MEDIA KIT 2023

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
6M+ Ticker Searches

info@investingchannel.com
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
Innovative targeting capabilities

**IC data sets on FinPros and Retail Investors**
- 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

**Accurately identify these audiences, their persona and intent**

**Can now hyper-target audiences across channels**
- 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

[Logos of various companies]
Full funnel & GTM accelerators that drive growth

Outcomes

- Revenue Growth
- Market Share Expansion
- Brand Building
- Strategic Positioning
- Product Launch

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)
We can target your engaged audience

We take the US universe of Financial Advisors

Accurately match it to digital platforms via one-to-one cookie reconciliation

Precisely target these Financial Advisors with 100% accuracy

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

InvestingChannel
Full-funnel solutions. We reach your audience.
GTM accelerators that drive growth
Thank you.