



Investing Channel

2018 MEDIA KIT

About Us

InvestingChannel is the most innovative and scalable marketing platform in financial media. Our deep industry expertise, proprietary technology and specialized services uniquely surface and combine expert content & rich data for marketers, publishers and financial audiences to engage and profit.



25 Million+
Monthly Uniques



206 Index Household Income 150K+

245 Index C-Level Executives

22 Million+
Retail Investors

2.2 Million+
Financial Professionals

219 Index Have an approximate portfolio value of \$1 million and over



289,000
Financial Advisors & RIAs

285 Index Check stock quotes online multiple times a day



1,890,000+
Insurance Professionals

315 Index Heavy stock trading volume

1392 Index Number of online transactions in the last month: 75+



66,000
Institutional Investors
*[North American, Identified]

Source: comScore

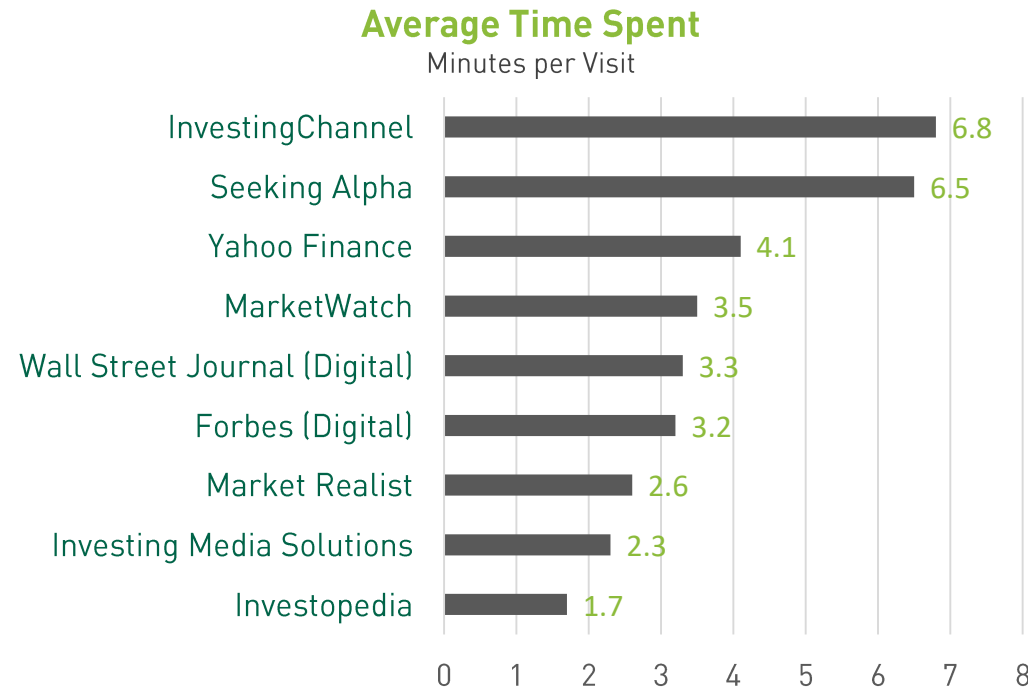
//HIGHLY ENGAGED AUDIENCE WITHIN INVESTINGCHANNEL PUBLISHER GROUP

FACTS

The Most Engaging Destination In Finance

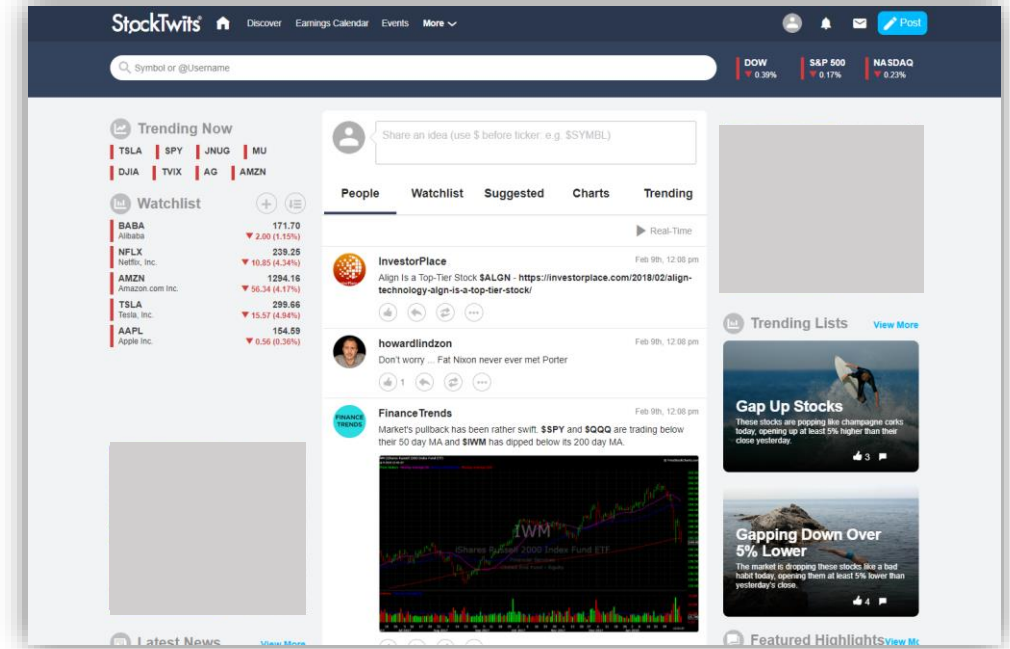
With over **1,000** pieces of content published a day, our audience comes to sites within the InvestingChannel Publisher Group to engage with influential thought leaders and their insights.

Users spend more time on our publisher sites than our competitors within the financial landscape:



Fast Fact

One of our publishers, **StockTwits**, is a leader in social media engagement, second only to Facebook, but surpassing Twitter, LinkedIn, Pinterest and Snapchat in time spent per day.



Source: comScore

//CONNECTING RELEVANT INSIGHTS WITH FINANCIAL PROFESSIONALS

Content

InvestingChannel provides a platform to propagate unique voices in finance that provide real, actionable and trusted content & tools. Our publisher group is home to blogs of the most influential and renowned financial advisors who leverage their personal media properties to educate and facilitate collaborative discussions about current events, investment strategies, economic perspectives and wealth. These thought leaders attract a loyal and engaged audience comprised of other financial advisors and professionals, including institutional investors and insurance representatives. Three of the Top 4 sites listed on Kitces Top 50 Financial Advisor Blogs and Bloggers are InvestingChannel Partners.

Niche And Nuanced Content



Financial Thought Leader Editorial



Macro-Economic Perspectives



Financial Market Data



Investment Strategies



Stock Screeners



Thought Leader
Barry Ritholtz



Thought Leader
Mason Braswell



Thought Leader
Mike "Mish" Shedlock



Pragmatic Capitalism
Capital for Living a More Practical Life

Thought Leader
Cullen Roche



WEALTHADVISOR
THE VOICE OF THE FINANCIAL ADVISOR COMMUNITY

Thought Leader
Scott Martin

//REACHING FINANCIAL PROFESSIONALS AS THEY PERUSE THROUGH CONTENT

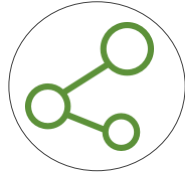
Data Targeting // New Executions // Performance

ExactMatch

Data Mining, Technology and Intellectual Capital come together to drive exact audience matching and messaging...



We took the US universe of Financial Professionals



Accurately matched it to digital platforms via 1 to 1 cookie matching



Can now hyper-target Financial Professionals on the web

ExactMatch: Financial Advisors Can Target every impression to All or Specific types of FA's, including...

- Broker Dealers
- Registered Investment Advisors
- Wirehouse Brokers
- Trust and Charitable Advisors
- Retirement Plan Advisors

Powered by Discovery Data®

ExactMatch: Institutional Investors Can Target every impression to All or Specific types of Institutional Investors, including...

- C-Suite Executives
- Portfolio Managers
- Analysts
- Traders and other Influential Decision Makers

Powered by Leading Database of Institutional Investors

ExactMatch: Insurance Professionals Can Target every impression to All or Specific types of Insurance Professionals, including...

- Life Insurance
- Variable Life Insurance

Powered by Discovery Data®

IC Prime

- 150+ niche sites
- Engaged Audience
- Contextual Relevance

IC Extension Platform

- Brand safe white list
- Optimized to Performance
- 1st Party Data Frequency Logic



Keyboard

New Executions

- Custom Units
- Viewmaster
- Webinars

Performance

- ExactMatch Email
 - Webinar

//ENGAGING RETAIL INVESTORS WITH RELEVANT, ACTIONABLE CONTENT

Content



StockTwits®

1.7MM
Monthly Unique Visitors

22MM+ Pageviews

A financial communications platform for the financial and investing community. StockTwits created the \$TICKER tag to enable and organize “streams” of real-time information around stocks and markets across the web and social media. The #1 social network for young, affluent and active traders.



finviz

1MM+
Monthly Unique Visitors

33MM+ Pageviews

Finviz is a sophisticated online financial platform that offers the fastest and most advanced stock screener, interactive market maps, innovative market analysis, institutional services, and a private discussion room for traders. They also provide leading financial research and analysis. Finviz’s user base consists of traders, investors and members of major financial institutions.



StockCharts

2MM+
Monthly Unique Visitors

40MM+ Pageviews

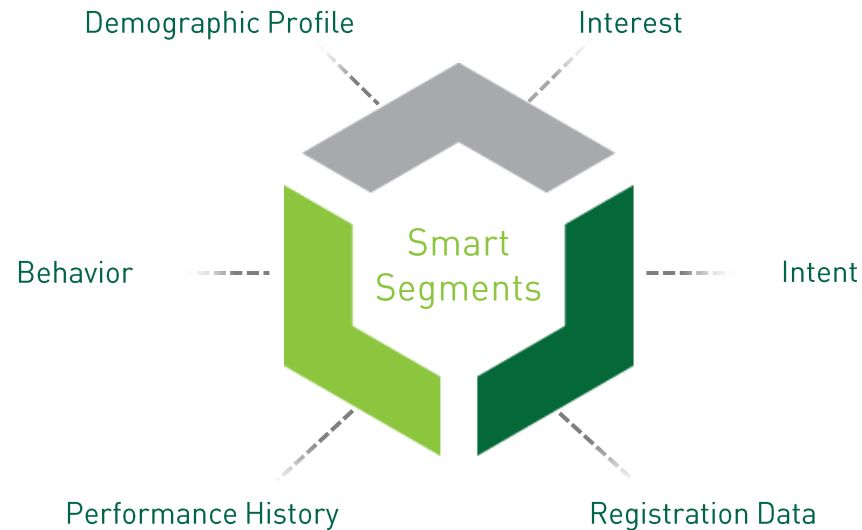
StockCharts.com is an industry-leading financial technology company that provides innovative, award-winning charting and financial analysis tools to online investors worldwide. Millions of investors across the globe trust StockCharts.com to deliver the charts, data, and analysis resources they need to make smarter investing decisions.

...And More!

//TARGETING RETAIL INVESTORS AS THEY MAKE DECISIONS

Smart Segments//Performance

Our DMP has enabled us to leverage 1st party data to create proprietary **SmartSegments**, which is a product offering that allows advertisers to reach their intended audiences with precision.



Generate leads, build lists and drive performance with the following opportunities:

Co-registration

Site collects information (e.g. registration info) from its users and then shares this offer/ registration information with advertisers. Visitors who provide information are shown additional offers and if the user selects additional offers, the site will share the registration data with the advertisers.

Webinar

Live web-based video conference that connects brands with their targeted audience. Hosts can show themselves speaking, show slideshows or demonstrations and engage with the audience with Q&A sessions to answer any questions participants may have.

Thought Leadership

InvestingChannel has partnered with Corporate Insight to produce multiple studies to better understand our audience especially as the financial landscape faces unprecedented changes affecting the present and will further do so in the near future. Covering Millennials to Baby Boomers, we have collected findings that will help you effectively reach your target audience.

Millennials' Sentiments on Investing & Financial Advisors

- An astounding survey that builds a profile of the millennial audience while analyzing their routines, patterns, viewpoints and thoughts of the financial landscape in relation to their lifestyles.

Advisor Brand Consumption (ABC Study)

- A fascinating study surrounding the attitudes, needs, opinions and behaviors of financial advisors and their sentiment towards the communications, content and information they receive from fund issuers across all channels.

Mind the Gap: Multi-generational Marketing for Advisors

- An insightful survey that identifies trends in how financial advisors are meeting the challenges of intergenerational wealth management.

//BUILDING A CONNECTION WITH CUTTING-EDGE AD EXPERIENCES

Unique, Innovative Award-Winning Custom Creatives

We've won 18 Awards from 2013 to 2017 - here are the following categories we've helped brands standout:

2013



RICH MEDIA: CAMPAIGN
FINANCIAL NEWS ON THE MOVE
BY BLACKBERRY/VIVAKI/MVSTUDIOS/
INVESTINGCHANNEL FOR BLACKBERRY

2014



CONSUMER RETAIL CATEGORY
SILVER - DISPLAY/RICH MEDIA SINGLE
CHARLES SCHWAB INVESTINGCHANNEL IBAR

2015



MOST VALUABLE PARTNERS IN
FINANCIAL MARKETING

BRANDS COME TO US TO GET RESULTS.

2015



CONSUMER RETAIL CATEGORY
GOLD - BRAND CONTENT SINGLE
NADEX: BINARY OPTIONS COURSE PACK

SILVER - DISPLAY/RICH MEDIA
OPPENHEIMERFUNDS IBAR

BUSINESS TO BUSINESS CATEGORY
SILVER - TABLET SINGLE
DIREXION INVESTMENTS ILAY

BRONZE - BRAND CONTENT SINGLE
OPPENHEIMERFUNDS OPPSPOT



CURRENCY EXCHANGE
NADEX ("BINARY OPTIONS COURSE PACK")

CORPORATE (BUSINESS-TO-INTERMEDIARY
MFS ("MFS INVESTINGCHANNEL PORTRAIT")

VIDEO MARKETING
DIREXION INVESTMENTS
("INVESTINGCHANNEL ILAY")

2016



BUSINESS TO BUSINESS CATEGORY
SILVER - DIGITAL MEDIA: WEBSITE
OPPENHEIMERFUNDS VOICE ACTIVATED
STORYBOOK MICRO-SITE

BUSINESS TO BUSINESS CATEGORY
SILVER - DIGITAL MEDIA: DISPLAY/RICH
MEDIA
OPPENHEIMERFUNDS VOICE ACTIVATED
STORYBOOK



MISCELLANEOUS (B-TO-I)
OPPENHEIMERFUNDS (PUSHDOWN)

2017



CONSUMER RETAIL CATEGORY
GOLD - CORPORATE IMAGE
FIDELITY INVESTMENTS
TRADEIT STOCKTWITS IN-APP

2017



INVESTMENT FUNDS (B-TO-I)
FRANKLIN TEMPLETON INVESTMENTS
(EXACTMATCH)

METRICS & OPTIMIZATION
FIDELITY CUSTODY & CLEARING
SOLUTIONS (FCCS PORTRAIT UNIT)



2017 GRAMERCY FINANCIAL
CONTENT MARKETING AWARDS

INSURANCE/LIFE & ANNUITY
(BI-SINGLE-COUNTRY
BRIGHTHOUSE FINANCIAL
"SELECTORS IBAR"

BEST VIDEO EXECUTION
OPPENHEIMERFUNDS
OFI VIDEO HUB



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2018 MEDIA KIT