



MEDIA KIT 2022



THE LEADING FINANCIAL PUBLISHER GROUP

InvestingChannel (IC) is an exclusive publisher group of respected independent voices in investing and a vital source of data, content and analysis tools critical to our audiences' investing decisions.

Our award-winning content and advertising solutions are influenced and inspired by some of the top minds in the financial, advertising, academic landscape and tech – from thought leaders advancing the latest market trends, to financial professionals with billions under management, to active traders on a mission to uncover the next unicorn.

20M+

Monthly Unique Users

52 Min

Avg. Time Spent Per
Visitor

100+

Sites

265K

Daily ETF Searches

5M

Daily Stock Searches

Some of Our Key Partners

iShares
by BlackRock



Janus Henderson
INVESTORS

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

Direxion
ETFs | Funds

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J.P.Morgan

Fidelity
INVESTMENTS

Ameritrade

EXTRADE
from Morgan Stanley

GALAXY
FUND MANAGEMENT



FRANKLIN TEMPLETON
INVESTMENTS

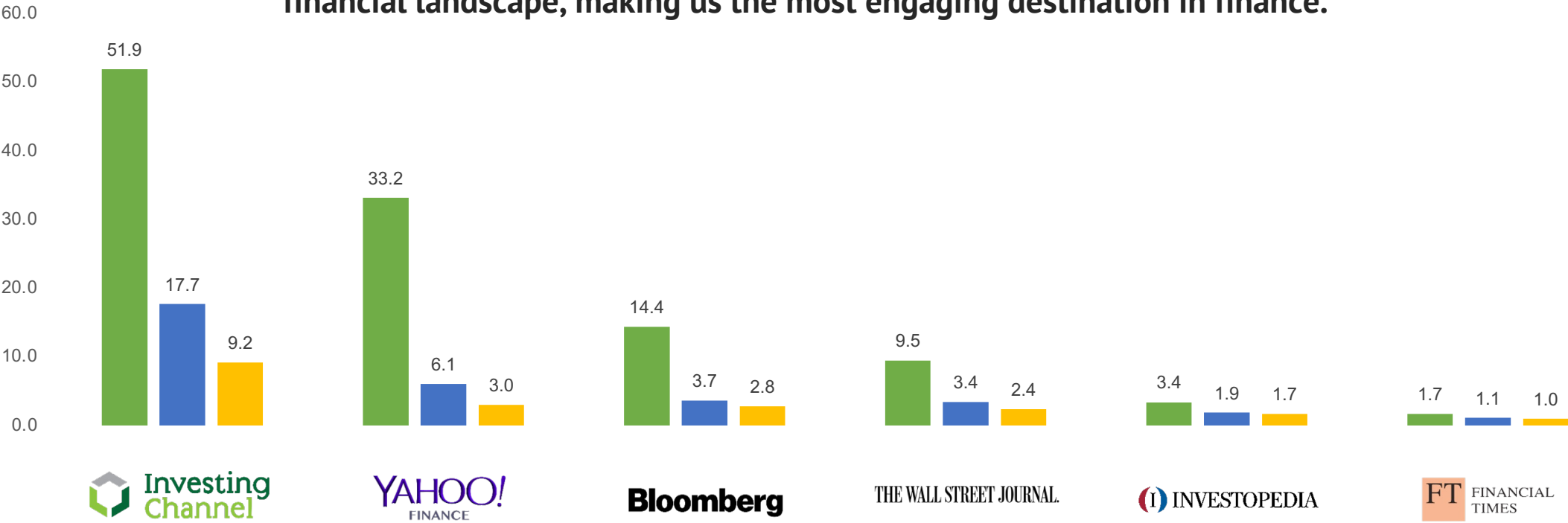
NADEX

TradeStation

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

THE MOST ENGAGING DESTINATION IN FINANCE

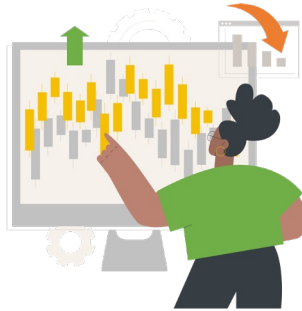
When it comes to engagement, **we beat the competition across categories.**
Users spend more time on our publishers' sites than our competitors within the financial landscape, making us the most engaging destination in finance.



Source: comScore

□ Average Minutes per Visitor □ Average Minutes per Usage Day □ Average Minutes per Visit

WE REACH YOUR AUDIENCE TO DRIVE RESULTS



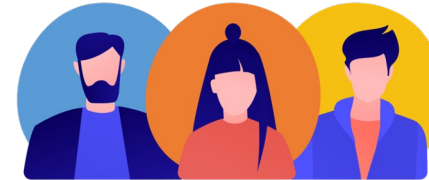
18M Active Traders
& Retail Investors

15M Retail
Investors
3M Active Traders



3M Financial
Professionals

310K Financial Advisors
120K Institutional Investors
154K FINRA Registered Non-
Advisor Decision Makers



2.9M High Net Worth
Individuals*

208 Index Annual HHI of
\$150K+
250 Index Investible Assets
\$500K+



8.4M Users
Interested in Crypto

1.1M Crypto Enthusiasts**
2.5M Affluent Millennials
Holding Crypto

*HNW Individuals defined as users with more than \$1M in investible assets (excluding home value)

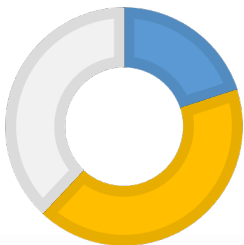
**Researches crypto pages +5 times/month

INVESTINGCHANNEL DEMOGRAPHIC OVERVIEW

63%

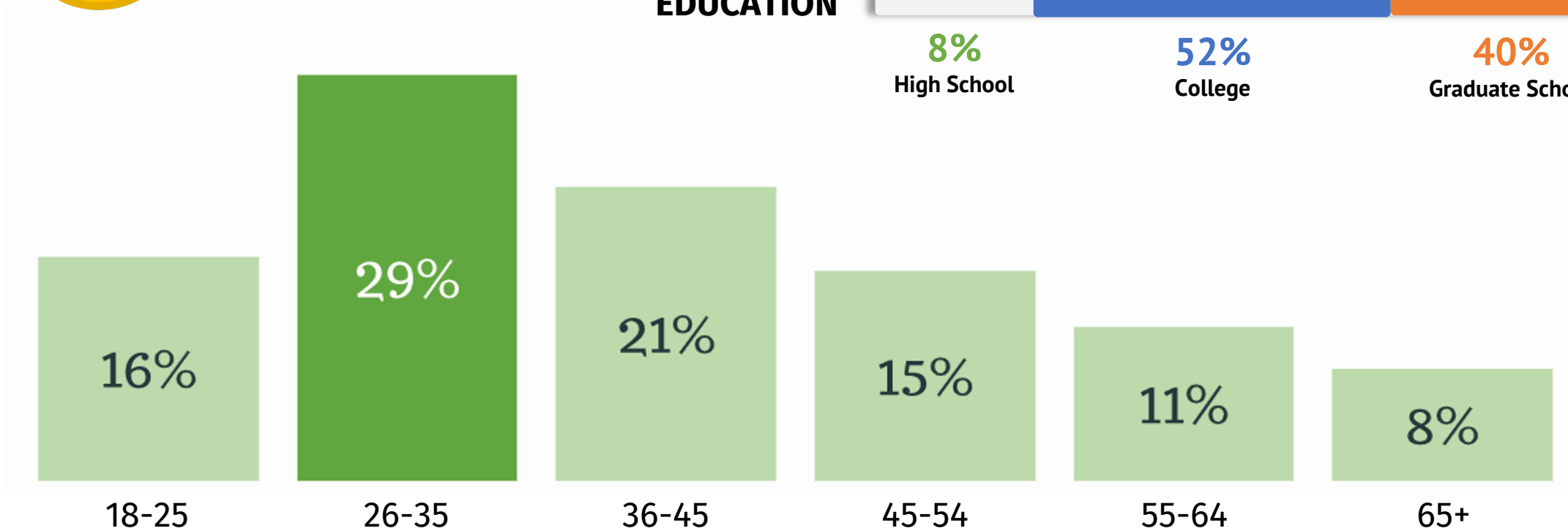
increase in investors of ages 18-24 since 2020. Young investors saw the COVID-19 economic tumble as an entry point into the world of investing and not a time to stuff their money under the mattress.

TITLE

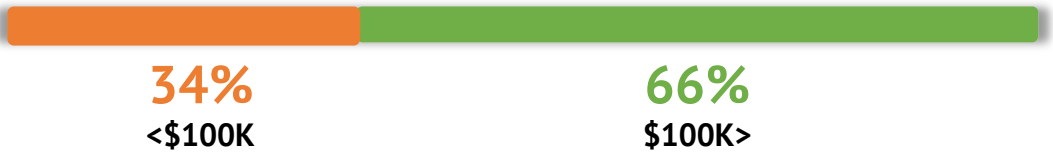


- C-Suite & Directors
- Management
- Other

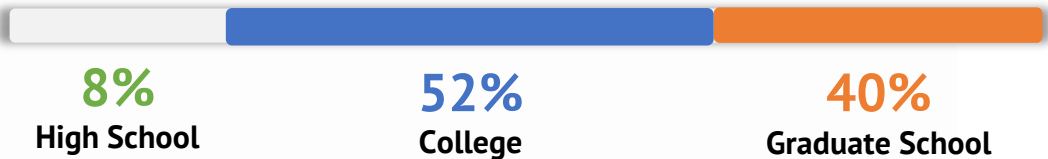
AGE



INCOME



EDUCATION



CONSUMPTION AT A GLANCE

+91%
increase in Pageviews since 2019*

Popular 2022 Search Phrases:

- “Yield Aristocrat ”
- “Initiate Coverage”
- “Analyst Rating”
- “Real Estate”

2022 Most Researched Content Categories:



Pharmaceuticals



Financial Services



Cannabis



Consumer Defensive



Real Estate

COMPREHENSIVE SET OF INNOVATIVE SOLUTIONS

InvestingChannel extends across every platform and format to empower financial-interested users anytime, anywhere. Integrate your brand where it matters most.



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 and CPA solutions.



Email

InvestingChannel **has 40+ newsletters**. Our leading voices in financial markets create an alignment opportunity for your brand to connect with investors and finpros.



ExactMatch Targeting

ExactMatch provides exact audience matching and targeting of Financial Professionals and retail investors with zero waste.



Custom Content & Creatives

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



Video

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

TURNKEY SOLUTIONS

Banners

Interstitial

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

Native

Video

Indices	Futures	Commodities	Currencies
• S&P 500	• EUR/USD	• WTI Crude	• USD/JPY
• FTSE 100	• Gold	• Natural Gas	• GBP/USD
• DAX	• Silver	• Heating Oil	• AUD/USD
• Nikkei 225	• Copper	• Soybean Oil	• NZD/USD
• Shanghai Compd	• Wheat	• Corn	• HKD/USD
• NSE NIFTY	• Rice	• Sugar	• SGD/USD

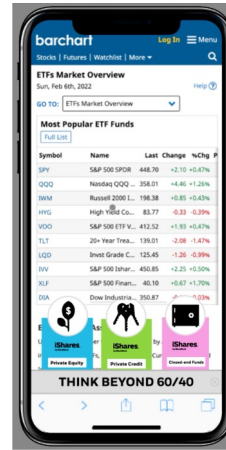
CUSTOM SOLUTIONS



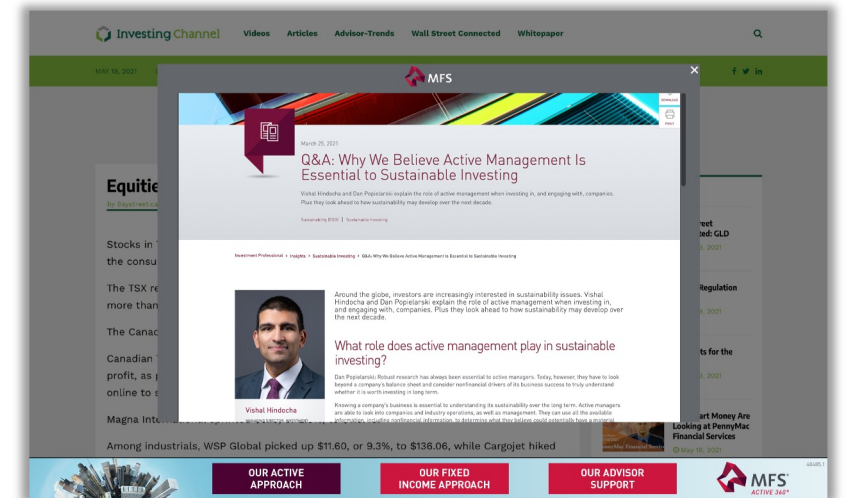
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Category	Item	Gain
Earnings Calendar	WDC Western Digital Corp	4.8%
	QVIX Qvix Inc	4.4%
IPO Expiration	ALGN Allog Technology Inc	4.0%
	NBL Noble Energy Inc	3.8%
High Volume Stocks	WU Micron Technology Inc	3.8%
	Top Gainers	

MarketMovers



Mobile Adhesion



Investing Channel Videos Articles Advisor-Trends Wall Street Connected Whitepaper

MAY 16, 2021

Q&A: Why We Believe Active Management Is Essential to Sustainable Investing

Visual Hindeche and Dan Popilarski explain the role of active management when investing in, and engaging with, companies that they look ahead to how sustainability may develop over the next decade.

What role does active management play in sustainable investing?

Around the globe, investors are increasingly interested in sustainability issues. Visual Hindeche and Dan Popilarski explain the role of active management when investing in, and engaging with, companies. Plus they look ahead to how sustainability may develop over the next decade.

Knowing a company's business is essential to understanding its sustainability over the long term. Active managers are able to look into companies and industry operations, as well as management. They can use all the available information, including confidential information, to determine what they believe about a company's sustainability.

Among Industrials, WSP Global picked up \$11.60, or 9.3%, to \$138.06, while Cargotec hiked

OUR ACTIVE APPROACH **OUR FIXED INCOME APPROACH** **OUR ADVISOR SUPPORT**

iBar



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Cube



Options Simulator



Janus Henderson INVESTORS

INSIGHTS DIRECTORY

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A scalable process for creating memorable moments that are highly personalized and timed for relevance.
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Financial markets have started to challenge central banks on their commitment to accommodative policy.
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