

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+**

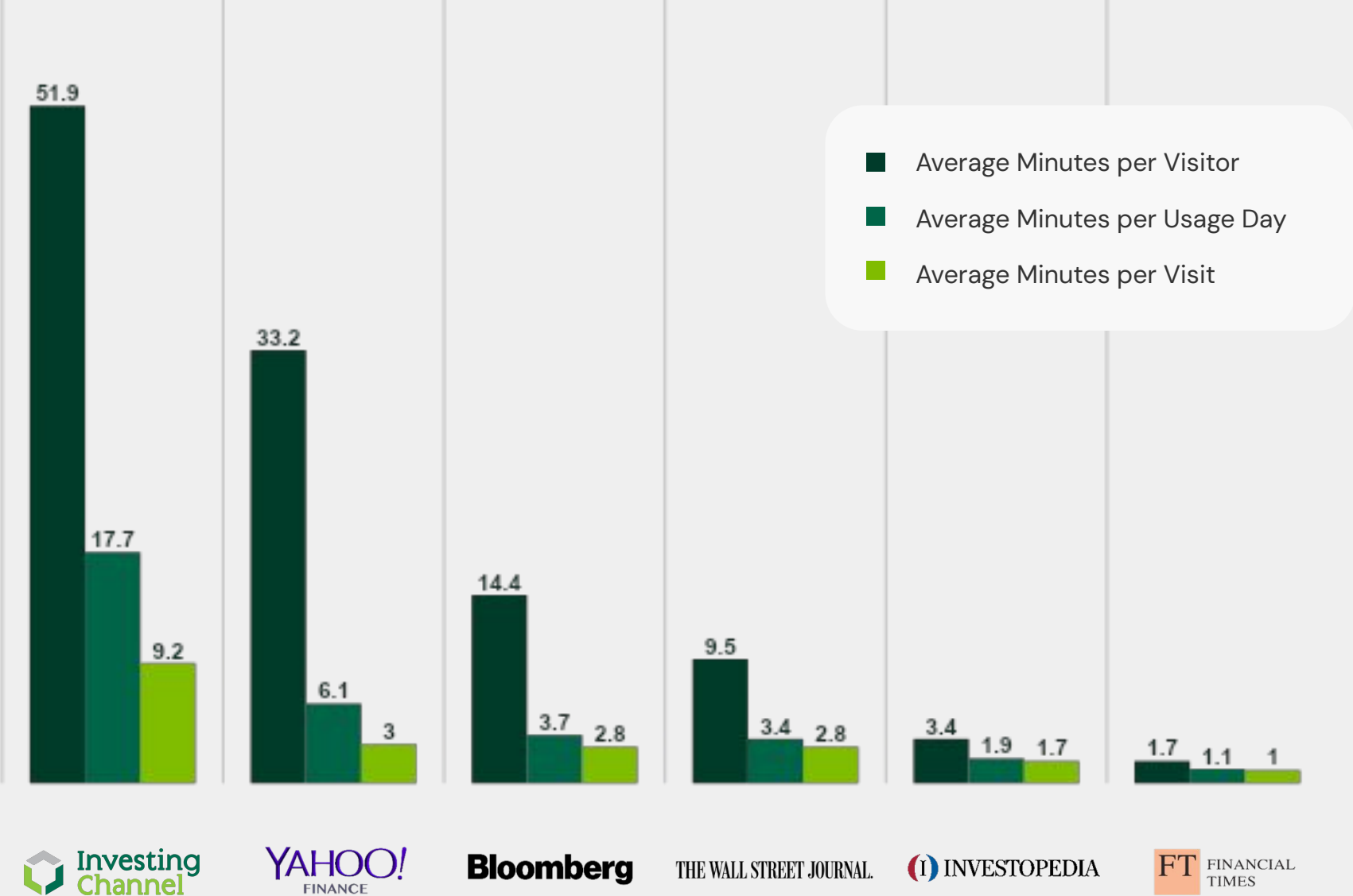
Ticker  
Searches

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 Unrivalled 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

TD Ameritrade

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



## 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



## 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

<b>310K</b> Financial Advisors	<b>180K</b> Broker Dealers	<b>61K</b> Independent RIAs	<b>56K</b> Wirehouse Brokers	<b>3M</b> Financial Professionals	<b>59K</b> Retirement Advisors	<b>154K</b> FINRA registered Non-Advisor Decision Makers
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## BANNERS

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March 2nd

**5 Dividend Stocks To Buy According to Matthew Barnett's Glendon Capital Management**

March 2nd


**Federal Court**

Hedge Fund Directory (400+ Furlongs)

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Institutional Investors



**We're invested in active management.**

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**Federated Hermes**



March 2nd

**Hedge Fund and V News: Steve Tarnatowski, Adamson, Sklarson, Sky Macro LP, Co-Management, Will (ETRA), and M**


March 2nd



March 2nd

**Hedge Fund and V News: Edward Lee, Capital, Bridgeway, O'Hanrahan Capital, M Corp (S), (APRA), Inc (P), and More**

March 2nd



March 2nd

**Hedge Fund and Insider Trading News: Bill Adams, Warren Buffett, Alden Global Capital, Hudson Bay Capital Management, Citicorp's (S), First Magnific Silver Corp. (AG), and More**


**Hedge Fund Resource Center**

- How to Beat Your Insider Mentions to Your Returns
- Why Trust Hedge Funds?
- Download a Free E-Book
- Is Your Stock (P) or Your Hedge
- Steps You Didn't Know About
- Days
- Is Puts
- Why These 10 Stocks Are
- Moving on Wednesday
- Hedge Fund and Insider Trading News: Steve Tarnatowski, Bill Adams, Sklarson, Vantage LP, Light Sky Macro LP, Co-Asset Management, Strategic
- Investing in Hedge Funds, and More
- Strong Market Predictions for 2002 and 10 Stocks to Watch
- Warren Buffett's "Favorite" Stocks: The Investor Letter and Top 10 Dividend Stocks
- 10 Dividend Stocks to Buy
- According to Matthew Barnett's Glendon Capital Management

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**Congress must act,”** an opinion piece published in the *American Banker*, Alex Ellwood urged 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.




Visit our website or go to [www.ishares.com](http://www.ishares.com) for more information on this fund. The investment objectives, risks, charges, expenses, and other important information about this fund and its investments are contained in the prospectus, which may be obtained by visiting our website or by calling 1-800-447-2946. Please read the prospectus carefully before investing.

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<b>Indices</b> • <b>DOW 30</b> 30,995.00 -0.76% -0.15% • <b>S&amp;P 500</b> 3,640.72 -0.15% -0.15% • <b>FTSE 100</b> 6,495.20 -0.22% -0.15% • <b>DAX</b> 13,874.00 -0.24% -0.15% • <b>NIKKEI 225</b> 25,644.00 -0.12% -0.15% • <b>SHANGHAI COMPOSITE</b> 3,606.75 -0.41% -0.40% • <b>NYSE NIFTY</b> 14,571.90 -0.04% -1.50%			

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**Take the government out of emerging markets**

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# GTM accelerators that drive growth

## MARKETMOVERS

ETRADE

Start making money moves today

Track earnings, IPO lockup expirations, and more.

Learn more

Earnings Calendar

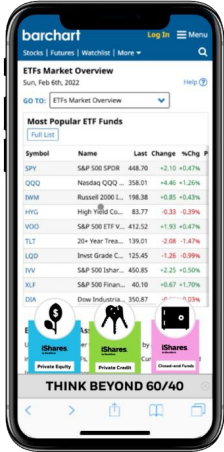
High Volume Stocks

IPO Expiration

Top Gainers

Ticker	Gain	
WDC	Western Digital Corp	4.6%
DRK	Devita Inc	4.4%
ALGN	Align Technology Inc	4.0%
NGL	Noble Energy Inc	3.8%
MAJ	Micro Technology Inc	3.8%

MOBILE  
ADHESION



## IBAR

Investing Channel

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

What role does active management play in sustainable investing?

What role does active management play in sustainable investing?

What role does active management play in sustainable investing?

## CUBE

Investment Insights from Portfolio Managers

Read Now

Pension Funds by J.P.Morgan Asset Management

## OPTIONS SIMULATOR



## INSIGHTS DIRECTORY

Janus Henderson INVESTORS

The Mindset and Process of WOW this Holiday Season

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What's Up? The Fallout from Monetary Policy

Learn More

# Thank you.

[info@investingchannel.com](mailto:info@investingchannel.com)