

# Seeking Alpha $\alpha$

POWER *to* INVESTORS

**2021 MEDIA KIT**



# OUR MISSION

Seeking Alpha's community approach offers users invaluable guidance around managing assets, increasing personal wealth and enriching the world around them. By applying our crowd-sourced knowledge to their personal investment strategies, users fund college experiences, build toward their dream retirement, contribute to philanthropic endeavors, and more. Our users' financial success creates a powerful economic impact that extends well beyond their own personal footprint.





# POWER *to* INVESTORS

Seeking Alpha empowers personal and professional investors by offering an unprecedented volume of financial news, data, analysis and crowd-sourced perspective, made available in a personalized experience. The depth and breadth of our content is unmatched in the space and delivers industry-leading engagement on site.

Our 60+ editors curate content from a network of Stock Analysts, Traders, Economists, Academics, Financial Advisors and Industry Experts, who in partnership with our readers, fuel this vibrant platform. Our 20M+ visitors come to us not only to read, but to contribute and participate in the conversation.

16K+ INDIVIDUAL CONTRIBUTORS

350+ CONTRIBUTING FIRMS

8K+ TICKERS COVERED

7K+ ARTICLES & EARNINGS  
TRANSCRIPTS PER MONTH





# OUR PILLARS

## OUR INFLUENCE

With more than 16K+ individual contributors and 350+ contributing firms our stock coverage is wider and deeper than any other site. Our authors' collective influence not only moves the market but beats some of the most notable indices and drives the success of the broader community.

## OUR RESEARCH

Created by investors, for investors. It is carefully vetted by in-house editors, then read and debated by millions of people. We provide diverse, fact-based analysis on each stock so that investors can weigh the bull and bear case and make more informed decisions.

## OUR NEWS

Enables investors to understand why the market and the stocks in their portfolio are moving or are about to move. It provides insight into stocks' future earnings and price trajectory, and uncovers new and exciting opportunities not found on competitor sites.

## OUR DATA

Places professional-caliber tools and analytics in the hands of every investor. Our factor grades and quant ratings summarize each stock's characteristics, and SA author ratings provide a snapshot of our contributors' qualitative opinions.

MARKET NEWS | INVESTING STRATEGY | PORTFOLIO STRATEGY | STOCK IDEAS | EARNINGS | FIXED INCOME | COMMODITIES | RETIREMENT



# OUR RECOMMENDATIONS HELPED INVESTORS BEAT THE S&P 500 INDEX BY 472% IN 2020

## SEEKING ALPHA'S VERY BULLISH RECOMMENDATIONS VS. S&P 500 TOTAL RETURN INDEX



## STOCKS RATED AS "VERY BULLISH" BY SEEKING ALPHA AUTHORS

RETURN OVER S&P 500

**+472%**

AVERAGE ANNUALIZED RETURN

**+23%**



# SEEKING ALPHA BY THE NUMBERS

17M+

MONTHLY VISITORS<sup>1</sup>  
(47% GROWTH YoY)

185M+

MONTHLY PVs<sup>1</sup>  
(69% GROWTH YoY)

10M+

REGISTERED  
USERS<sup>1</sup>

62% MOBILE TRAFFIC<sup>1</sup>

38% DESKTOP TRAFFIC<sup>1</sup>

15:00  
AVERAGE  
VISIT DURATION<sup>3</sup>



2X MORE THAN MORNINGSTAR & YAHOO FINANCE  
4X MORE THAN THE ECONOMIST, BARRON'S & WSJ

5  
AVERAGE PAGES  
PER VISIT<sup>3</sup>



2X MORE THAN AVERAGE OF BARRON'S,  
INVESTOPEDIA, & WSJ





# REACHING AFFLUENT, ACTIVE INVESTORS

80%

MALE

20%

FEMALE

46

AVERAGE AGE

\$321K

AVERAGE HHI

\$1.5M

AVERAGE INVESTABLE ASSETS

66%

TRADE MONTHLY

70%

OWN 1 OR MORE TICKERS  
IN THEIR SA PORTFOLIO

85%

PLAN TO INVEST \*

INDEX  
110

80%

CONSIDERED TO BE  
OVERALL "AFFLUENCER"

INDEX  
112

76%

LEAD  
DECISION-MAKER

56%

MORE LIKELY TO  
START A NEW BUSINESS\*

43%

MORE LIKELY TO  
CHANGE JOBS\*

42%

MORE LIKELY  
TO RETIRE\*



## PERSONAL INVESTORS<sup>1</sup>

INDEX  
142

\$1.5M+

AVERAGE  
INVESTABLE ASSETS

INDEX  
140

11.6

AVERAGE #  
OF FINANCIAL TRANSACTIONS\*

INDEX  
118

\$930K

AVERAGE  
RETIREMENT SAVINGS

### AREA OF INFLUENCE

INVESTING

INDEX  
128

PLANNING  
FOR  
RETIREMENT

INDEX  
121

BANKING

INDEX  
119

INSURANCE

INDEX  
114

\*Within a 12 month period  
Source: <sup>1</sup>Ipsos Affluent Adult Survey, Fall 2019;  
<sup>2</sup>Erdos & Morgan, FAMOUS

INVESTING  
POWER *and*  
INFLUENCE

Seeking Alpha  $\alpha$

## PROFESSIONAL INVESTORS<sup>2</sup>

INDEX  
117

\$165M+

AVERAGE AUM  
FOR INDIVIDUAL CLIENTS<sup>2</sup>

93%

10+ YEARS OF EXPERIENCE  
WORKING IN THE FINANCIAL INDUSTRY

89%

MANAGE ASSETS FOR  
HIGH NET WORTH INDIVIDUALS

### INVESTMENTS MOST RECOMMENDED

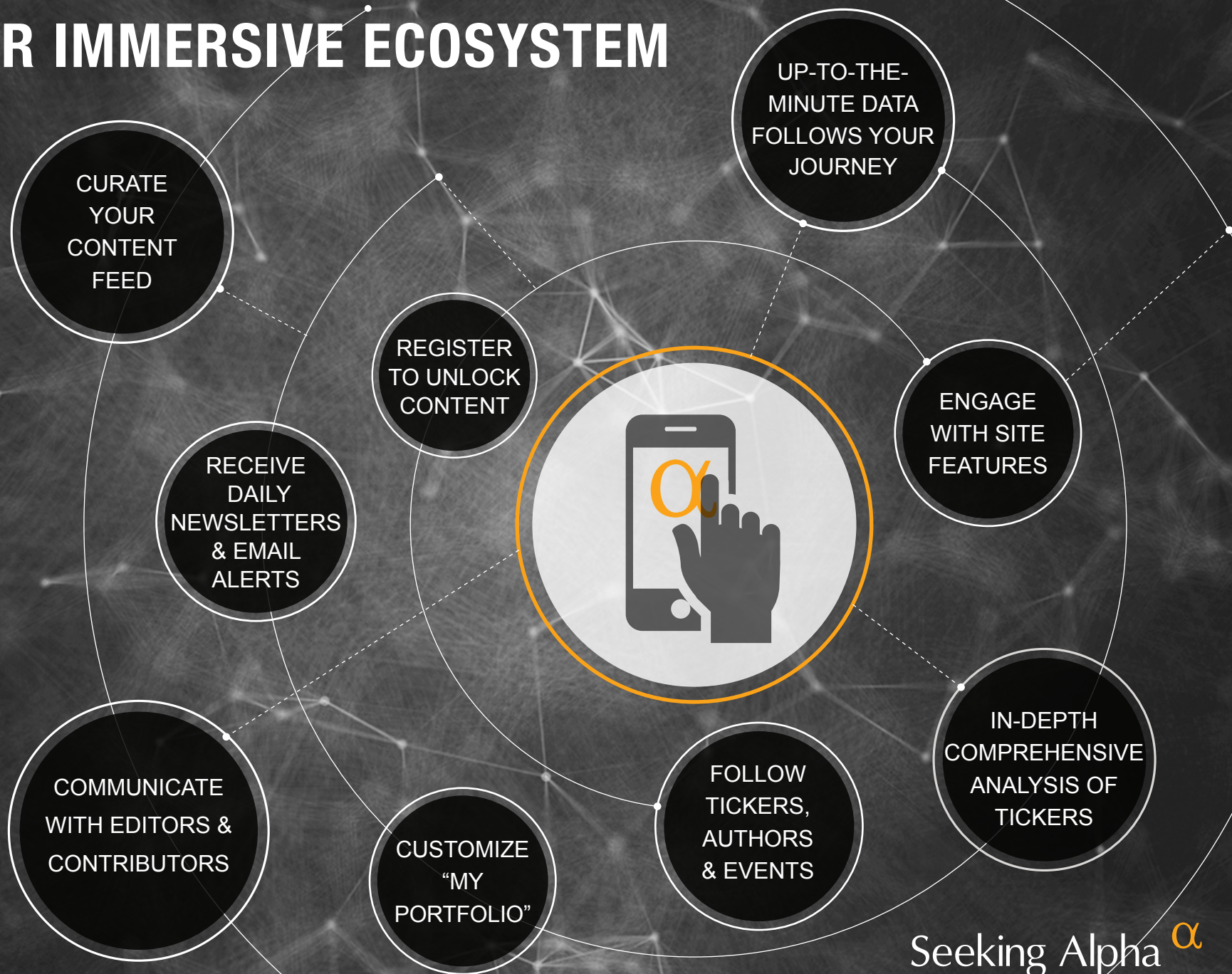
92%  
ETFs

89%  
MUTUAL  
FUNDS

81%  
STOCKS

62%  
BONDS

# OUR IMMERSIVE ECOSYSTEM





# USER JOURNEY

1

Registers unique user preferences such as vocation, investing interests, trading frequency, broker preference and more

2

Engages with content on Seeking Alpha; follows tickers, authors, events and subscribes to related company, ticker and breaking news

3

Unlocks "My Portfolio" feature which allows thematic portfolio construction and results in the creation of a personally curated view of Seeking Alpha news and analysis related to "followed" tickers

4

My Portfolio features travels with the user across content pages

5

These touchpoints create a deeply customized content experience that gets more refined and intelligent the more the users engages

6

The collective signals we receive from these interactions are harnessed to power our proprietary 1st party data



# UNLEASHING THE POWER OF FIRST-PARTY DATA

## PRECISION TARGETING DRIVES RESULTS

Leverage our proprietary data to deliver your content, products and brand messages to the right user at the right time.

Target based on:

- Vocation
- Self-identified interests
- Trading frequency
- Broker preference
- Tickers and thematic makeup of users' personalized portfolios
- Content consumption trending
  - Most Read – Most Commented
  - Top Themes consumed by various vocation
- Behavioral data
- Premium subscribers
- Audience sentiment





# ADVERTISING SOLUTIONS

Our extensive advertising solutions range from display and newsletters to native and high impact

- Immersive High Impact
- Precision Targeted Display
- Email Marketing
- Podcasts
- Video
- Editorial Integrations
- Unique Ticker-Based Executions
- Native and Co-created Content

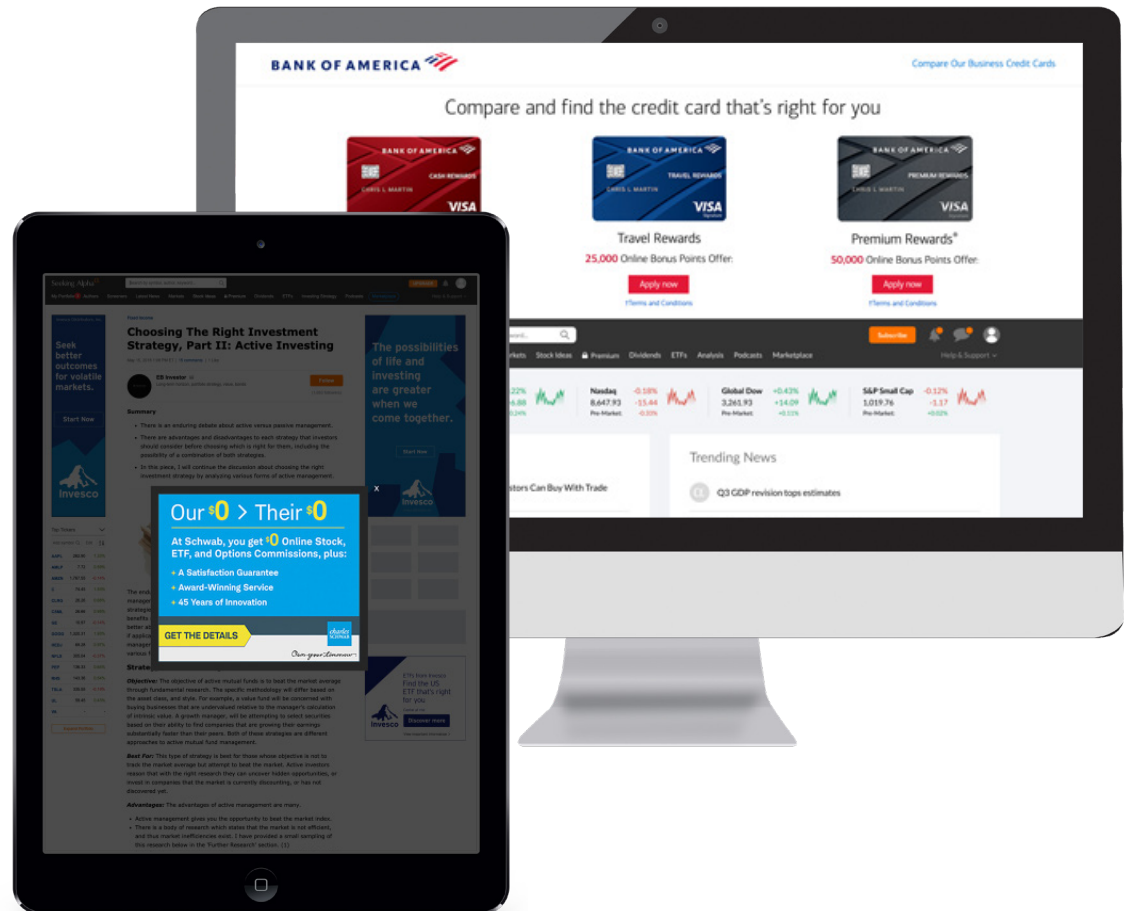
CUSTOM 1<sup>ST</sup> PARTY  
REGISTRATION DATA  
TARGETING AVAILABLE

# IMMERSIVE HIGH IMPACT

Capture attention, build an emotional connection and invite interaction with Seeking Alpha's suite of high impact units.

## OPPORTUNITIES INCLUDE

- Super Billboard Unit
- Homepage Pencil Unit
- Parallax
- Full Screen Interstitial
- Gateway Takeovers  
(across multiple platforms)





# PRECISION-TARGETED DISPLAY

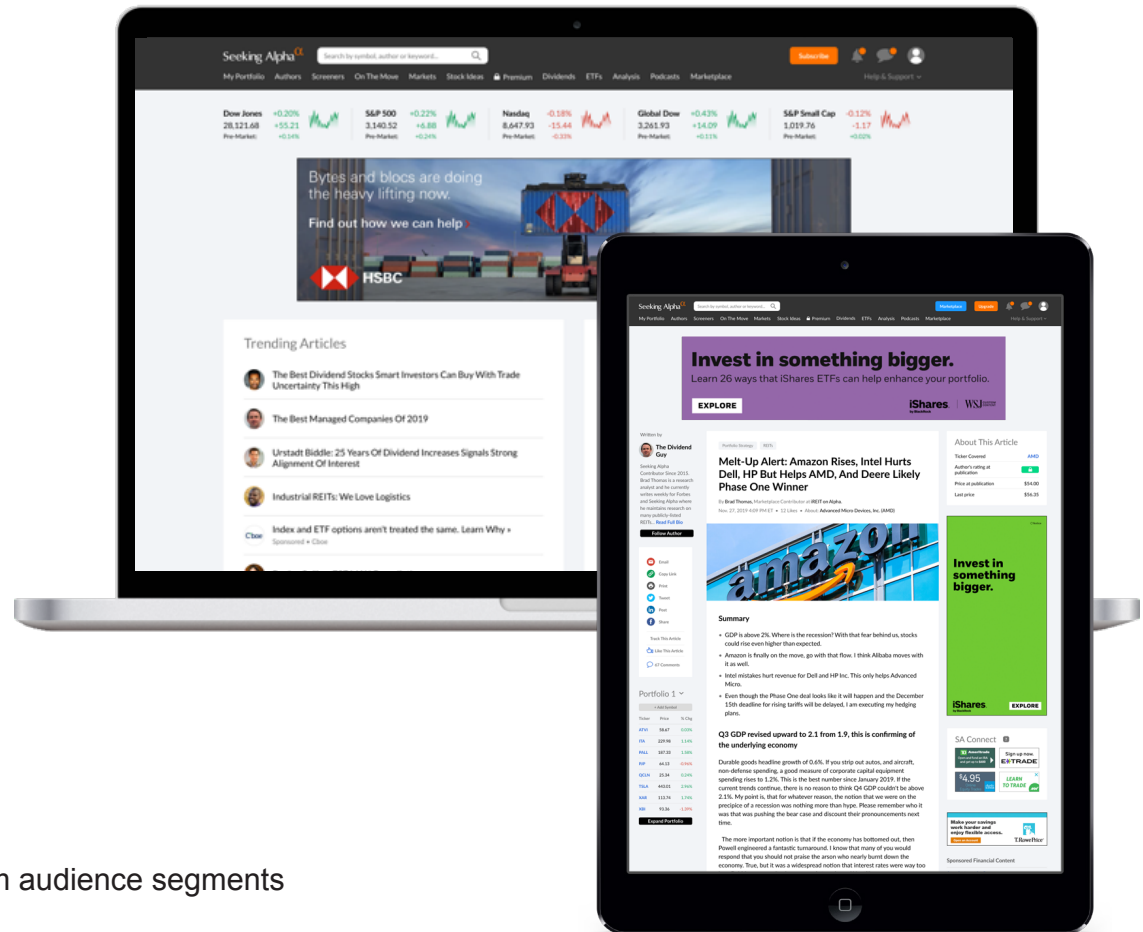
Leveraging Seeking Alpha's proprietary registration data fed by personal profile settings, we will deliver your brand's messaging to valuable audiences in high engagement environments across screens.

## FIRST-PARTY DATA

- Professional Users (and/or Pro Users)
- Vocation
- Interests
- Trading Frequency
- Broker Preference
- Content Targeting
- Professional Platform(s) Used
- Personalized Portfolios/Holdings
- Ticker Targeting  
(Article/Quote Page Alignment)
- Bullish/Bearish Sentiment – fueled by  
our recently acquired CressCap Quant data
- Premium Subscriber Targeting
- Volatility Targeting
- Influencer Targeting

## ADDITIONAL TARGETING

- Ability to utilize/layer in third-party and custom audience segments



# EMAIL MARKETING

Reaching more than **6 million subscribers** combined, Seeking Alpha's daily newsletters and real time email alerts cover the gamut of news and analysis to inform investing decisions. Our must-read content provides actionable investing insights, as well top news of the day, our best long and shorts ideas and new IPO's, market outlook, portfolio strategies, analysis, tech and so much more.

## SPONSORSHIP & AD OPPORTUNITIES

- 300x250, 970x250 Ad Units (select newsletters)
- Sponsor Logo Placement (WSB only)
- Customizable Native Unit (WSB only)
- Breaking News Email Opportunities

## NEWSLETTERS & SUBSCRIBER REACH

Wall Street Breakfast\* | 732K

Investing Ideas\* | 302K

Macroview\* | 257K

Dividends & Income\* | 234K

ETFs & Portfolio Strategy\* | 141K

Energy Investing\* | 110K

SA Tech Stock Report\* | 109K

IPO Daily | 85K

Global Investing\* | 57K

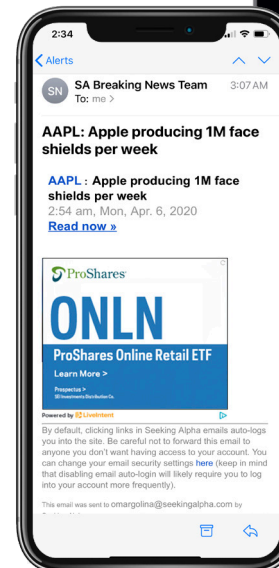
Stocks & Sectors\* | 26K

M&A Daily | 18K

\*970x250 Available in these newsletters.

Source: Internal Analytics, BI JUL '20

### NATIVE SPONSORSHIPS



### BREAKING NEWS ALERT





# PODCASTS

Seeking Alpha is empowering investors through our growing suite of podcasts that deliver essential, actionable news throughout the market week. Podcasts are SA's fastest growing resource for investors, achieving significant month-over-month growth in our programming.

## SEEKING ALPHA PODCASTS:

### Wall Street Breakfast

Our daily flagship podcast that brings investors the latest news and analysis to frame investing decisions for that day.

### Lets Talk ETFs

Features long-form conversations with industry insiders, ETF issuers, asset managers and investment advisers to explore the ways in which ETFs continue to evolve.

### SA for FAs

SA for FAs speaks to advisors from the perspective of an advisor to help navigate the current issues they face in their own practices.

### Alpha Trader

This trading-centric podcast taps into the timeliest topics and trends, offering in-depth analysis of the market from the perspective of a trader.

### Cannabis Investing

Where investors can hear C-level executives, scientists, law and sector experts discuss the present and future of cannabis investing.

## SPONSORSHIP OPPORTUNITIES INCLUDE:

- Presenting sponsor credit and live reads/pre-recorded: 15 or :30 spots (pre, mid and post-roll depending on podcast)
- Client display ads and logo on podcast pages
- Opportunity to explore editorially -vetted though leader integrations and topical “special reports”

\*Source: Megaphone, March 2020



STREAMING ON:



# VIDEO

Seeking Alpha offers partners prime opportunities to showcase their video content to reach our engaged audience of finance professionals.

## HIGH IMPACT HOMEPAGE VIDEO UNITS

Seeking Alpha has redesigned its homepage to achieve a sleeker, modern UI and to unlock impactful video opportunities that provide our partners with rich canvases to tell their brand stories to a deeply engaged audience.

## PRE-ROLL

:15/:30 promotional videos that will play before our first-ever finance video content, targeted rotationally. Sample partners include Bloomberg, Reuters, The Associated Press and InvestingChannel.

## WEBINAR HOSTING ON SEEKING ALPHA

In 2020, Seeking Alpha will be launching new-to-market webinar hosting capabilities.

## CUSTOM VIDEO

Ability to launch/develop custom video in partnership with Seeking Alpha. We will partner to identify a content theme/hook based on audience and program objectives.



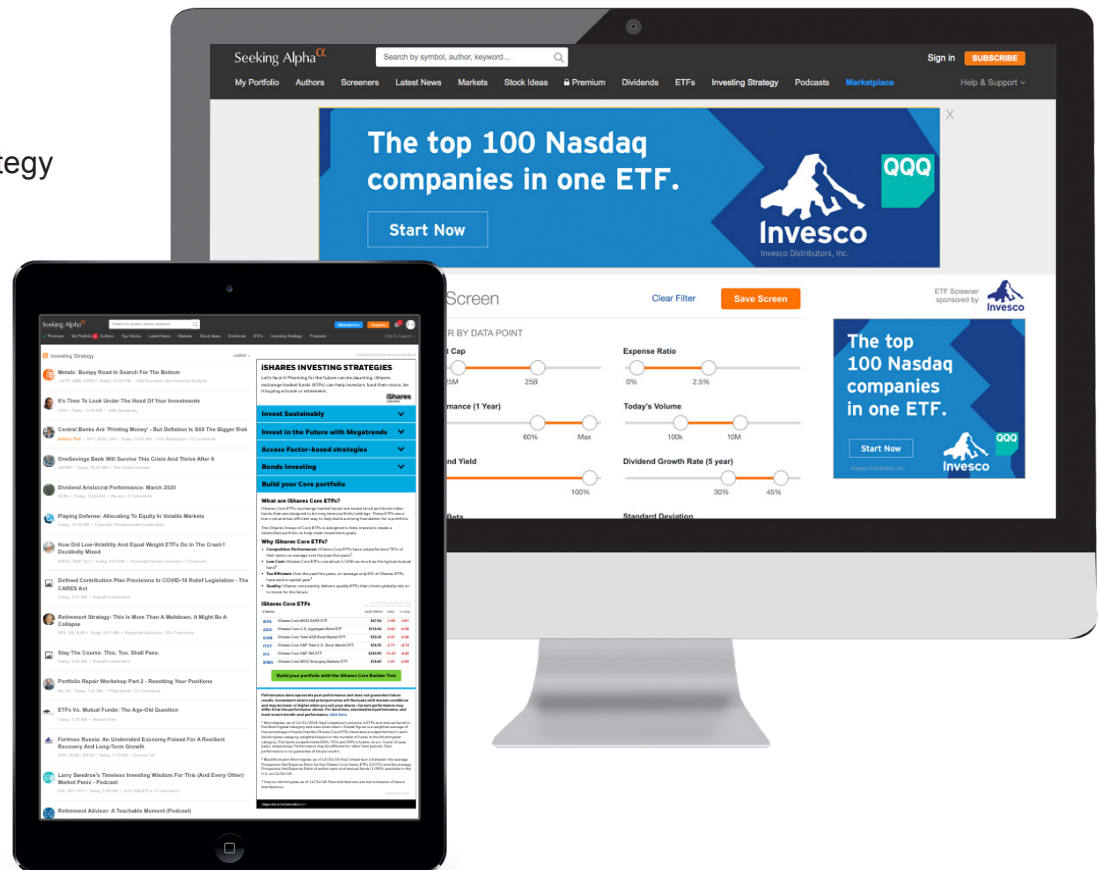


# EDITORIAL INTEGRATIONS

Align to deep ticker coverage, news, research and analysis drawn from a collection of the brightest minds in the finance space. We will partner to identify unique ways to bring brand and product messaging to life within relevant verticals, through ownership of contextual environments and custom integrations featuring tools, native content, research and more.

## OPPORTUNITIES INCLUDE:

- Ownership or high share of voice of our most sought- after content areas such as Retirement, Market Outlook, Investing Strategy
- Curated editorial packages
- Tool sponsorships and integrations
- Bespoke Dashboard integrations featuring advertiser content co-mingled with SA content

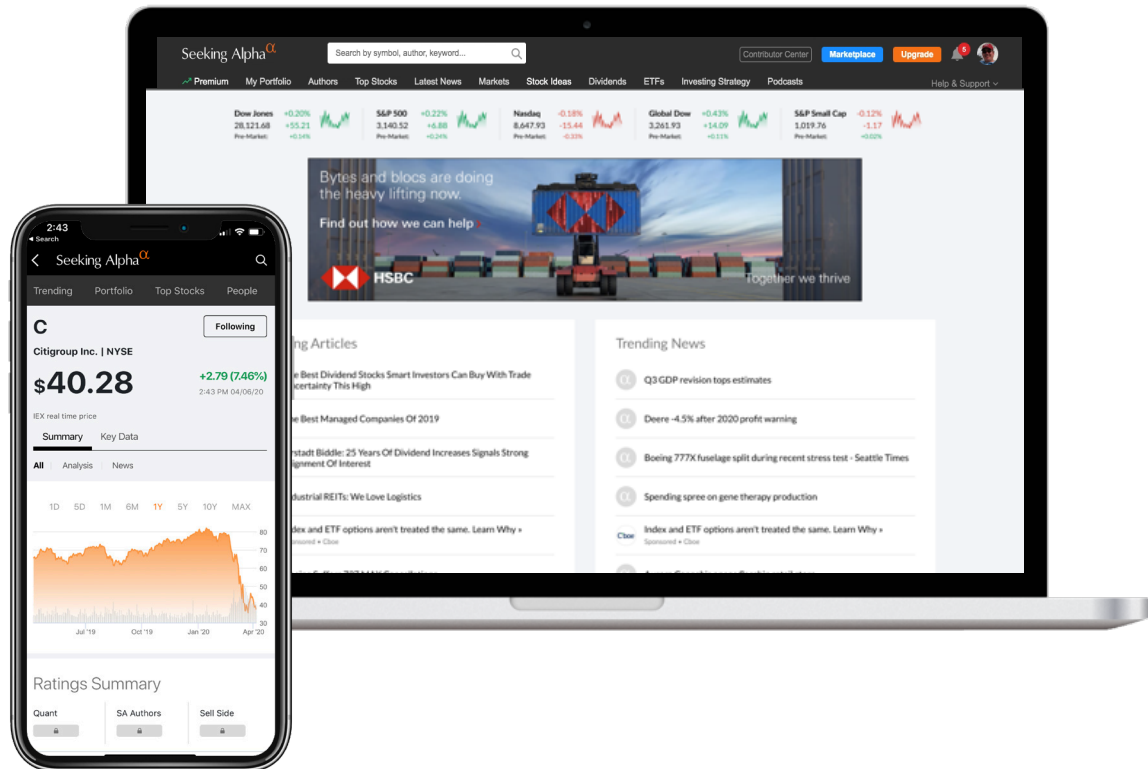


# UNIQUE TICKER-BASED EXECUTIONS

Seeking Alpha utilizes internal data to construct fund and portfolio-driven units that allow users to not only learn about the fund, but surface real-time data on that specific funds. We invite our user to add that fund to their personalized portfolio and receive custom alerts - creating a touchpoint with the brand/fund as long as the user continues to follow it. This portfolio feature lives outside of “My Portfolio” and follows the user across the site within article pages. Our readers portfolio performance is always present and fed with real time data on these specific tickers.

## TICKER-BASED EXECUTIONS INCLUDE:

- Fund Match Unit
- Fund Exploration Unit
- Fund Carousel Unit
- Fund Holdings Unit
- Portfolio Follow Unit
- Top Movers Databoard



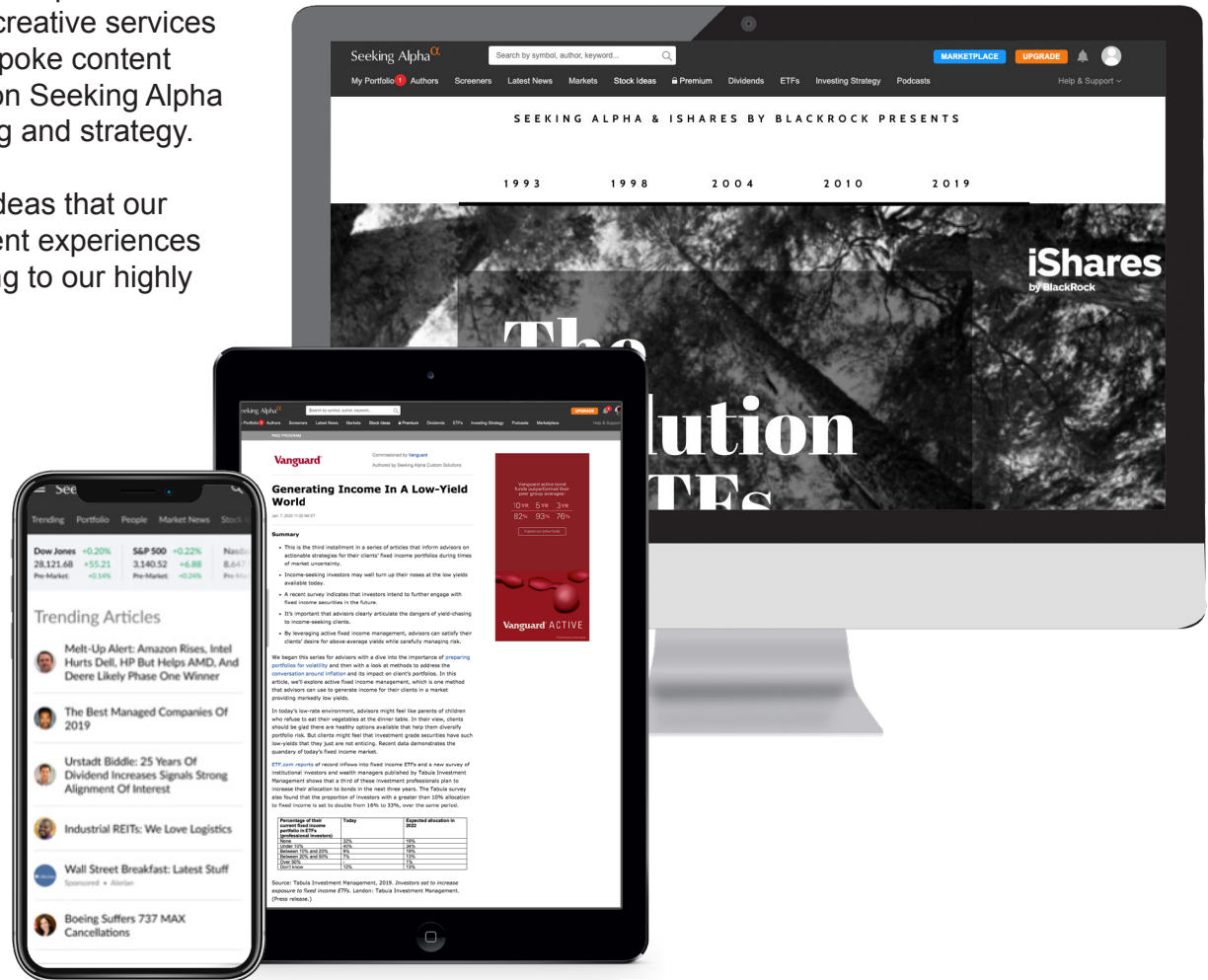


# NATIVE & CO-CREATED CONTENT

Seeking Alpha offers partners the opportunity to promote their own existing content to our powerful audience of finance professionals. Our creative services team also specializes in developing bespoke content features that will live in a native format on Seeking Alpha and support our clients brand messaging and strategy.

We partner to identify key themes and ideas that our clients want and create immersive content experiences that help drive their marketing messaging to our highly engaged audience.

Our partners will have 100% SOV of ads related to the article and a promotional plan to drive views of the content on and off the platform.





# Seeking Alpha $\alpha$

Seeking Alpha provides our partners with highly effective custom solutions that exceed our client's goals and drive conversations, resulting in overall successful advertising campaigns.

For more information on all our custom solutions, please contact [mediasales@seekingalpha.com](mailto:mediasales@seekingalpha.com)