



MEDIA KIT

**Built for Investing Audiences.
Powered by Real Intent.**



The Leading Finance-First Media Platform

Who We Are

InvestingChannel is the leading finance-first media and data platform: we have a community of over 75 exclusive publishers that provide unique market commentary and investment tools – reaching a coveted audience of over 30 million active investors and financial professionals.

What We Do

We combine high-quality financial content with proprietary audience intelligence and deep industry expertise to enable precise, intent-based targeting. Our solutions support the full funnel, from brand awareness to lead generation, helping brands and investors connect in more meaningful, data-driven ways.



Our Community by the Numbers

End Investors &
Active Traders

27M

22M End investors
5M Active traders

Financial
Advisors

310K

180K Broker Dealers
61K Independent RIAs
56K Wirehouse Brokers

High Net Worth
Investors

2.9M

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

Accredited
Investors

4.5M

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

Our exclusive publishers include:



Audience Insights



30M

Monthly Uniques

4X

More time spent per visit than other finance properties

1%

Average click-through rate on our high impact units

95M

Monthly End Investor Ticker Searches

2M

Monthly FA Ticker Searches

13M

Monthly ETF Searches

Custom Programs Designed to Exceed Your Goals



InvestingChannel designs custom programs tailored to each brand's objectives—combining brand awareness, engagement and consideration, and lead generation solutions to exceed performance goals across the full funnel.

Brand Awareness

Designed to maximize visibility, reach, and message recall among investors, traders, and financial professionals. Our brand awareness programs leverage high-impact display, video, and sponsorship opportunities to drive top-of-funnel awareness at scale.

Engagement & Consideration

Deepen relevance and educate audiences as they move closer to decision-making. Our engagement programs include contextual placements and custom interactive-driven executions that encourage time spent, message retention, and brand familiarity across InvestingChannel's trusted financial sites.

Lead Generation & Demand Capture

Built to convert high-intent audiences into measurable outcomes. Our suite of lead generation solutions are designed to reach the right advisors and retail investors to accelerate sales. Identify leads based on engagement, searched tickers, and advisors that visit your website.

Customer Data Platform

Our proprietary Customer Data Platform (CDP) powers precise, intent-based targeting and lead identification, including buying signals, user journey position, thematic interest, product affinity, and more. Our CDP enables us to create custom target audiences relevant to your specific campaign initiative, delivering measurable outcomes with zero wasted impressions.

End Investor and Active Trader



Direct Response

Built for performance, these tactics turn intent into action by delivering clear calls-to-action within trusted financial environments.

Rank	Hedge Fund	Position	Value	Change	Percentage
4.	HBK Investments	PUT	21,468,000	+10%	53.26%
David Costen Haley					
5.	Farallon Capital	PUT	12,340,000	+42%	29.11%
Thomas Steyer					

Login to See All Holdings | Sign up, It's FREE

Potential Tax Savings with Mini-SPX™ Index Options
Gain the benefits of S&P 500® ETF options, plus potentially better tax treatment and cash settlement. Learn more about Mini-SPX options.
Sponsored By: Cboe Global Markets, Inc.

Institutional Investors' Holdings
Login to See All Holdings | Sign up

Filing Period: 2023-12-31

QQQ (Nasdaq)
Invesco QQQ Trust

Technical analysis is a key trading skill but beginners often find it daunting. Here are the 10 Forex trading indicators you should focus on, with comments...

Keep Reading →

August 28 - CEF Trading, ETF Trading, Futures/Forex, News, Quantitative Investing - Comments

The Risk and Reward of Getting Involved in Day Trading
Day trading is quickly gaining in popularity as there are many who are seeing that this can become a means to make some money and make it quick. The reality...

Keep Reading →

August 25 - CEF Trading, Futures/Forex, News, Quantitative Investing - Comments

COVID 19 is the Ultimate Market Catalyst
TrackStar shows you the 20 most researched stocks everyday Signup Now!

Sponsored by TrackStar

Market Cap	Revenue	EPS	Dividend	Dividend %	Dividend Yield	Dividend Payout Ratio	Dividend Growth	Dividend Frequency
1.33	0.55%	1.73	Yes	1.33%	1.73%	1.33%	1.73%	1.33%

Sponsorships

Create an ownable space for your brand to dramatically increase awareness to our highly engaged investor audience with our site and content sponsorships.

finviz

BULLS AND BEARS, NOT DINOSAURS. tastytrade

TRADING JUST GOT TASTY. tastytrade

FuturesForex

Top 10 Pro Forex Trading Indicators Made Easy: Analysis by Silicon Signals

Technical analysis is a key trading skill but beginners often find it daunting. Here are the 10 Forex trading indicators you should focus on, with comments...

Keep Reading →

August 28 - CEF Trading, ETF Trading, Futures/Forex, News, Quantitative Investing - Comments

The Risk and Reward of Getting Involved in Day Trading
Day trading is quickly gaining in popularity as there are many who are seeing that this can become a means to make some money and make it quick. The reality...

Keep Reading →

August 25 - CEF Trading, Futures/Forex, News, Quantitative Investing - Comments

COVID 19 is the Ultimate Market Catalyst
TrackStar shows you the 20 most researched stocks everyday Signup Now!

Sponsored by TrackStar

Cboe Mini VIX
Trade Your View on Equity Volatility
Mini VIX Futures Contracts Now Trading
Learn More

Dynamic Ticker Targeting

Reach highly relevant investment-focused investors with dynamic ticker targeting to competitor and related ticker pages.

Apple Inc. (AAPL)

259.31 -0.27 (0.10%)

259.29 -0.02 (-0.01%)

Market Cap: 3.81T, Volume: 38,229,279

Net Income (TTM): 102.08, Previous Close: 259.64

EPS (TTM): 7.46, 52 Week Range: 169.21 - 288.42

Forward PE: 31.44, P/E Ratio: 34.77

Dividend: \$1.04 (0.40%), Dividend Yield: 0.39%

News: 40 minutes ago - CNBC: Grok and X should be suspended from Apple. Google app stores, Democratic senators say... 18 minutes ago - Benzinga: Apple CEO Tim Cook Could Buy 92,984 iPhone 17s With His 2025 Compensation... 2 hours ago - CNBC: iPhone 17 Demand Lifts AAPL Supercycle, AI & Innovation "Question Mark"

iShares
SEARCHING FOR AAPL?
Invest in AAPL and the top 20 companies (S&P 500)
Learn More

Financial Advisor



ExactMatch Targeting

The standard for precision targeting, leveraging identifiers to match the full universe advisors across digital platforms.

How it Works

We identify and activate the US universe of Financial Advisors

Accurately match advisors to digital platforms via 1 to 1 unique identifiers

Precisely target these Financial Advisors with 100% accuracy

Advisor ID Solutions

Born from ExactMatch, this suite of solutions is designed to identify the right advisor leads to accelerate sales.

ExactMatch ID

Identify high-value prospects based on advisors that are interacting with your ads.

TickerIQ:

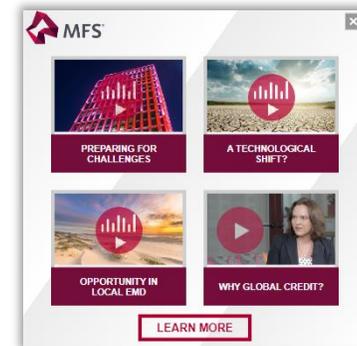
Discover high-value prospects based on advisors that are researching specific tickers.

AdvisorVisit

Reveal exactly which advisors are visiting your site or landing pages.

Custom Creative

Tell your story through custom creative that is grounded in market insights and designed to influence action.



Investor Awareness and Performance



RetailMatch

Identify high-intent retail investors. RetailMatch transforms engagement data into actionable prospect insights that drive scalable connections and conversions.

Key Capabilities

Precision Audience Activation

Reach your target retail investor audience with targeted media.

Engagement-Based Data Capture

We identify which retail investors are engaging with your advertising, establishing new leads.

Seamless Data Delivery

Lead-level engagement data is delivered directly to clients in structured CSV format, enabling integration into CRM, marketing automation, or sales workflows.

Email and Newsletter

InvestingChannel has 40+ newsletters that reach 11M+ monthly investors. These lists focus on a variety of financial topics from general investing, mining, and more.

Content Creation & Distribution

Tell your story with content creation or display media that is syndicated to Yahoo Finance, Bloomberg Terminals, Apple News, & more, with massive reach to retail & professional investors.

Thank you