



## MEDIA KIT

**Smart Voices.  
Meaningful Engagement.  
Superior Results.**



WHERE INVESTORS ENGAGE WITH TRUSTED, INDEPENDENT VOICES

# InvestingChannel at a glance

InvestingChannel (IC) is an exclusive publisher group that delivers data, content, and analysis tools that shape investment decisions.

Our customized marketing solutions connect brands with highly engaged financial audiences in a contextually relevant environment comprised of 75+ financial sites.

## Some of our brand partners



Morgan Stanley



**20M+**

Monthly  
Unique Users

**52 Min**

Avg. Time Spent  
Per Visitor

**75+**

Sites

**1K**

Daily Content  
Pieces

**40M+**

Ticker  
Searches

# Our community by the numbers



**18 Million**

Active traders  
and retail  
investors

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15M Retail investors  
3M Active traders



**3 Million**

Financial  
professionals

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310K Financial advisors  
120K Institutional investors  
154K FINRA Registered  
non-advisor decision makers



**2.9 Million**

High Net Worth  
individuals\* with  
\$1M+

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108% More likely to have an  
Annual HHI of \$150K+  
150% More likely to have  
Investable assets \$500K+



**2 Million**

Small Cap  
investors

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1,000 Index  
Private Equity  
1,500 Index  
Alternative Investments

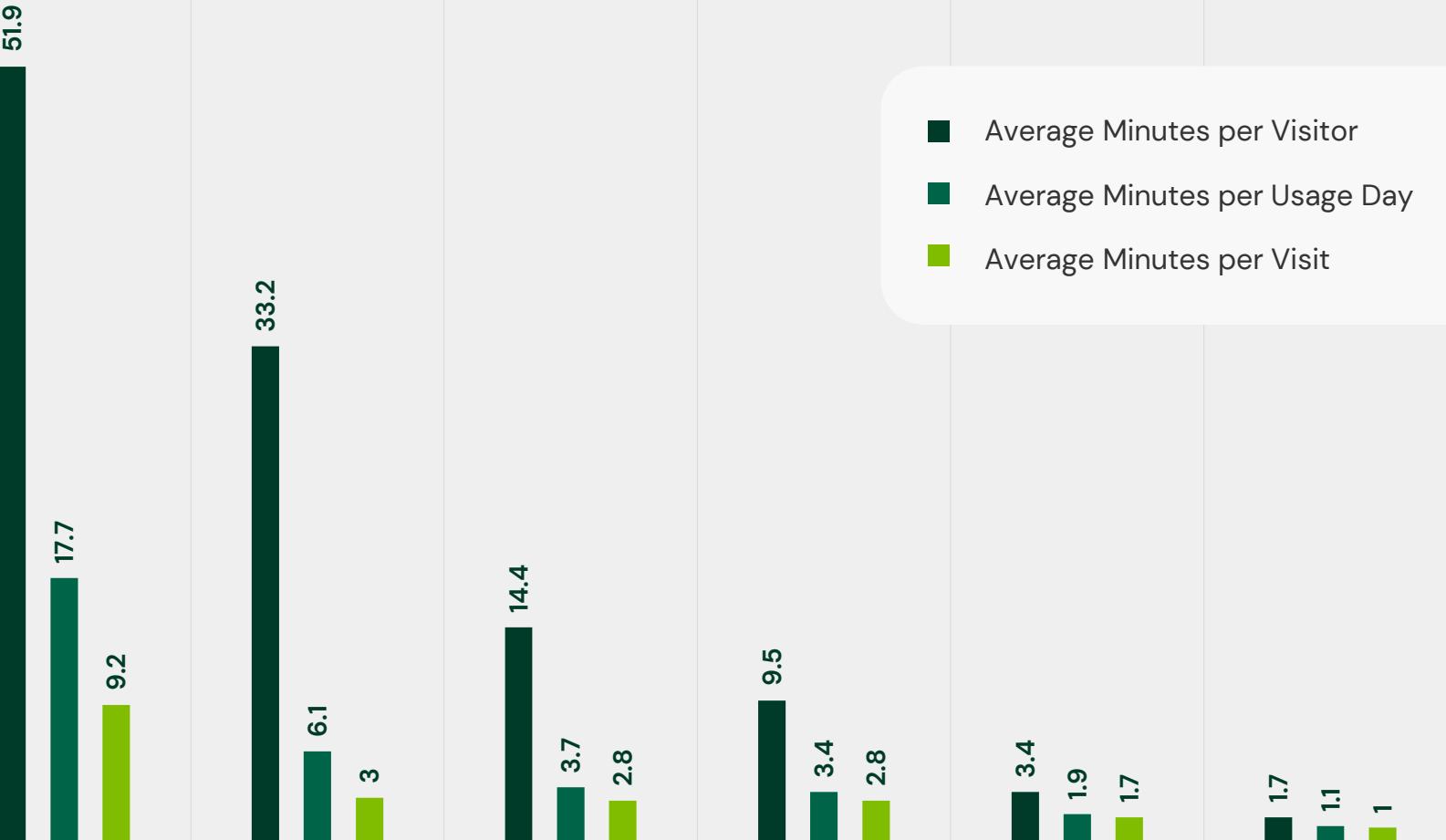
\*Defined as users with more than \$1M in investable assets (excluding home value).

## AUDIENCE

# The gold standard in financial engagement

When it comes to capturing attention, we don't just compete—we dominate.

**Users spend more time on our publishers' sites than any other in the financial space.** Our unrivaled engagement makes InvestingChannel the premier destination for brands looking to connect with the most engaged audiences in finance.



Source: comScore



# How our publisher group amplifies your message

## 1 Exceptional Data Collection

Our combination of **expertise, community, content** and **data-driven insights** is uniquely positioned to reach the right audience at the right time— maximizing ROI and driving high-qualified leads.

## 2 Unrivaled Expertise

Our community of 20 million unique users across our 75+ financial sites allow us to continually build the most effective environment to surround your brand and products with investors in the right phase of the decision process.

## 3 Expanding Ecosystem

Our exclusive access to a wide range of top-tier publishers enables our predictive signals to deliver unparalleled depth and precision. This allows you to reach the right audience with the right message, at the perfect moment, maximizing engagement and impact.

## Some of our publisher partners



# Solutions that meet your needs



## Precision Targeted Media

Harness the scale and proprietary data of InvestingChannel with industry – leading audience targeting across 100+ sites.



## Growth Marketing Opportunities

Measure your campaign's effectiveness through our available CPC, CPL, and CPM solutions.



## Email

Our leading voices in financial markets create an alignment opportunity for your brand to connect with investors and finpros.



## Video

We offer high impact video tactics, including online Pre-Roll and custom video programs.



## Custom Content & Creative

Let InvestingChannel tell your story through the creation of content and creative that is grounded in market insights and designed to influence action.



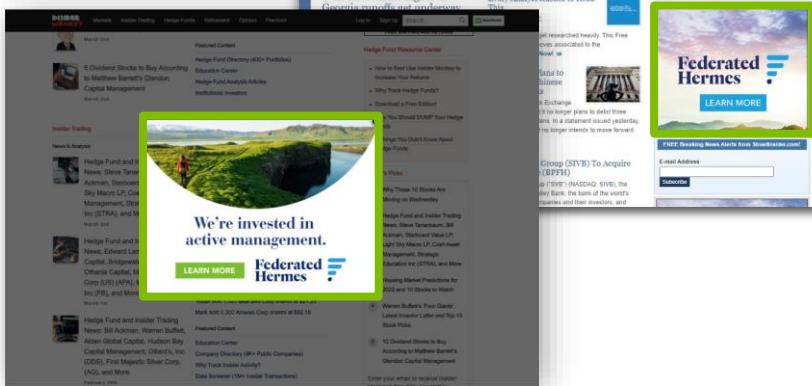
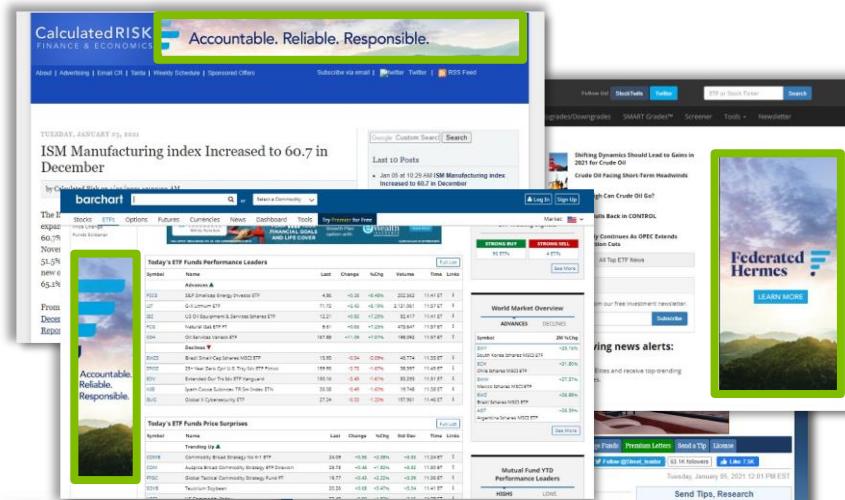
## ExactMatch Offerings

Unlock precision marketing with highly refined advisor outreach. Target and identify advisors based on investment focus, searched tickers, and engagement; maximizing impact with zero waste.

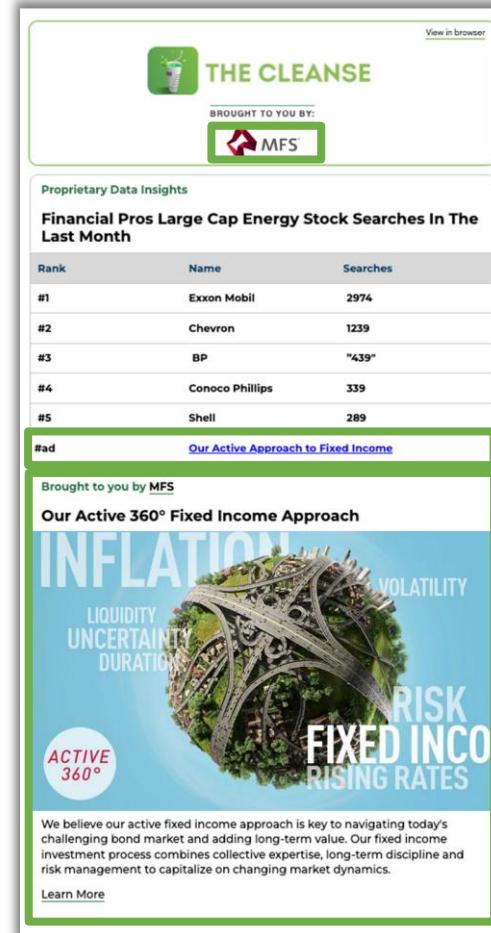
## OFFERINGS

# Tactics to reach your audience

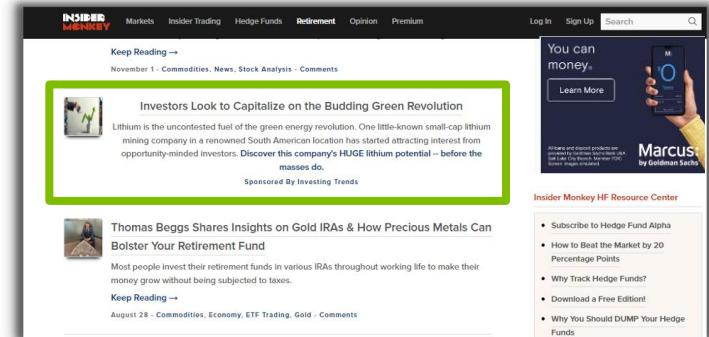
## BANNERS



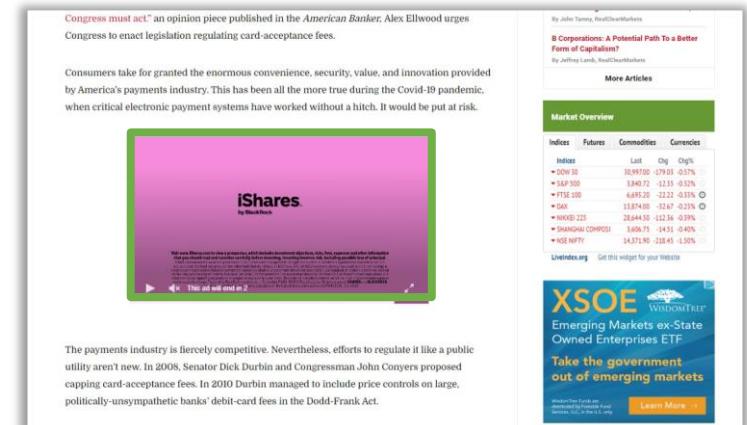
## EMAIL



## NATIVE



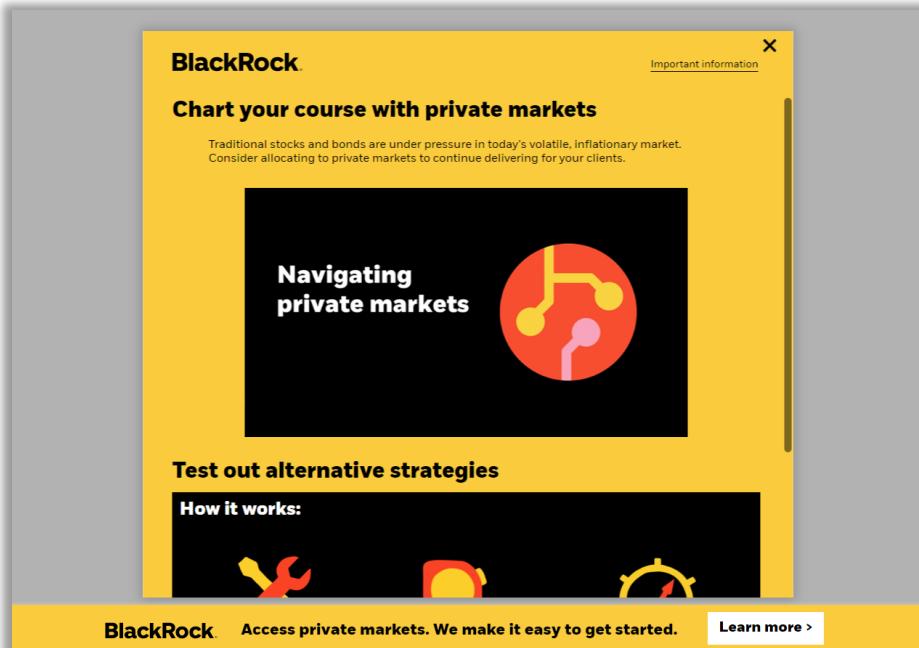
## VIDEO



## OFFERINGS

# Custom creative solutions

## IBAR



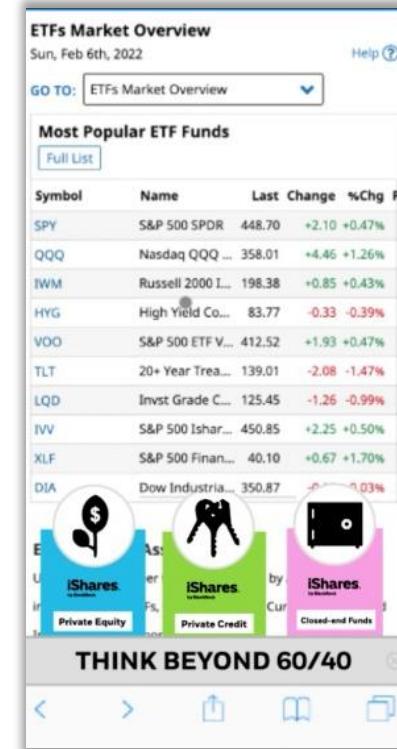
**BlackRock.**  
**Chart your course with private markets**  
Traditional stocks and bonds are under pressure in today's volatile, inflationary market. Consider allocating to private markets to continue delivering for your clients.

**Navigating private markets** 

**Test out alternative strategies**  
**How it works:** 

**BlackRock.** Access private markets. We make it easy to get started. [Learn more >](#)

## MOBILE ADHESION



**ETFs Market Overview**  
Sun, Feb 6th, 2022 [Help](#)

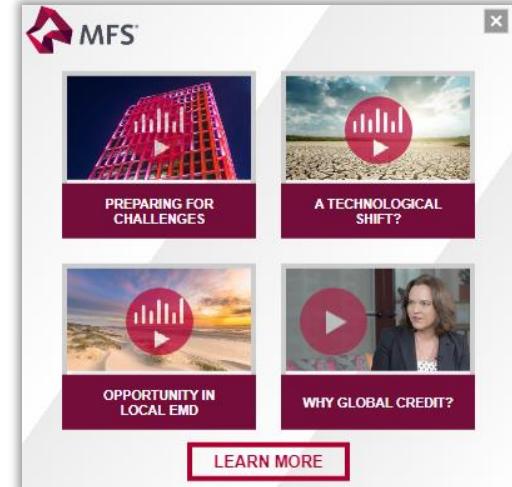
**GO TO:** [ETFs Market Overview](#)

**Most Popular ETF Funds** [Full List](#)

Symbol	Name	Last	Change	%Chg	P
SPY	S&P 500 SPDR	448.70	+2.10	+0.47%	
QQQ	Nasdaq QQQ ...	358.01	+4.46	+1.26%	
IWM	Russell 2000 I...	198.38	+0.85	+0.43%	
HYG	High Yield Co...	83.77	-0.33	-0.39%	
VOO	S&P 500 ETF V...	412.52	+1.93	+0.47%	
TLT	20+ Year Treas...	139.01	-2.08	-1.47%	
LQD	Invst Grade C...	125.45	-1.26	-0.99%	
IVV	S&P 500 Ishar...	450.85	+2.25	+0.50%	
XLF	S&P 500 Finan...	40.10	+0.67	+1.70%	
DIA	Dow Industria...	350.87	-0.03	-0.01%	

**THINK BEYOND 60/40**

## VIDEO HUB



**MFS**

 **PREPARING FOR CHALLENGES**

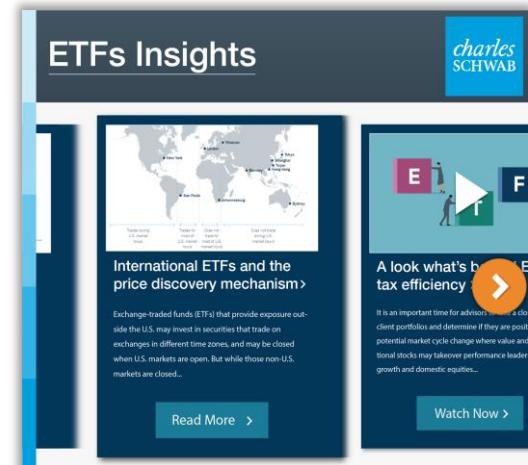
 **A TECHNOLOGICAL SHIFT?**

 **OPPORTUNITY IN LOCAL EMD**

 **WHY GLOBAL CREDIT?**

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## INSIGHTS DIRECTORY



**ETFs Insights** 

 **International ETFs and the price discovery mechanism**

Exchange-traded funds (ETFs) that provide exposure outside the U.S. may invest in securities that trade on exchanges in different time zones, and may be closed when U.S. markets are open. But while those non-U.S. markets are closed...

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 **A look what's behind ESG tax efficiency**

It is an important time for advisors to review their client portfolios and determine if they are positioned for potential market cycle change where value and growth stocks may take over performance leadership...

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Thank you.

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