Who We Are
And What Makes Us Different

Investopedia is a trusted, unbiased, global financial education resource. Backed by a team of data scientists and financial experts, Investopedia is the destination for the most timely, relevant and actionable financial content to help financial advisors and affluent investors at every level make smarter financial decisions.

| 27MM | Global monthly uniques |
| 90MM | Global monthly pageviews |

- Investing
- Markets
- Forex
- Financial Advisors
- Retirement
- Personal Finance
- ETFs & Mutual Funds
- Managing Wealth
- Active Trading

Source: Google Analytics, April 2017.
Investopedia is uniquely positioned to make investors smarter about financial themes, ideas, and insights – and to connect them with the expertise of financial advisors.

By leaning into news and timely content in addition to the tutorials, charts & analysis and other tools that have built the Investopedia brand over the years, our platform is the **go-to destination for interactive financial education at any level.**
Actions Taken After Visiting Investopedia

Which of the below have you ever done shortly after visiting Investopedia?

- 41% Shared Investopedia information with someone else
- 27% Visited the website of a financial services company
- 26% Bought or sold an investment

62% of users have taken action after visiting Investopedia.

Investopedia users are highly engaged and poised to take action, coming to the site to gain the knowledge they need to make informed investing decisions.

From Definitions to Industry Defining

Although Investopedia started as a source for financial terms, we are generating more articles featuring timely content and financial insights than ever before, with an emphasis on covering relevant topics for users at every level.

Investopedia users **find articles to be the most helpful** type of content when researching investment decisions:

- **78%** of All Users
- **83%** of Financial Advisors

A Winning Content Strategy
Driving YoY Growth Across Investopedia

Source: Google Analytics, 2016.
Top Investopedia Traffic by Country

Monthly Unique Visitors

Source: Google Analytics, 2017.
Investopedia’s Audience

- Male : Female: 65% : 35%
- Average Household Net Worth: $914k
- Average Age: 46
- Average Income: $115K
- Financial Professionals: 35%
- C-Suite: 15%
- Social Followers: 1MM+
- Desktop : Mobile : Tablet Audience Breakout: 60% : 36% : 4%
- Newsletter Subscribers: 4.5MM

Reaching Sophisticated Investors
Active, Affluent & Diversified

**ACTIVE INVESTORS:**

- **358 Index**
  Brokerage Value $500M - $1MM
- **589 Index**
  50+ Online Brokerage Transactions Per Month
- **196 Index**
  Check Stock Quotes Online Multiple Times a Day

**AFFLUENT INVESTORS:**

- **132 Index**
  Portfolio Value $1MM+
- **158 Index**
  Portfolio Value $5MM+
- **329 Index**
  Portfolio Value $10MM+

**DIVERSIFIED INVESTORS:**

- **38%**
  Bonds
- **77%**
  401k
- **61%**
  IRA
- **72%**
  Stocks
- **31%**
  ETFs
- **64%**
  Mutual Funds

Reaching Financial Professionals

504 Index
Financial Advisor

396 Index
Financial Planner/Asset Manager

222 Index
Certified Financial Planner

300 Index
Financial Occupation

320 Index
Registered Investment Advisor (RIA)

Investing in the Right Content
Investopedia’s Core Content Channels

FINANCIAL ADVISORS
7K Pieces of Content

INVESTING
61K Pieces of Content

ETFS & MUTUAL FUNDS
13K Pieces of Content

MARKETS
18K Pieces of Content

RETIREMENT
5K Pieces of Content

ACTIVE TRADING
20K Pieces of Content

PERSONAL FINANCE
31K Pieces of Content

FOREX
6K Pieces of Content

MANAGING WEALTH
4K Pieces of Content
Partner Testimonials
Providing Effective Solutions for Our Clients

“Investopedia is flexible, open to ideas and always transparent ... which isn’t something that can be said for many of their competitors. They are constantly progressing with new ideas and innovations which keeps our clients excited about using the site, time and time again.”

Account Director, Pure Media

“Investopedia proved to be a highly effective partner, engaging a qualified audience while maintaining efficiency goals.”

Client, Nadex

“We partnered with Investopedia for our direct-response campaign and quickly saw success with their audience. They now fall within our 5 top-performing publisher partners and we continue to grow the relationship through existing inventory and new opportunities they provide beyond just a display banner”

Senior Strategist, The Media Kitchen

“We partnered with Investopedia for our DR-focused campaign! They really provide efficiency and outperform similar sites.”

Media Planner, Generator Media
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