

MEDIA KIT

Smart Voices. Meaningful Engagement. Superior Results.

Curated financial insights, full funnel visibility, and Go-To-Market acceleration for investors, traders, financial services professionals and those they serve.

20M+

Monthly
Unique Users

52 Min

Avg. Time Spent
Per Visitor

100+

Sites

1K

Daily Content
Pieces

40M+

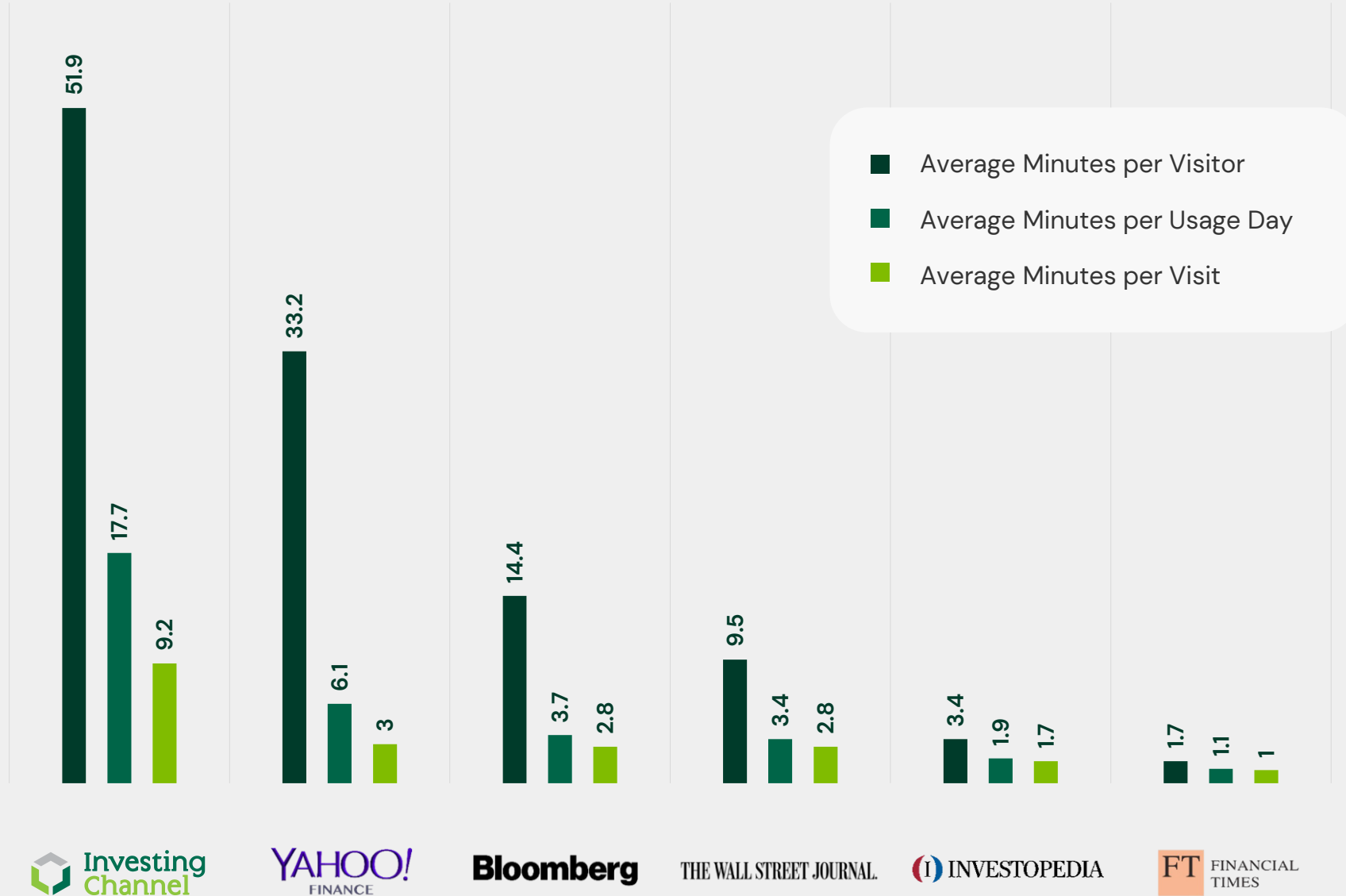
Ticker
Searches

AUDIENCE

The most engaging destination in finance

When it comes to engagement, **we beat the competition across categories**. Users spend more time on our publishers' sites than our competitors within the financial landscape, making us the most engaging destination in finance.

Source: comScore



Investment in unique, innovative targeting capabilities



IC data sets on
FinPros and
Retail Investors



Accurately identify
these audiences, their
persona and intent



Can now hyper-target
audiences across channels



1st Party Data Targeting: through DMP
3rd Party Research



Contextual targeting based on relevant content



Geographical based on IP, Country, DMA, City, ZIP Code



Demo: Age, HHI, Sex, Occupation, etc.



Retargeting based on user behavior
ExactMatch: CRM Cookie Match



Partner Data
Market Condition based targeting

Millennial Investors

Active Traders

Likely to Engage with Issuers

Advisor by AUM

Hedge Fund Managers

Likely to Open up Brokerage Account

RIAs

In-market

Options Traders

How our smart voices amplify your message

1 Exceptional Data Collection

Our combination of expertise, community, and content means that our data and insights are uniquely composed to give you the most integrated single source of truth when it comes to your full-funnel marketing efforts.

2 Unrivaled Expertise

Our community of expert audiences enables us to build an ecosystem of expertise around your brand and products, making you more insightful and responsive to your audience.

3 Expanding Ecosystem

We are continually expanding our community and finding new audiences. This gives our Predictive Signals a depth and breadth that allows you to target the right message, at the right time, to the right audience.

Some of our community partners

iShares
by BlackRock



Janus Henderson
INVESTORS

The Motley Fool
MAKING THE WORLD SMARTER, HAPPIER, AND RICHER

Direxion
ETFs | Funds

Cboe

J.P.Morgan

Fidelity
INVESTMENTS

tastytrade

EXTRADE
from Morgan Stanley

MFS

charles SCHWAB

FRANKLIN TEMPLETON
INVESTMENTS

Morgan Stanley

TradeStation

S&P Dow Jones
Indices
A Division of S&P Global

Full funnel & GTM accelerators that drive growth

Outcomes

Revenue Growth 	Market Share Expansion 	Brand Building 	Strategic Positioning 	Product Launch 
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Key Motions

 Audience Activation Top of Funnel Demand Generation, Ad Placements	 Content Marketing Videos, Articles, Whitepapers (Research, Podcasts, Programs)	 Deployment Design, Production, Development, Editorial (Project Management)	 Strategic Planning Audience Modeling, Targeting, Segmentation, Personas, GTM	 Technology & Data Platform Databases, Sites, Analytics, Data & Insights (Events)
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We can target your engaged audience



Target by:

- Advisor Type (RIA, Wire, BD, etc.)
- Company Name
- Location
- Assets Under Management
- Years in Industry
- Custom/CRM List
- Job Title
- Custodian Name
- Asset Types & more

310K
Financial Advisors

180K
Broker Dealers

61K
Independent RIAs

56K
Wirehouse Brokers

3M
Financial Professionals

59K
Retirement Advisors

154K
FINRA registered Non-Advisor Decision Makers

Full-funnel solutions. We reach your audience.

BANNERS

EMAIL

Sector	Name	Searches
Stocks	AMC	31,725
Sector	Healthcare	12,126
ETFs	S&P 500	10,911
Crypto	Dogecoin	4,070
Commodity	Gold	5,024

Bitcoin has transformed into a globally recognized institutional asset. We believe now is the time to invest in Bitcoin. Sponsored by Galaxy Fund Management.

S&P Retail ETF (XRT)
Apparel companies got smoked during the downturn. They already suffered from a multi-

NATIVE

VIDEO

Congress must act an opinion piece published in the American Banker. Alex Ellwood urges Congress to enact legislation regulating card-acceptance fees.

Consumers take for granted the enormous convenience, security, value, and innovation provided by America's payments industry. This has been all the more true during the Covid-19 pandemic, when critical electronic payment systems have worked without a hitch. It would be put at risk.



The payments industry is fiercely competitive. Nevertheless, efforts to regulate it like a public utility aren't in. In 2008, Senator Dick Durbin and Congressman John Conyers proposed capping card-acceptance fees. In 2010 Durbin managed to include price controls on large, politically-unsympathetic banks' debit-card fees in the Dodd-Frank Act.

INTERSTITIAL

Index	Futures	Commodities	Currencies
DOW J	32,997.02	-0.78	-0.17%
S&P 500	3,840.73	-11.13	-0.29%
FTSE 100	4,481.20	-21.22	-0.47%
DAX	13,874.00	-12.67	-0.09%
NIKKEI 225	28,444.50	-11.18	-0.04%
HANGSANG CHINA	16,078.71	-45.12	-0.28%
NYSE NYMEX	\$43,715.00	-218.45	-0.50%

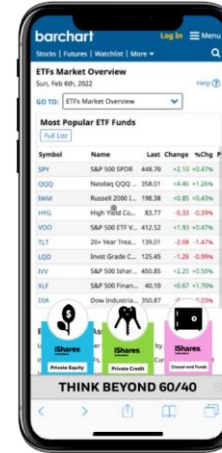
GTM accelerators that drive growth

MARKETMOVERS

E*TRADE
Start making money moves today
Track earnings, IPO lockup expirations, and more.
[Learn more](#)

Category	Item	Value	
Earnings Calendar	High Volume Stocks		
	IPO Expiration	Top Gainers	
Top Gainers	Ticker	Gain	
	WDC	Western Digital Corp	4.6%
	DLK	Duke Inc	4.4%
	ALGN	Align Technology Inc	4.0%
	NEL	Noble Energy Inc	3.8%
MU	Motor Technology Inc	3.6%	

MOBILE
ADHESION



IBAR

The image shows a desktop view of the IBAR website. A central article titled 'Q&A: Why We Believe Active Management Is Essential to Sustainable Investing' is displayed. The article includes a photo of a man and text discussing active management's role in sustainable investing. Navigation buttons for 'OUR ACTIVE APPROACH', 'OUR FIXED INCOME APPROACH', and 'OUR ADVISOR SUPPORT' are visible at the bottom.

CUBE

Investment Insights from Portfolio Managers

[Read Now](#) Pension Funds by **J.P.Morgan** Asset Management

OPTIONS SIMULATOR



INSIGHTS DIRECTORY

Janus Henderson
— INVESTORS —

INSIGHTS DIRECTORY

The Mindset and Process of WOW this Holiday Season

Learn More ▶

Thank you.

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