrow pointing to it. Below this section, there is a breadcrumb trail "Home / Mutual Funds & ETFs / ETF Investing" and a large heading "7 Best Index Funds To Buy For October" with a sub-headline "Here are seven low-cost robust index funds for long-term portfolios".

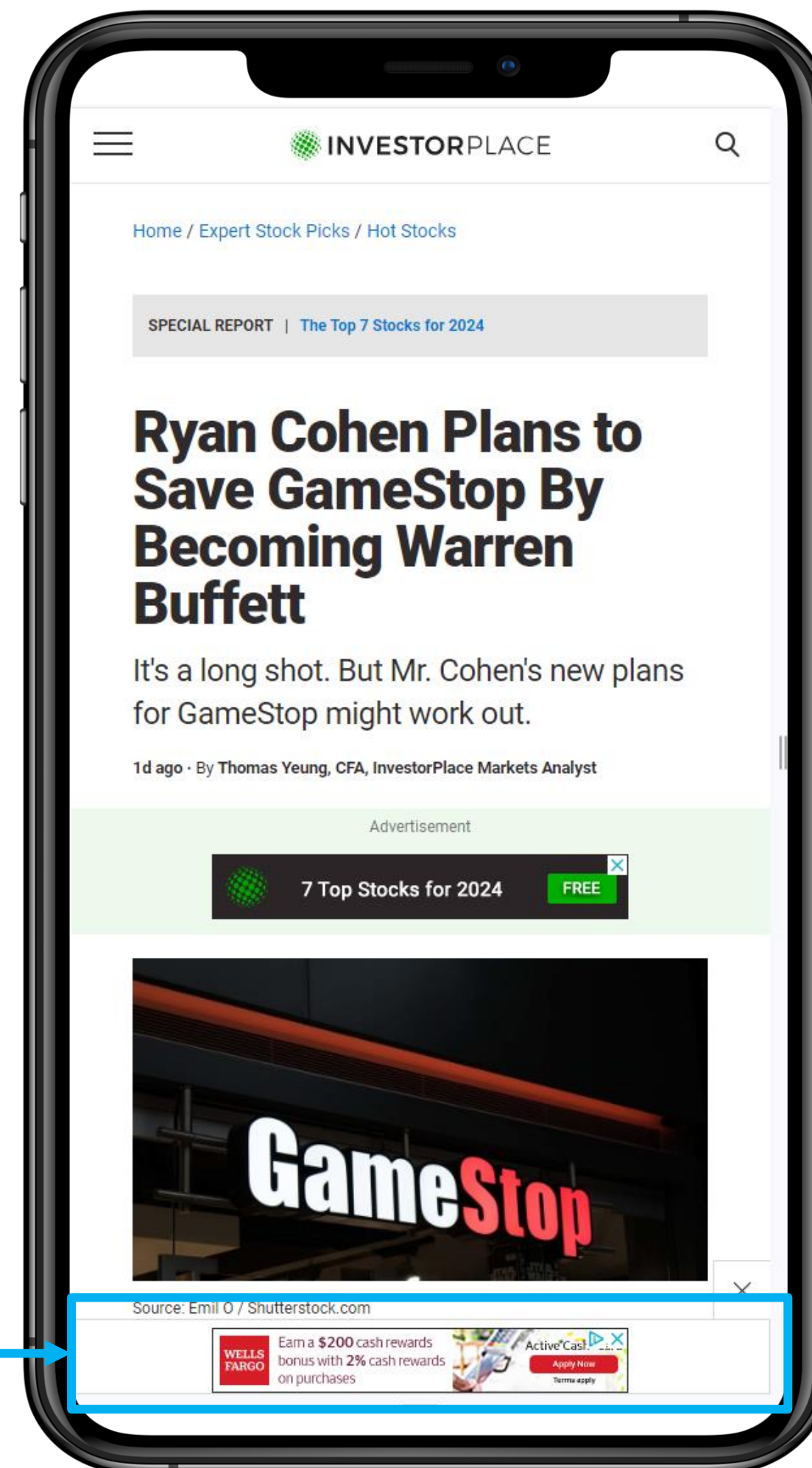
Mobile: Sticky Footer Display Unit

Strong CTR performer: 0.12%

Highly viewable: 92%

Best creative size is 320x50. Also available for 300x50

“Sticky” behavior means unit remains in view while user scrolls through content, driving higher viewability and CTRs



Programmatic: InvestorPlace Private Auction

- Specific to Financial Marketers, available through our 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


Direct prospect referral opportunities via [InvestorPlace Beacon](https://investorplace.com/beacon)

A new financial decision-making section of InvestorPlace.com, to inform highly qualified consumers about personal finance and investing products

Reviews and features of financial products across the personal finance spectrum:

- High-yield savings accounts
- CDs
- Brokerages
- Alternative investments

Visit: <https://investorplace.com/beacon>

☰


WELCOME TO THE INVESTORPLACE BEACON


Smarter Financial Decisions Made Simple

InvestorPlace Beacon is here to revolutionize the way you save and grow your wealth. Whether you're saving for a dream vacation, a new home, or an emergency fund, we have the insights to help you reach your financial goals faster.

REVIEWS

Unlock the Power of Your Money with High-Yield Savings

Put your money to work and watch your savings soar to new heights. Say goodbye to ordinary savings accounts and hello to the extraordinary benefits that come from high-yield savings accounts.

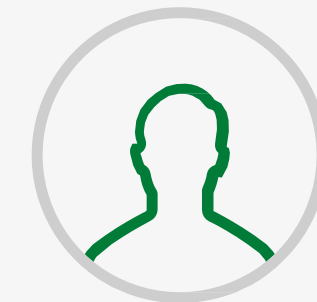


High-Yield Savings Accounts: A Strategic Guide

Learn how to leverage your savings with our comprehensive guide to high-yield savings accounts.

Thank you.

How can we get started?



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