
Seeking Alpha α

The #1 website for business and financial
opinion and analysis

Media Kit - 2012

Why Seeking Alpha?

Reach...

We reach Financial Professionals, Independent Investors, C-Level Executives, Business Decision Makers, Technology Decision Makers and Affluent Consumers

Content...

We have over **5,600 contributors** writing articles on every business sector, moderated for quality and market relevance

Engagement...

Engaging, actionable content and our social media tools drives our over **1.1 million registered users** to generate over 90,000 monthly comments

What is Seeking Alpha?

Seeking Alpha Site Stats

Unique Visitors (monthly): **8.3 million**

Page Views (monthly): **75.4 million**
(Monthly Page Views on Mobile Site: 4.7 Million)

Average Time Spent on Site: **11 Minutes**
(per direct visit)

Registered Users: **1.1 million+**

Seeking Alpha is the premier website for actionable stock market opinion and analysis, and vibrant, intelligent finance discussion.

Seeking Alpha 



The screenshot shows the Seeking Alpha website interface. At the top, there's a navigation bar with links like Home, Portfolio, Market Currents, Investing Ideas, Dividends & Income, ETFs, and Macro View. Below this, market data for DIA (SPDR Dow Jones Industrial Average ETF) is displayed, showing a price of \$129.58 with a 1.35% increase. A sidebar on the left contains various menu items like QUOTES, ANALYSIS, NEWS & NEWS, BUZZ, and COVERA. The main content area features an article titled "What The Obama Capital Gains Increase Means To Investors" by Tom Dzwonkowski. To the right of the article is a "43 4- AND 5 MORNINGSTAR" badge. Below the article, there's a "Complimentary White Papers" section and a table of company ROE data.

Company	ROE	Bush Rate	Obama Rate
Alcoa (AA)	4.71%	No	No
American Express (AEP)	27.81%	Yes	Yes
Bearing (BA)	123.99%	Yes	Yes
Bank of America (BAC)	8.82%	No	No
Caterpillar (CAT)	40.29%	Yes	Yes
Cisco (CSCO)	24.74%	Yes	No
Chevron (CVX)	23.72%	Yes	Yes
DuPont (DD)	37.33%	Yes	Yes

How Seeking Alpha Differs from Other Finance Sites

Focus...

Our contributor generated, **in-depth articles concentrate on financial opinion and analysis** rather than news breaking headlines

Social Media...

We offer our readers the direct ability to **interact with authors and users** through many channels as well as popular social media interfaces

Partnerships...

Our strategic partnerships pull users from other major financial websites to Seeking Alpha, **increasing exposure and pageviews**

Editorial Excellence: How it works



- α Over 300 articles published daily
- α 70% of all published articles are exclusive to Seeking Alpha
- α 90,000+ monthly comments create a diversity of opinion and viewpoints

Exposure level on Seeking Alpha is extremely high. Contributors don't feel the need to publish elsewhere.

Social Media

From site based commenting through popular social media channels, Seeking Alpha offers readers many choices.



4 Reasons To Sell Apple And 5 Possible Replacements

March 16, 2012 | 39 comments | Includes: AAPL, BA, GE, GOOG, SLB, UPS

CONTRIBUTOR 

Did everything just line up for an interim peak for Apple (AAPL)? On the Ides of March, the stock ran to an all-time high as a speculative frenzy, as measured by options volume and stock volume, continues to press the stock to significantly overbought levels.

Playing the "Pick the Top" game on AAPL may be almost as popular as betting on the NCAA basketball tournament and a lot more interesting to me. I have to admit to being a bit surprised, as I had expected it to be contained to the 550 level, but what's \$50 billion between friends?

Even if the \$600 print on 3/15 wasn't the top, and it quite possibly was, there are some dynamics that suggest to me that it could soon come time back at \$500-550. Here are my reasons:

- It hit a nice big round number - this could be a psychological resistance level that induces profit-taking (glad I didn't write this article when it was \$500 just weeks ago).
- This action coincides with quadruple-witch options expiration.
- The stock is significantly overbought - I use an indicator developed by StockVal, and it hit 1.87 on a weekly level at 600 (analogous to 2 s.d.).
- Big Money will likely be rebalancing in the next two weeks as quarter-end approaches, with the stock up almost 50% this quarter.

My best guess is that AAPL selling will be positive for the market, as

Articles (453)
Instablog (6)
StockTalks (764)
Comments (1,613)
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 **bobbobwhite** Comments (1260)

The only stock on your list that is going nowhere for sure is UPS. It has not done anything to speak of since its IPO, and won't. The rest have a decent chance of gains but pale compared to AAPL.

Interact with Seeking Alpha's contributors and users through:

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Stocktalks

Comments

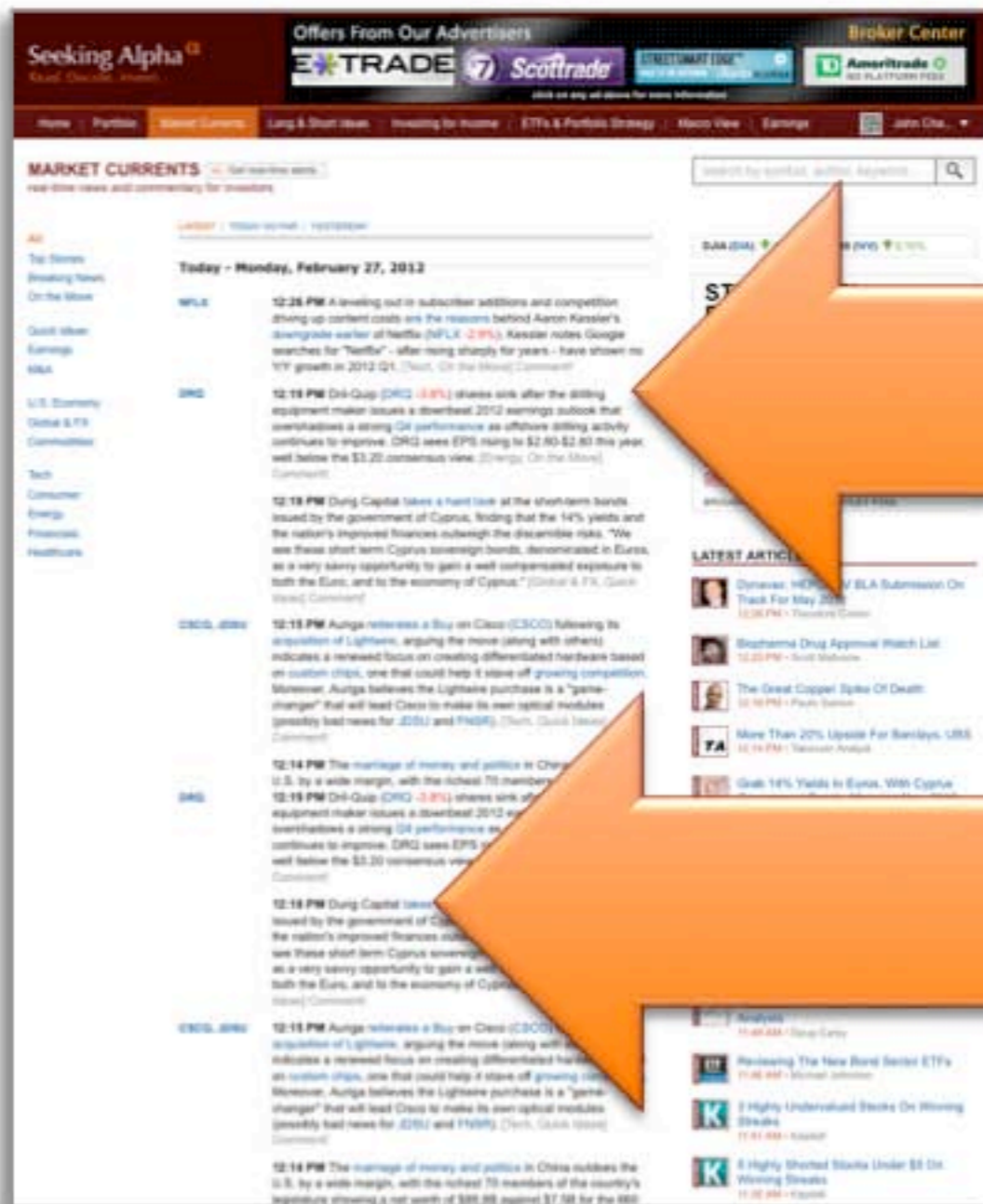
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In addition to commenting, Seeking Alpha lets you follow discussions and receive email alerts

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Strategic Partnerships Extend Reach

Leading financial sites find value in aligning themselves with our content





FINANCIAL PROFESSIONALS

“Facebook for Finance”

According to audience tracker Nielsen Co., Seeking Alpha... attracts more financial professionals than any other major financial web site. – Institutional Investor



Why Financial Professionals Rely on Seeking Alpha

Leadership

42% of Seeking Alpha's financial professionals are FAs and RIAs*

Influence

73% of FAs and RIAs *always* or *frequently* come to SA before making investment decisions*

Quality Content

70% exclusive articles published, monitored with a strict editorial lens

Trusted Community

54% of Seeking Alpha contributors are financial professionals



C-LEVEL EXECUTIVES

“...Seeking Alpha, a forum selected because it's where investors dig in for context and information. It's a rare opportunity to see the CEO and a major short explain the nuances of their decision making.” – CNBC

Why C-Level Executives Come to Seeking Alpha

The Perfect Fit

GAIN competitive knowledge through articles from sector experts

13.8%
C-Level audience
(CEO, COO, CFO, CTO)**



REACH:
C-Levels find intelligent insight and discussion with articles from their peers

11+ MINUTES
(average time spent on site per direct visit)*

*Source: Seeking Alpha Internal Analytics, May 2012

**Source: comScore Custom Study, Feb. 2012



TECHNOLOGY DECISION MAKERS

*In a competitive environment and market turmoil, financial institutions seek competitive advantages through utilization of **enhanced systems, hardware and software.***

IT Decision Makers Log-in with Seeking Alpha

46% of Seeking Alpha's Audience Follow
Technology Industries



Why Financial Institutions are Increasing Their Technology Budgets?

Government Intervention & Regulation
(require technological updated systems)

Globalization of Current Institutions
(competition in a global market)

Economic Pressures
(need to increase operating efficiency)

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SELF-DIRECTED INVESTOR

“Financial websites and blogs are the most influential external influences for both younger investors and older investors.”

– Harris Interactive Study



Why Self-Directed Investors Return to Seeking Alpha

Relevant Content

Over **6,700** new articles published monthly covering all verticals

Engagement

650,000 of our users subscribe to email alerts which generate millions of monthly page views

Trusted Community

85% of individual investors *always* or *frequently* come to Seeking Alpha before making investment decisions*



THE AFFLUENT CONSUMER

*Whether investing in real estate, fine wine or luxury automobiles, **affluent consumers are always looking for a quality product.***

*Our refined audience not only invests in luxury items, but in **refined financial opinion and analysis.***

Affluent Consumers Seek Investments in Luxury and Value

Airline Rewards Programs

49% are airline rewards program members

Hotel Reward Programs

42.1% are hotel rewards program members

Luxury Automobiles

16.7% of the Seeking Alpha audience owns a luxury automobile

Investment Property

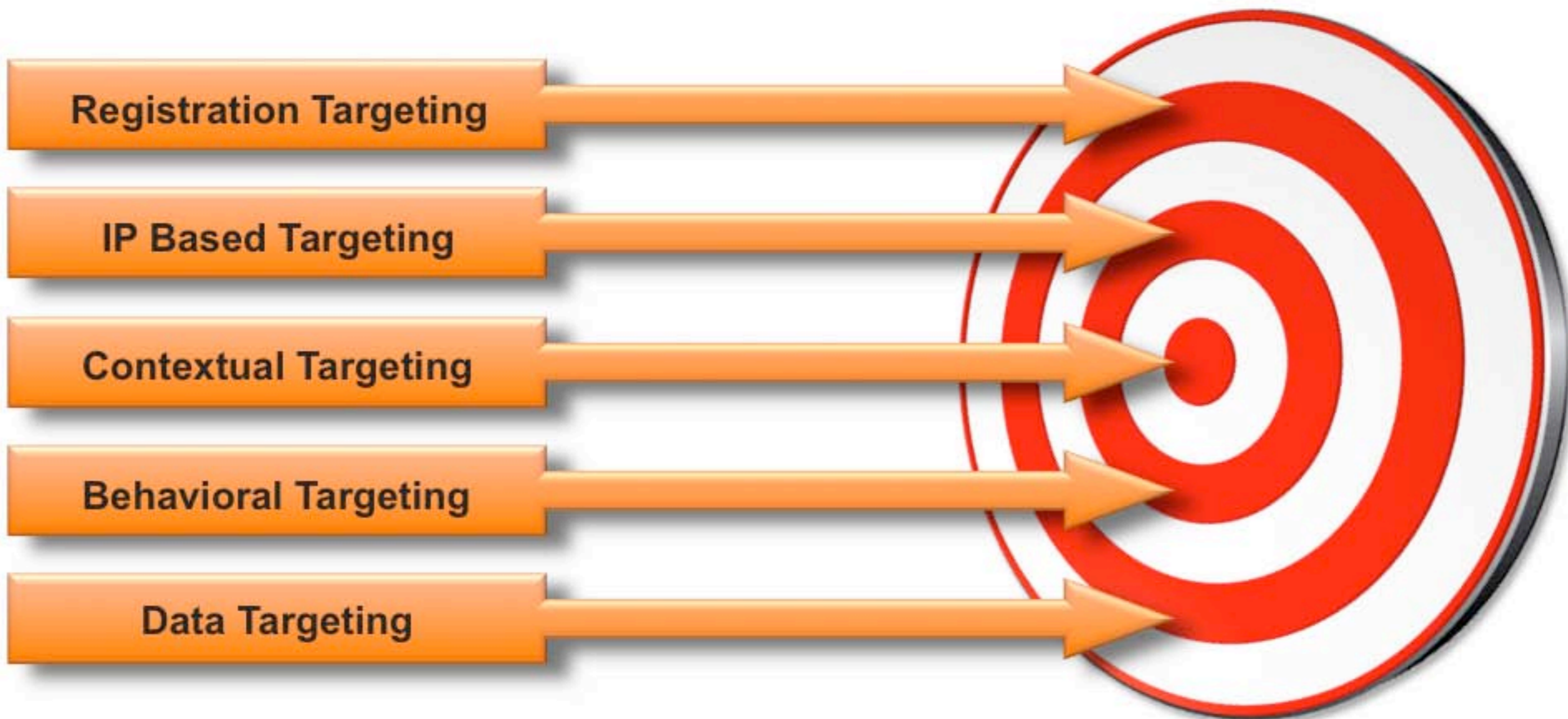
16.2% own property other than a primary residence

Platinum Credit Cards

23.7% own and use a platinum credit card on a monthly basis

Focused, Effective, Efficient Targeting

Combined Targeting Options Build One Powerful Target



Data Providers Include:



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What Financial Professionals Say

- α I have to say that the Market Currents are top notch and I am constantly amazed with the information they provide, great work
- α I have found the articles very eye opening and intriguing, allowing me to better help not only myself but also my clients
- α Consistent and very reliable. TRUSTED!
- α I turn to SA everyday, every minute for analysis and opinion.
- α Just praise for Seeking Alpha. Keep up the excellent work!

What Individual Investors Say

- α Great site. I enjoy reading the many opinions on specific subject matter. Keep up the good work
- α I'm retired and make all investment decisions with respect to my self-directed IRA and my investment portfolio. I refer to Seeking Alpha every morning... I don't buy or sell solely on what it presented, but often it will lead to further research. I am very satisfied with content and format.
- α Seeking Alpha is my primary source for all manner of investment analysis. I like the format that allows bull and bear analysts to debate it out in cogent articles on which I can base reasoned investments. Keep up the great work! Best regards.

For more information on Seeking Alpha, please contact one of our Sales Directors.

West Coast Sales

Jeannie Abraham

Senior Director of Sales, West Coast

jeannie@seekingalpha.com

310.738.0494

Midwest Sales

Michael Renfro

Senior Director of Sales, Midwest

mrenfro@seekingalpha.com

312.893.5088

East Coast Sales

Susan Unger

Senior Director of Sales, East Coast

susan@seekingalpha.com

212.497.1165

Corporate Office (345 7th Avenue, 14th Floor, New York, NY 10001)

Joseph Porcellini

Vice President of Sales

joe@seekingalpha.com

212.497.1162

Mia Nolan

Director of Sales Operations

mia@seekingalpha.com

212.497.1167

John Channell

Sales Marketing Director

john@seekingalpha.com

917.512.6943

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