

# INVESTORPLACE

## 2022 Media Kit

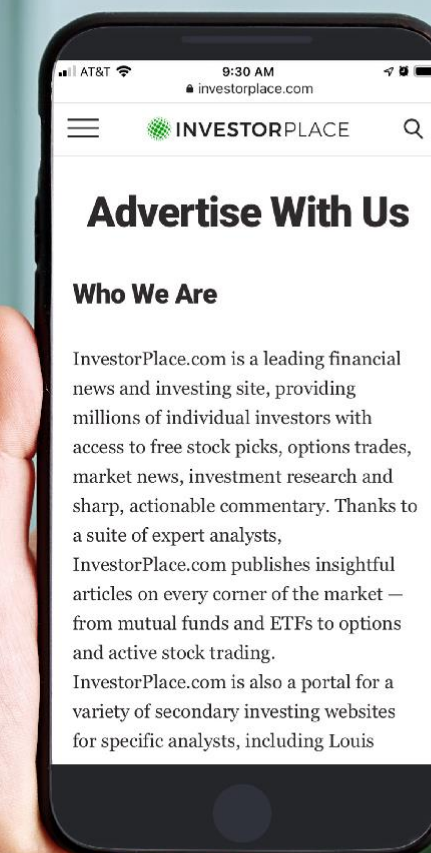
## 100% Owned & Operated Investing Destinations

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:

- +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

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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 sponsorships
- High impact display
- 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.



### 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.

**EXTRADE**<sup>®</sup>

T.Rowe Price 

*charles* SCHWAB

**Vanguard**<sup>®</sup>

 **Ameritrade**

 **Fidelity**<sup>®</sup>  
INVESTMENTS

STATE STREET  
GLOBAL ADVISORS.

Direxion

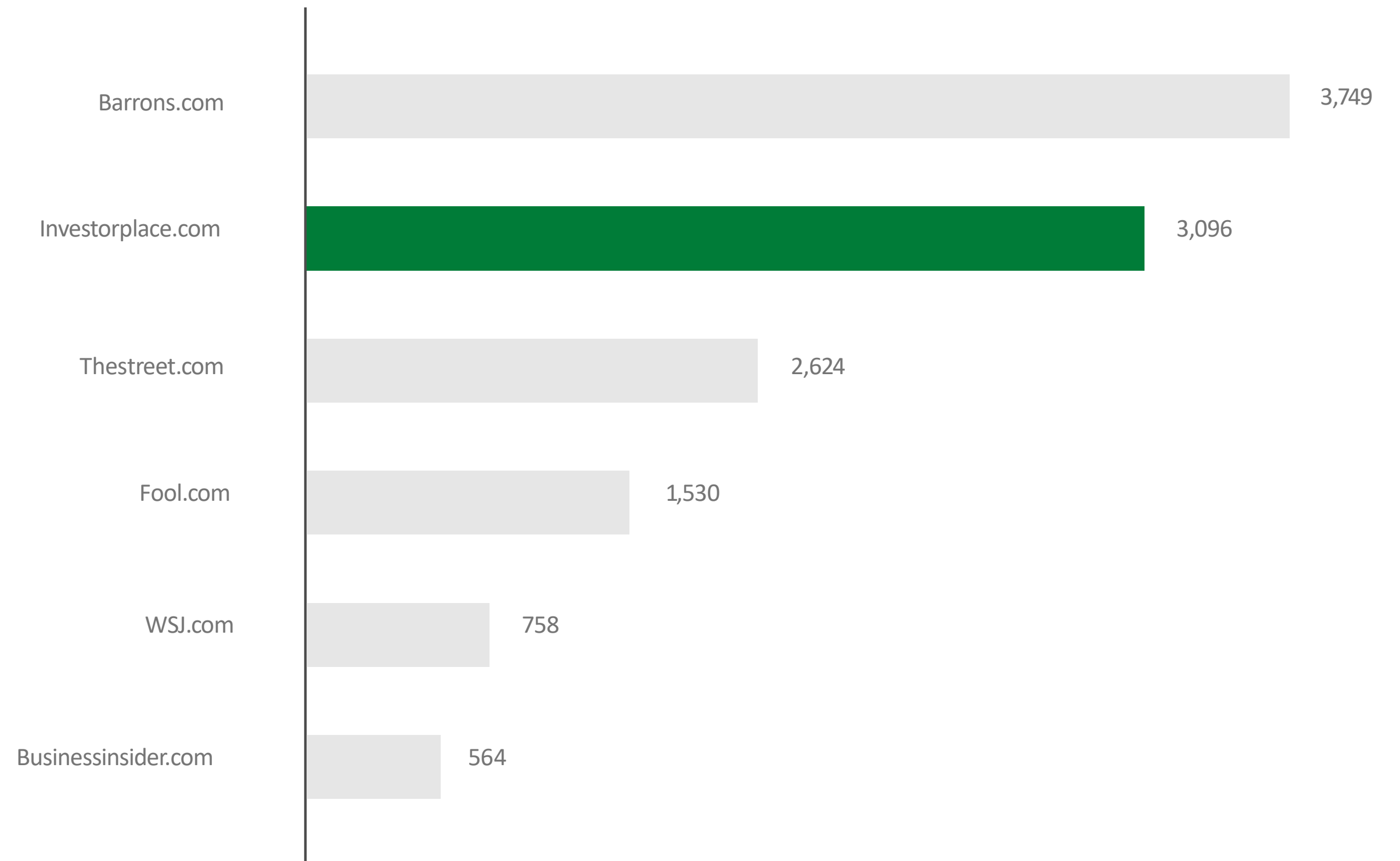
**ally**

  
**Invesco**

## 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.

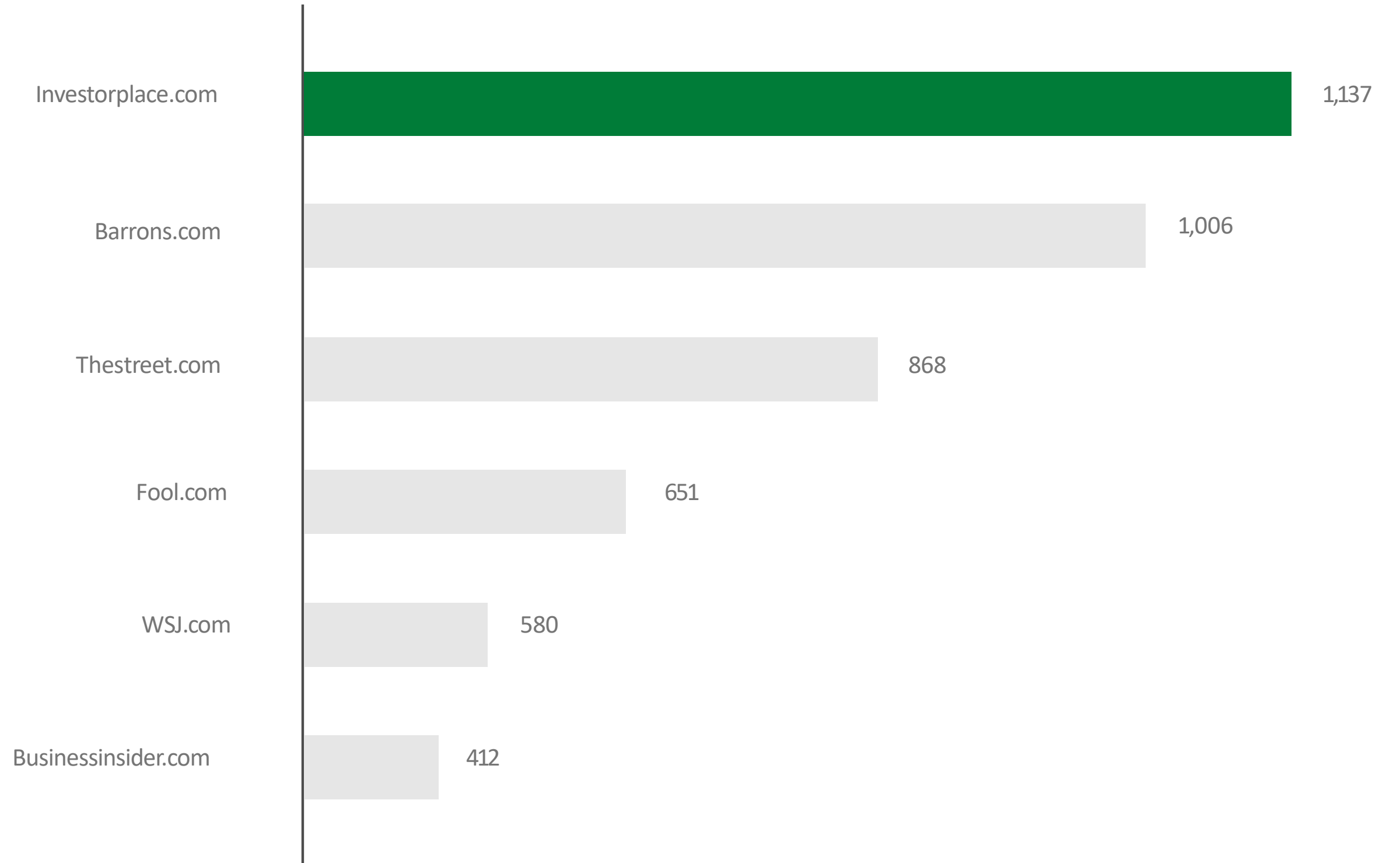
All our commentary is grounded in research, helping educate and inform site visitors through their investing journey.

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



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**

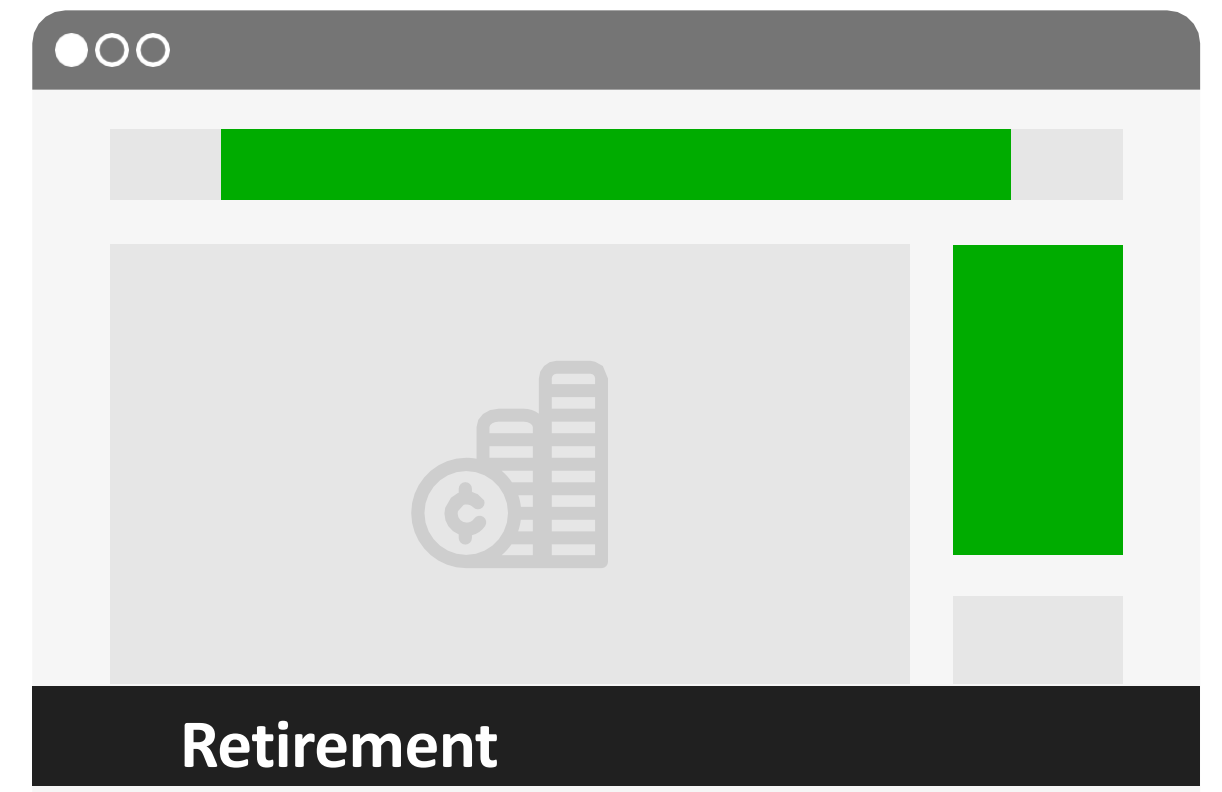
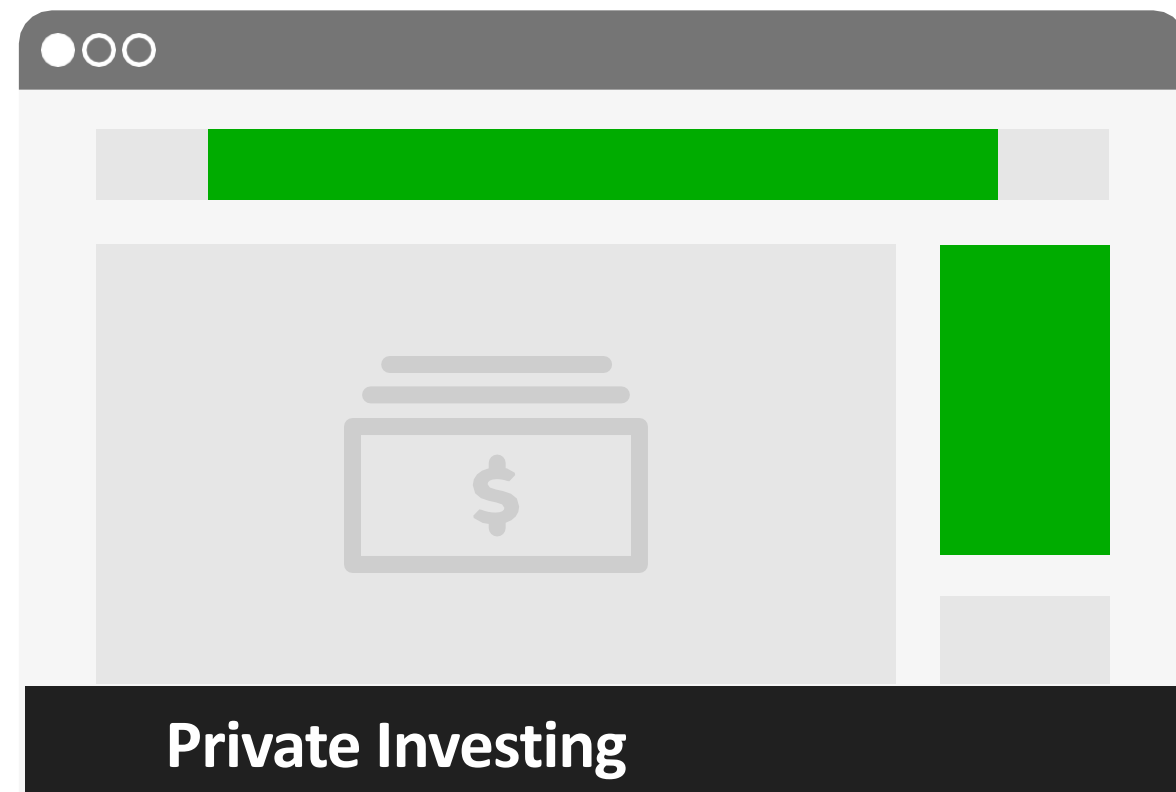
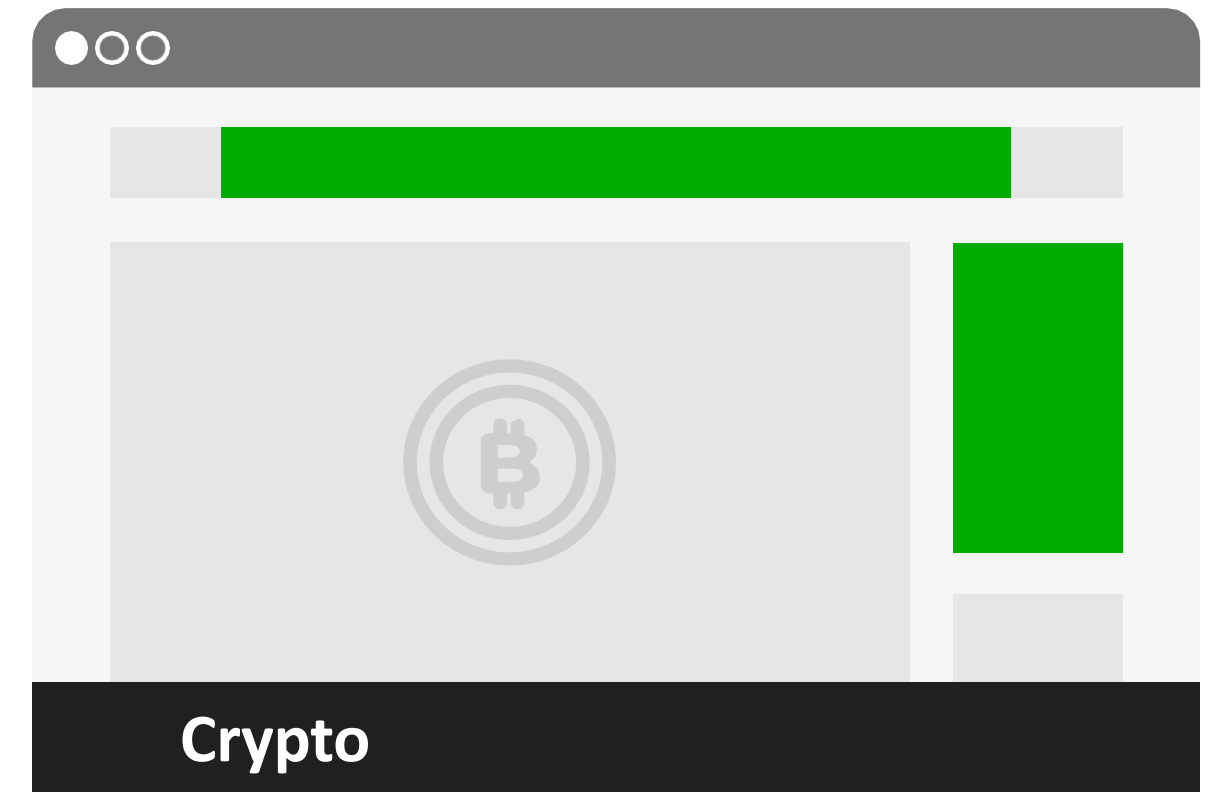
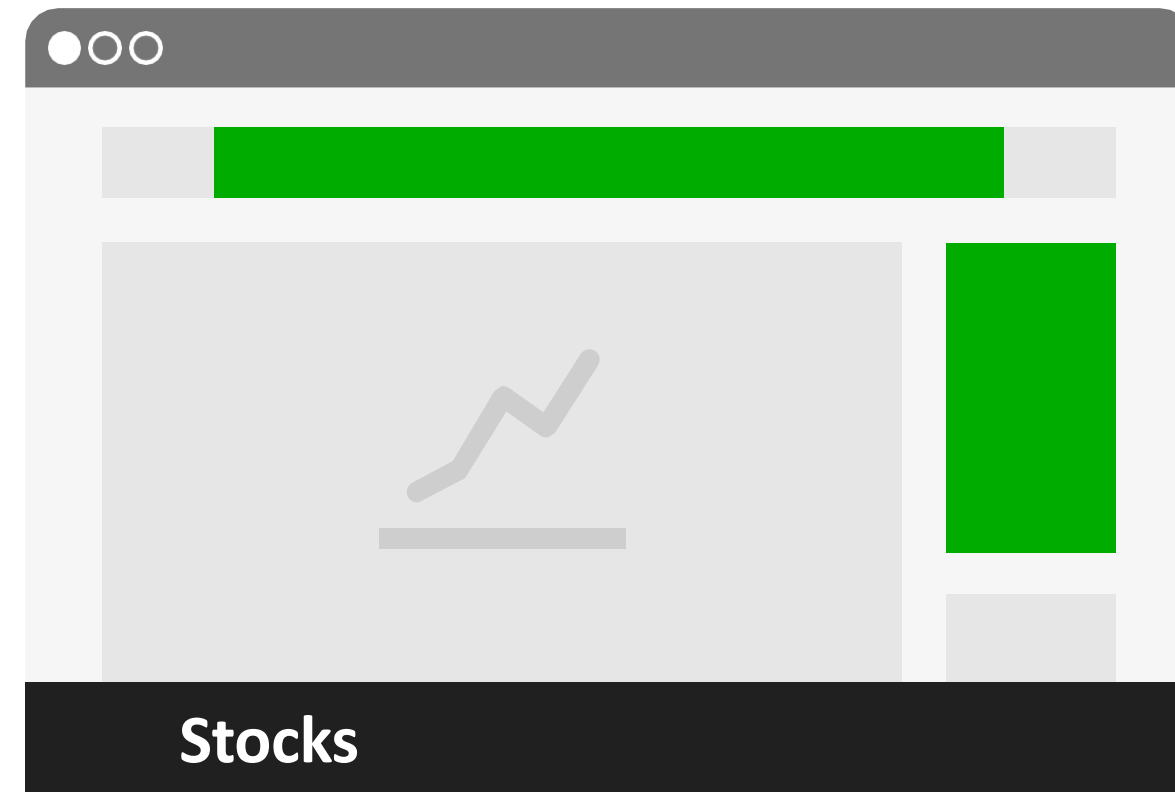
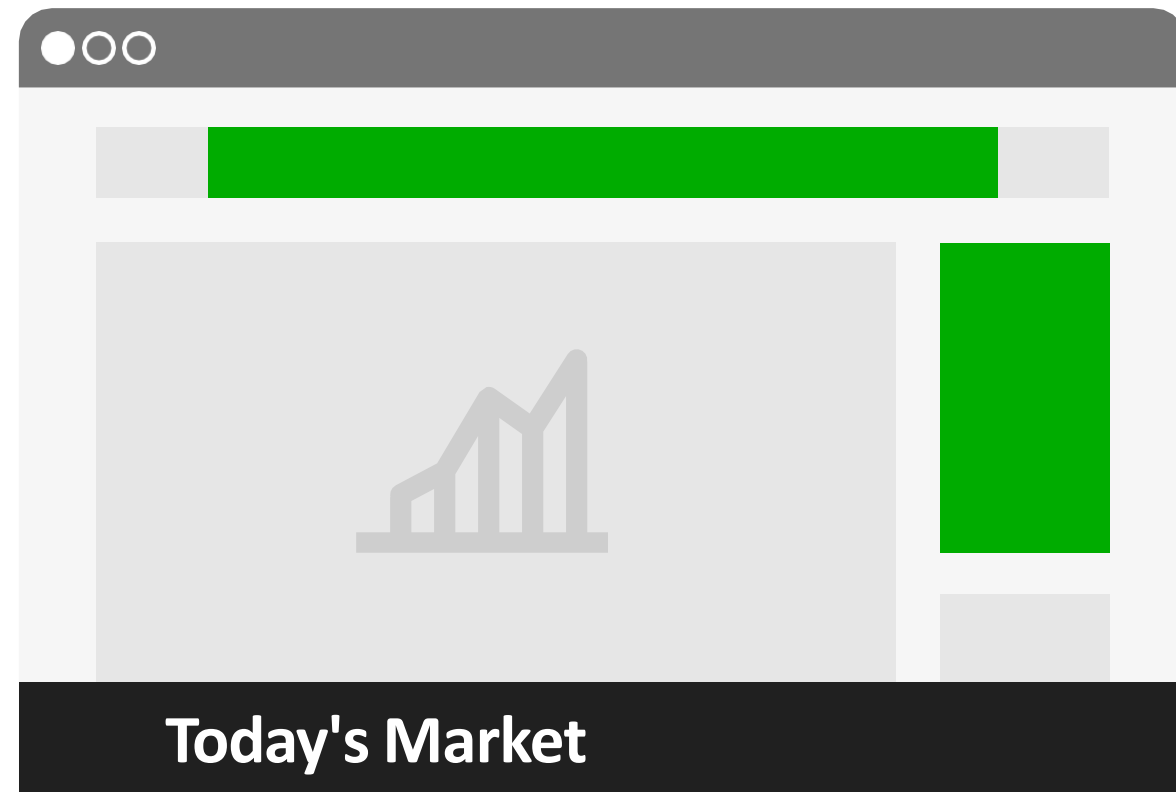




# Advertising Opportunities

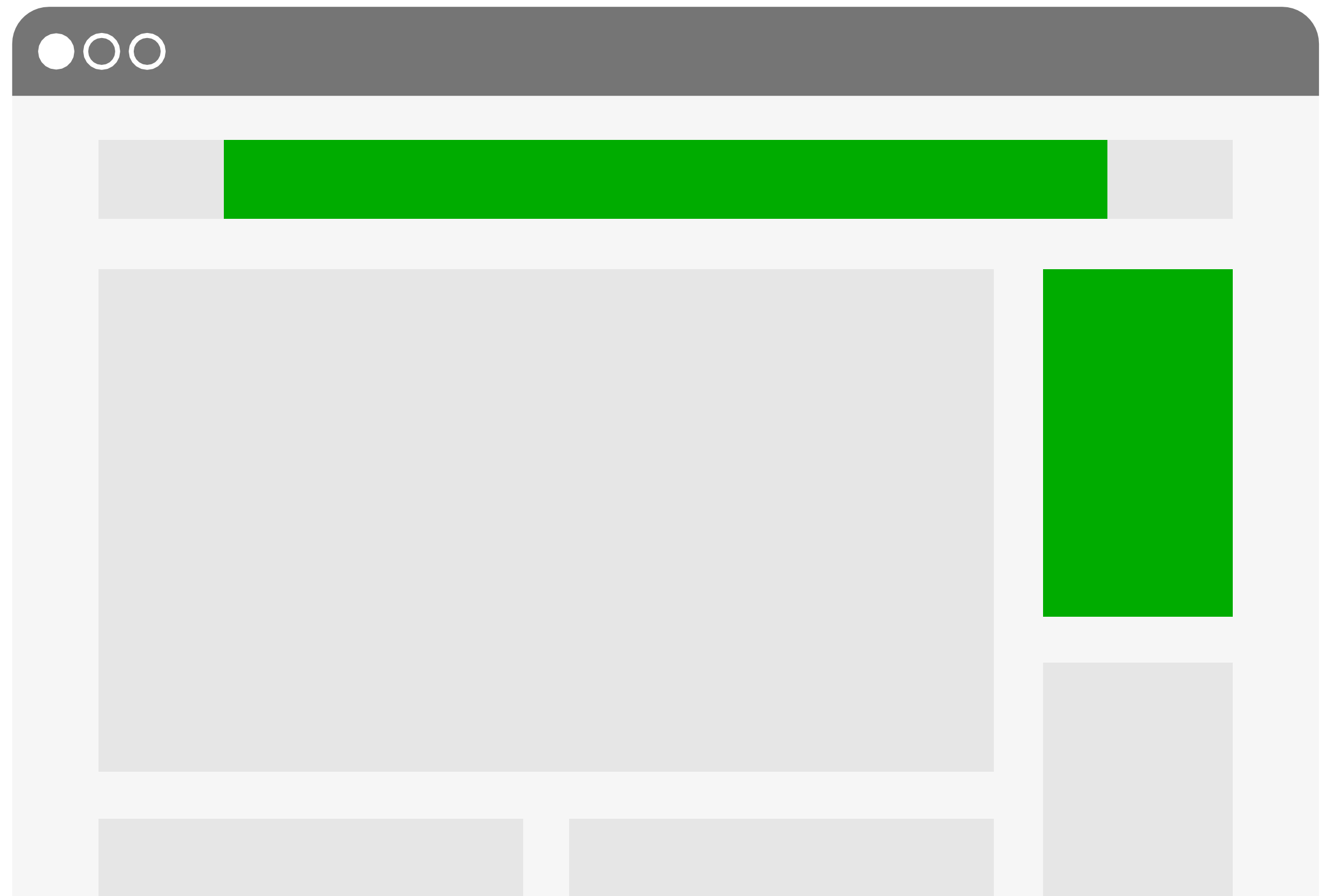
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# Targeted Media | Site Sections



## 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!



## 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

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### 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.**



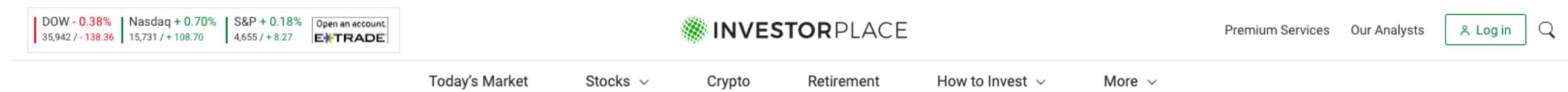
**4 Cheap Tech Stocks That Could 10X in 4 Years**



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

## Market Ticker Sponsorship

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



The screenshot shows the top navigation bar of the InvestorPlace website. On the left, there are 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). Next to these is a button that says "Open an account" with the E\*TRADE logo. In the center is the InvestorPlace logo. On the right, there are links for "Premium Services", "Our Analysts", and a "Log in" button with a search icon. Below the navigation bar is a secondary menu with links for "Today's Market", "Stocks", "Crypto", "Retirement", "How to Invest", and "More".

## Placement specs:

- 88x31 brand logo
- 3<sup>rd</sup> 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
- 3<sup>rd</sup> party served if desired



The screenshot shows the InvestorPlace website interface. At the top, there is a market summary bar with the following data:

DOW - 0.38%	Nasdaq + 0.70%	S&P + 0.18%	Open an account. E*TRADE
35,942 / - 138.36	15,731 / + 108.70	4,655 / + 8.27	

Below the market summary is the InvestorPlace logo and navigation links: Premium Services, Our Analysts, and a Log in button. The main navigation menu includes Today's Market, Stocks, Crypto, Retirement, How to Invest, and More.

A prominent banner for WisdomTree CXSE China Ex-State-Owned Enterprises ETF is displayed. The banner includes the WisdomTree logo, the CXSE logo, and the text "China Ex-State-Owned Enterprises ETF". A "Learn More" button is visible on the left side of the banner.

Below the banner, there is 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 by" badge for E\*TRADE with the text "Open an account." A red arrow points to this badge.

Below the sponsored section, there is a breadcrumb trail: Home / Mutual Funds & ETFs / ETF Investing. The main article title is "7 Best Index Funds To Buy For October" with a sub-headline: "Here are seven low-cost robust index funds for long-term portfolios".

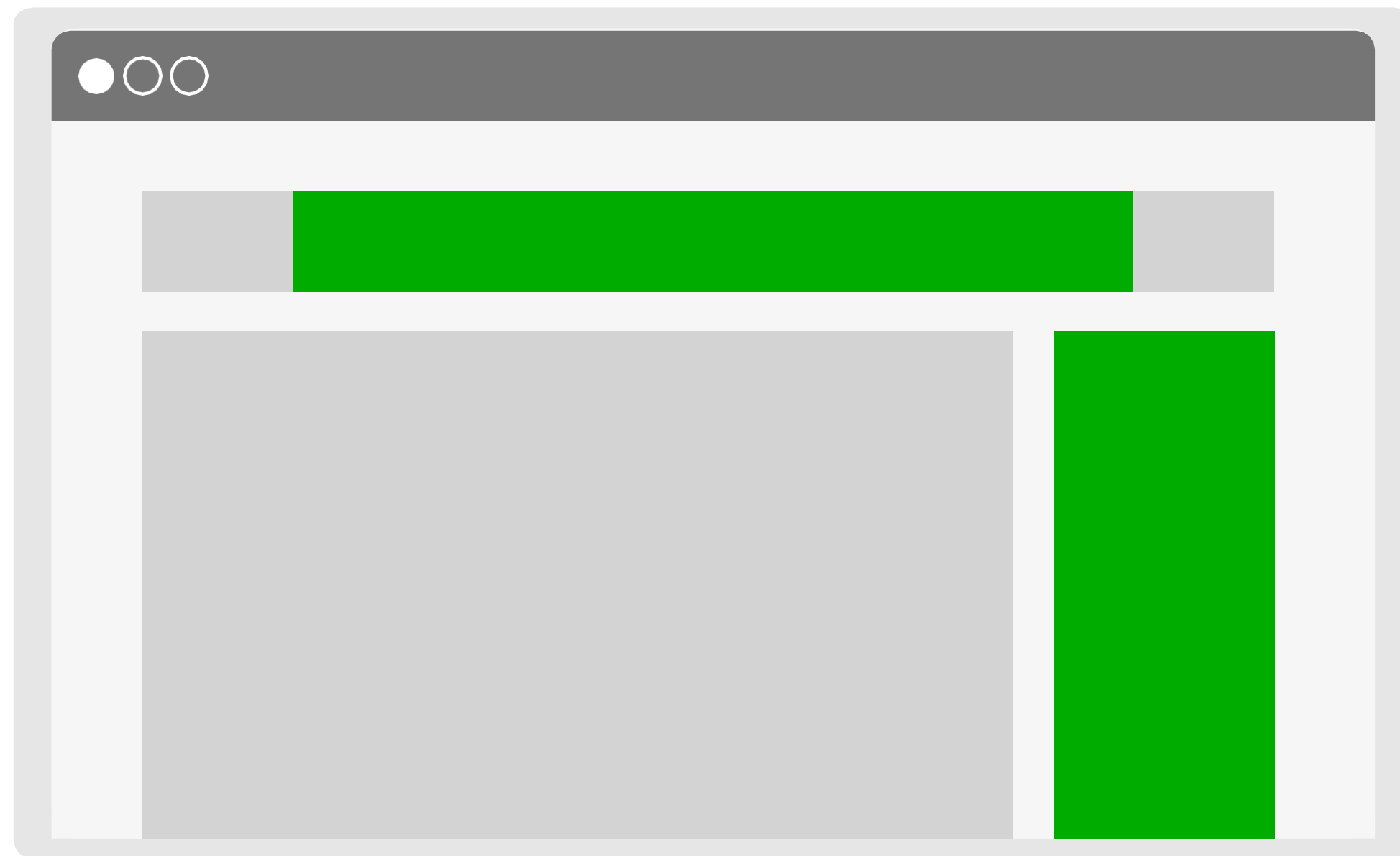
## Welcome unit: driving qualified leads

- 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



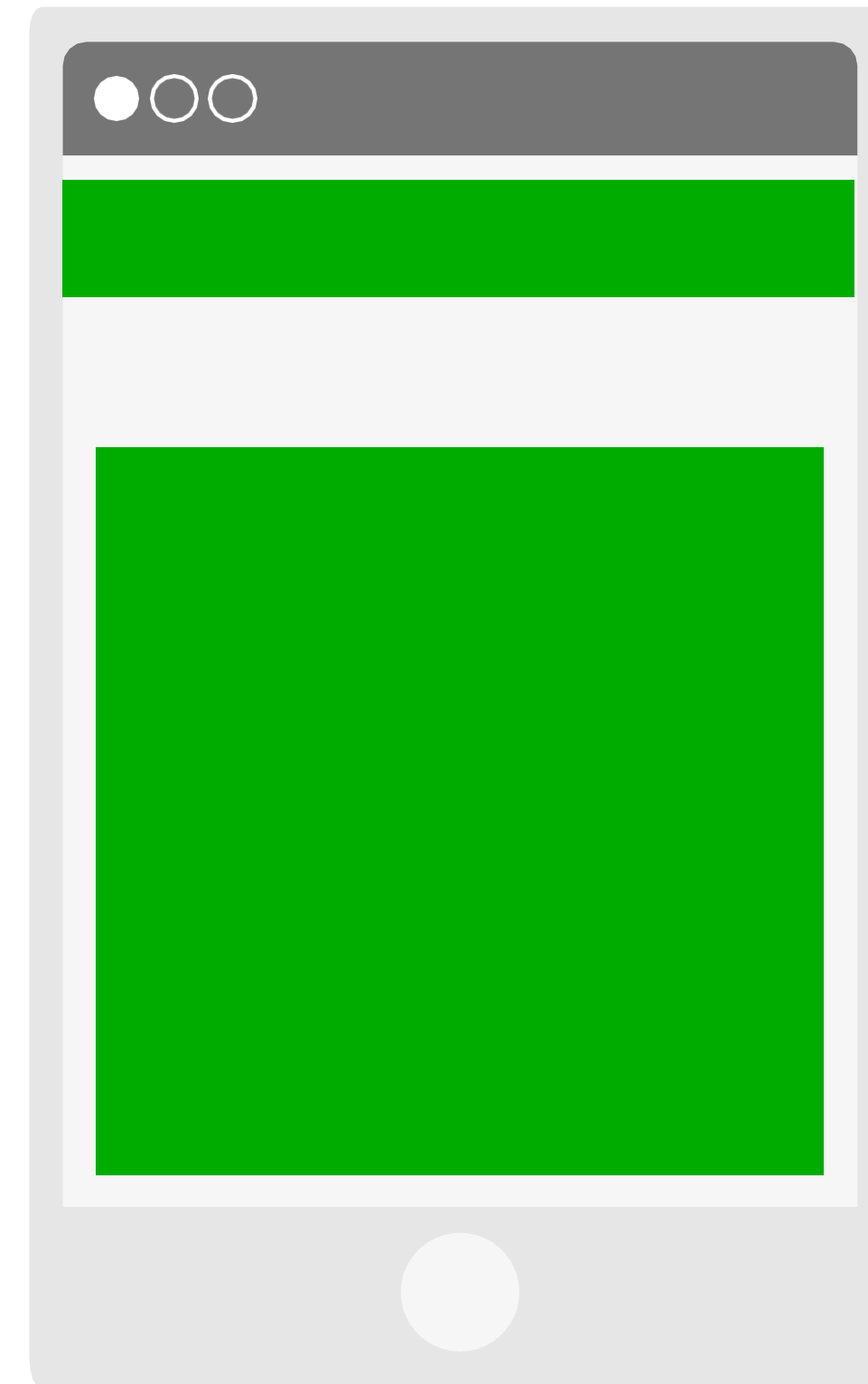


# Mobile advertising



**Tablet targeted**

300x600, 300x250, and 728x90



**Smartphone targeted**

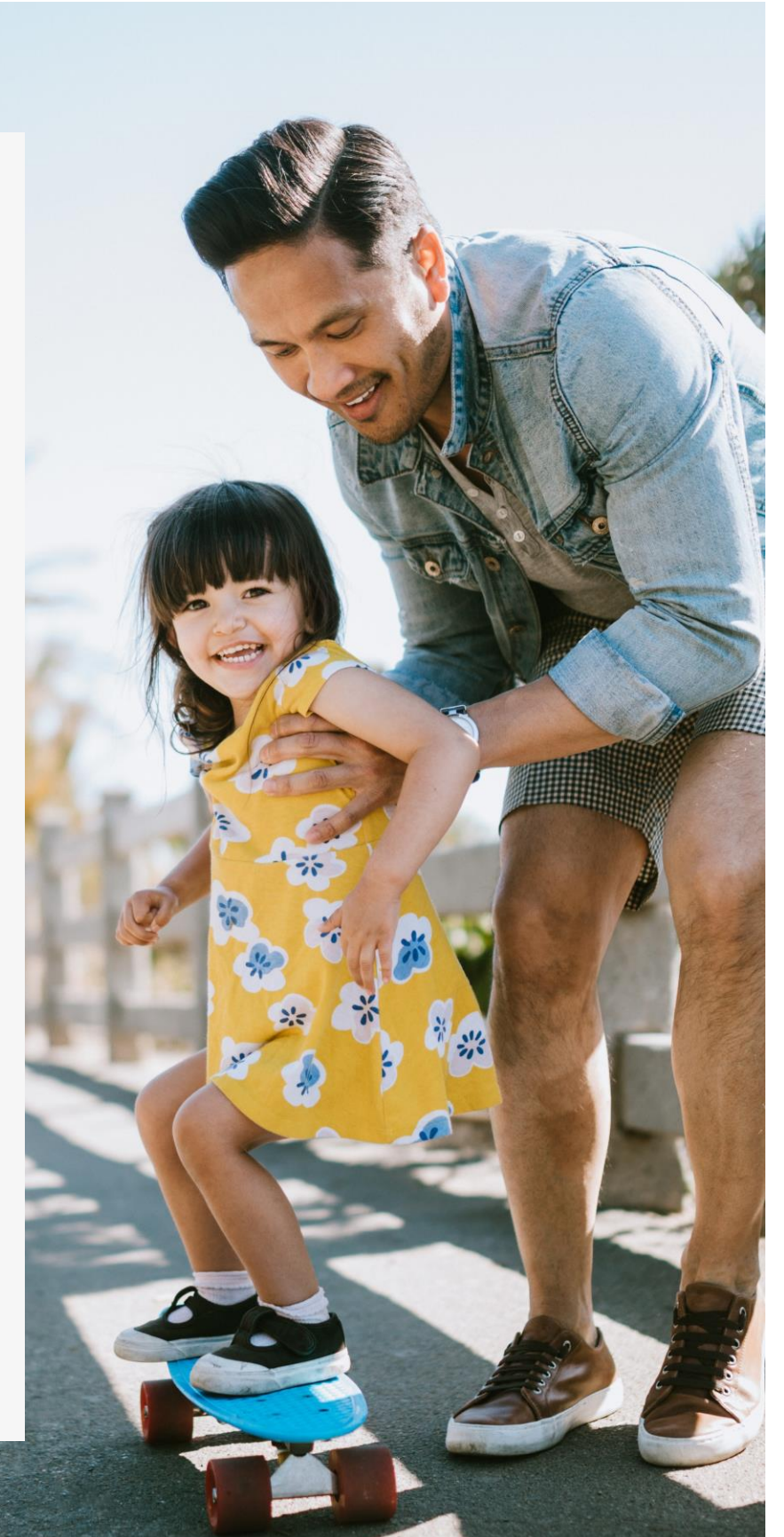
300x250 and 320x50

## 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



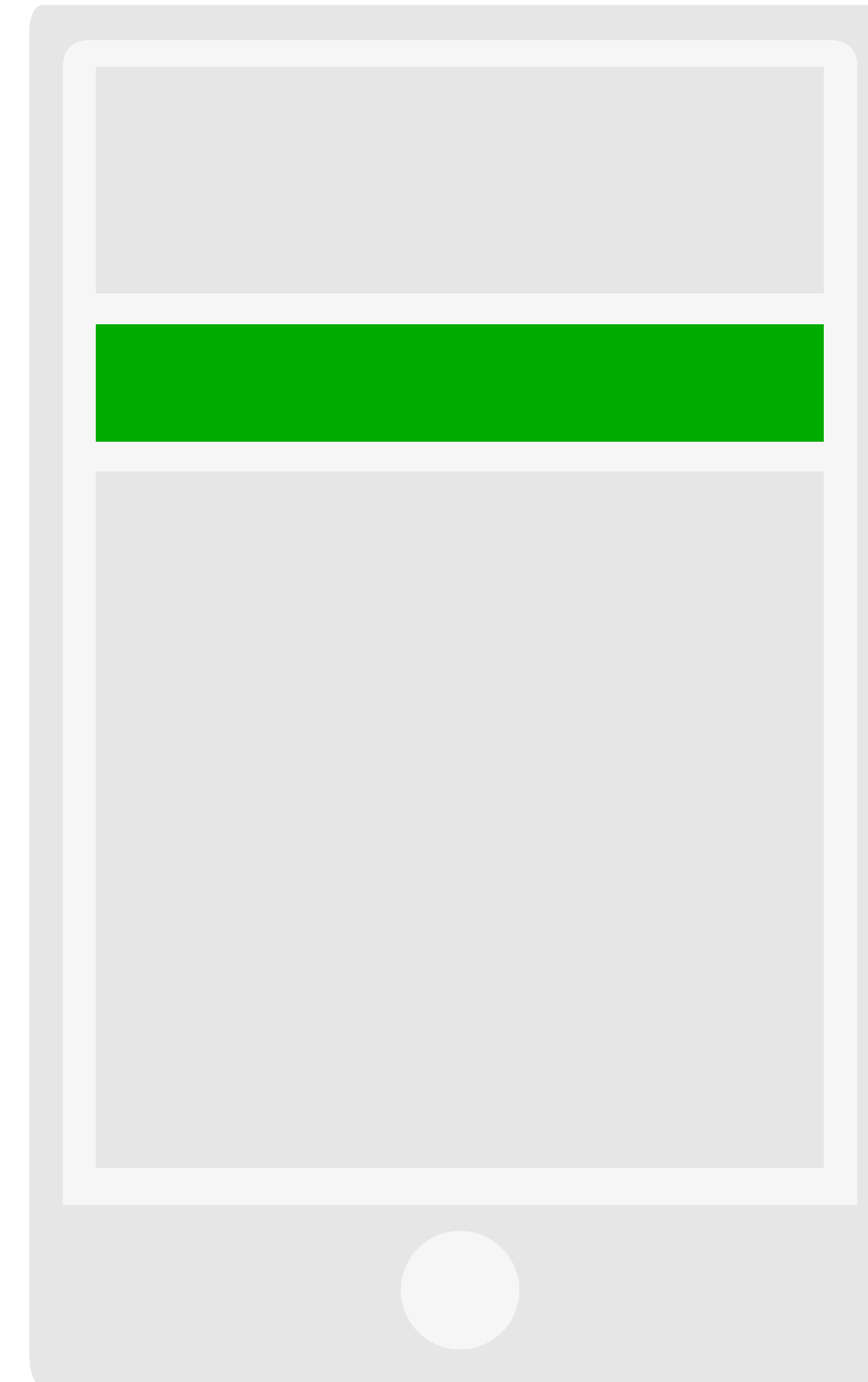
## Email: Newsletter Sponsorship

- 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 — 300 characters max



## 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

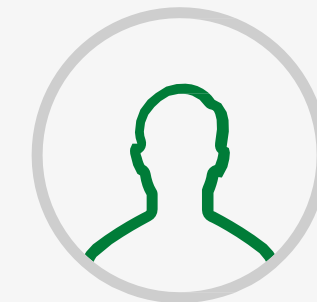
ROS 970x250 | ROS 300x600

ROS Smartphone 320x50 | ROS Smartphone 300x250

# Thank you.

## How can we get started?

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