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.

30MM 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, Jan 2018.
Investopedia’s Unique Take on Financial Content
The World’s Largest Financial Education Website

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.**
Education Leads to Action

Reaching Users at Every Point Along the Customer Journey & Guiding Them to Action

Client Goals:  Path to Conversion  Marketing Solution:

- Awareness
- Interest
- Consideration
- Intent
- Conversions

- Display (CPM)
- Sponsorships (CPM)
- Native & Custom Content (CPV)
- Video (CPM)
- Webinars (CPL)
- Performance Suite (CPC, CPA)
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.

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

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

- +8% Time on Site of New Visitors
- +41% More Content Pieces
- +42% A35-44 Audience
- +50% Mobile Traffic
- +94% Email Traffic
- +190% Social Traffic

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

Monthly Unique Visitors

Source: Google Analytics, 2017.
# Investopedia’s Audience

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender Ratio</td>
<td>Male : Female</td>
<td>65% : 35%</td>
</tr>
<tr>
<td>Average Age</td>
<td></td>
<td>46</td>
</tr>
<tr>
<td>Average Household Net Worth</td>
<td></td>
<td>$914k</td>
</tr>
<tr>
<td>Average Income</td>
<td></td>
<td>$115K</td>
</tr>
<tr>
<td>Financial Professionals</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td>C-Suite</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Social Followers</td>
<td></td>
<td>800K</td>
</tr>
<tr>
<td>Desktop : Mobile : Tablet Audience Breakout</td>
<td></td>
<td>60% : 36% : 4%</td>
</tr>
<tr>
<td>Newsletter Subscribers</td>
<td></td>
<td>4.5MM</td>
</tr>
</tbody>
</table>

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:

% of Investopedia users who own:

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

Reaching Financial Professionals

<table>
<thead>
<tr>
<th>Index</th>
<th>Financial Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>504</td>
<td>Financial Advisor</td>
</tr>
<tr>
<td>396</td>
<td>Financial Planner/Asset Manager</td>
</tr>
<tr>
<td>222</td>
<td>Certified Financial Planner</td>
</tr>
<tr>
<td>300</td>
<td>Financial Occupation</td>
</tr>
<tr>
<td>320</td>
<td>Registered Investment Advisor (RIA)</td>
</tr>
</tbody>
</table>

# Investing in the Right Content

Investopedia’s Core Content Channels

<table>
<thead>
<tr>
<th>Category</th>
<th>Pieces of Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FINANCIAL ADVISORS</strong></td>
<td><strong>7K</strong></td>
</tr>
<tr>
<td><strong>MARKETS</strong></td>
<td><strong>18K</strong></td>
</tr>
<tr>
<td><strong>PERSONAL FINANCE</strong></td>
<td><strong>31K</strong></td>
</tr>
<tr>
<td><strong>INVESTING</strong></td>
<td><strong>61K</strong></td>
</tr>
<tr>
<td><strong>RETIREMENT</strong></td>
<td><strong>5K</strong></td>
</tr>
<tr>
<td><strong>FOREX</strong></td>
<td><strong>6K</strong></td>
</tr>
<tr>
<td><strong>ETFS &amp; MUTUAL FUNDS</strong></td>
<td><strong>13K</strong></td>
</tr>
<tr>
<td><strong>ACTIVE TRADING</strong></td>
<td><strong>20K</strong></td>
</tr>
<tr>
<td><strong>MANAGING WEALTH</strong></td>
<td><strong>4K</strong></td>
</tr>
</tbody>
</table>
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

“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

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

Client, Nadex

“We worked really well for our DR-focused campaign! They really provide efficiency and outperform similar sites.”

Media Planner, Generator Media
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