



WHO WE ARE



15.2MM

MONTHLY VISITORS



7 min

AVERAGE TIME SPENT PER VISIT

49MM+

EMAIL OPENS MONTHLY

We are an industry leader in mining the **wisdom of the crowds** for insights on every topic of interest to investors. Our editors curate content from a network of **stock analysts, traders, economists, academics, financial advisors and industry experts** — all who engage in our community. 15.2 million visitors come to us not only to consume content, but to contribute and to participate in the conversation.

Our audience leverages the breadth and depth of our content to inform their personal and professional financial decisions.

MONTHLY TRAFFIC

VISITS	40MM
PAGE/SCREEN VIEWS	169MM
VISITS PER VISITOR	2.6
PAGE VIEWS PER VISIT	4+

AUDIENCE PROFILE

MALE	83%
AVERAGE AGE	46 YEARS
AVERAGE HHI	\$321,302
AVERAGE INVESTABLE ASSETS	\$1,580,358
EMPLOYED	83%
TRADE MONTHLY OR MORE	65%
USERS WITH 1+ TICKER IN THEIR SA PORTFOLIO	68%
PLAN TO INVEST IN THE NEXT 12 MONTHS	85%

FOR MORE INFORMATION CONTACT
ad.dept@seekingalpha.com

seekingalpha.com



16,600
CONTRIBUTORS



7,000
ARTICLES &
TRANSCRIPTS
PUBLISHED MONTHLY



8,100+
TICKERS COVERED
PER MONTH

The depth and breadth of our content is unmatched, with 8,100+ tickers covered and 7,000 articles and earnings transcripts published every month, driving industry-leading engagement.

Our content includes curated news, research, opinion and discussion from our editorial team of 56 in addition to 16,600 individual and corporate contributors.

COVERAGE

- Market News
- Stock Ideas
- Portfolio Management
- Marketing forecasts
- Investing strategies
- Earnings reports, transcripts and filings

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ADVERTISING SOLUTIONS

We offer **tailored advertising solutions** designed to get results. Your program will reach the most engaged digital audience of professional and personal investors.

Across multiple-screens, our solutions range from standard units and newsletters to high impact units and native programs. First-party data targeting is available with almost all advertising opportunities.



45%

DESKTOP VISITORS



50%

SMARTPHONE & TABLET
WEB VISITORS



5%

APP VISITORS*

DISPLAY

- 120x60
- 160x600
- 300x250
- 300x600

NEWSLETTERS

- Display ad
- Content promotion

HIGH IMPACT UNITS

- 300x1050 rich media unit
- Homepage takeover
- Tablet full-screen takeover

EDITORIAL SPONSORSHIPS

PODCAST SPONSORSHIPS

NATIVE

- Content promotion
- Fund promotion
- Custom channel ownership

AUDIENCE EXTENSIONS

- Display ads
- Pre-roll
- Newsletters



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