

Seeking Alpha α

POWER *to* INVESTORS

2020 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, earnings coverage and crowdsourced perspective made available in a personalized experience.

Our 60+ editors curate content from a network of stock analysts, traders, economists, academics, financial advisors and industry experts — all who engage in our community. 20 million+ visitors come to us not only to consume content, but to contribute and to participate in the conversation.

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.

20M+ MONTHLY VISITORS

10M+ REGISTERED USERS

16K+ INDIVIDUAL CONTRIBUTORS

350+ CONTRIBUTING FIRMS



SEEKING ALPHA BY THE NUMBERS

20M+

MONTHLY VISITORS¹
(47% GROWTH YoY)

209M+

MONTHLY PVs¹
(69% GROWTH YoY)

10M+

REGISTERED
USERS¹

61% MOBILE TRAFFIC¹

39% DESKTOP TRAFFIC¹

12.5s

UNIVERSAL INTERACTION TIME²

+71%

ABOVE INDUSTRY BENCHMARK

09:04

AVERAGE
VISIT DURATION³

2X

MORE THAN MARKETWATCH & THE STREET

4X

MORE THAN INVESTOPEDIA & BARRON'S

4.72

AVERAGE PAGES
PER VISIT³

2X

MORE THAN AVERAGE OF BARRON'S,
INVESTOPEDIA, THE STREET, & MARKETWATCH

REACHING AFFLUENT, ACTIVE INVESTORS

80%

MALE

20%

FEMALE

46

AVERAGE AGE

\$321K

AVERAGE HHI

\$1.5M

AVERAGE INVESTABLE ASSETS

65%

TRADE MONTHLY

68%

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 INVESTORS¹

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: ¹Ipsos Affluent Adult Survey, Fall 2019;
²Erdos & Morgan, FAMOUS

INVESTING
POWER *and*
INFLUENCE

Seeking Alpha α

PROFESSIONAL INVESTORS²

INDEX
117

\$165M+
AVERAGE AUM
FOR INDIVIDUAL CLIENTS²

93%
10+ YEARS OF EXPERIENCE
WORKING IN THE FINANCIAL INDUSTRY

89%
MANAGE ASSETS FOR
HIGH NET WORTH INDIVIDUALS

FUNDS MOST RECOMMENDED TO CLIENTS

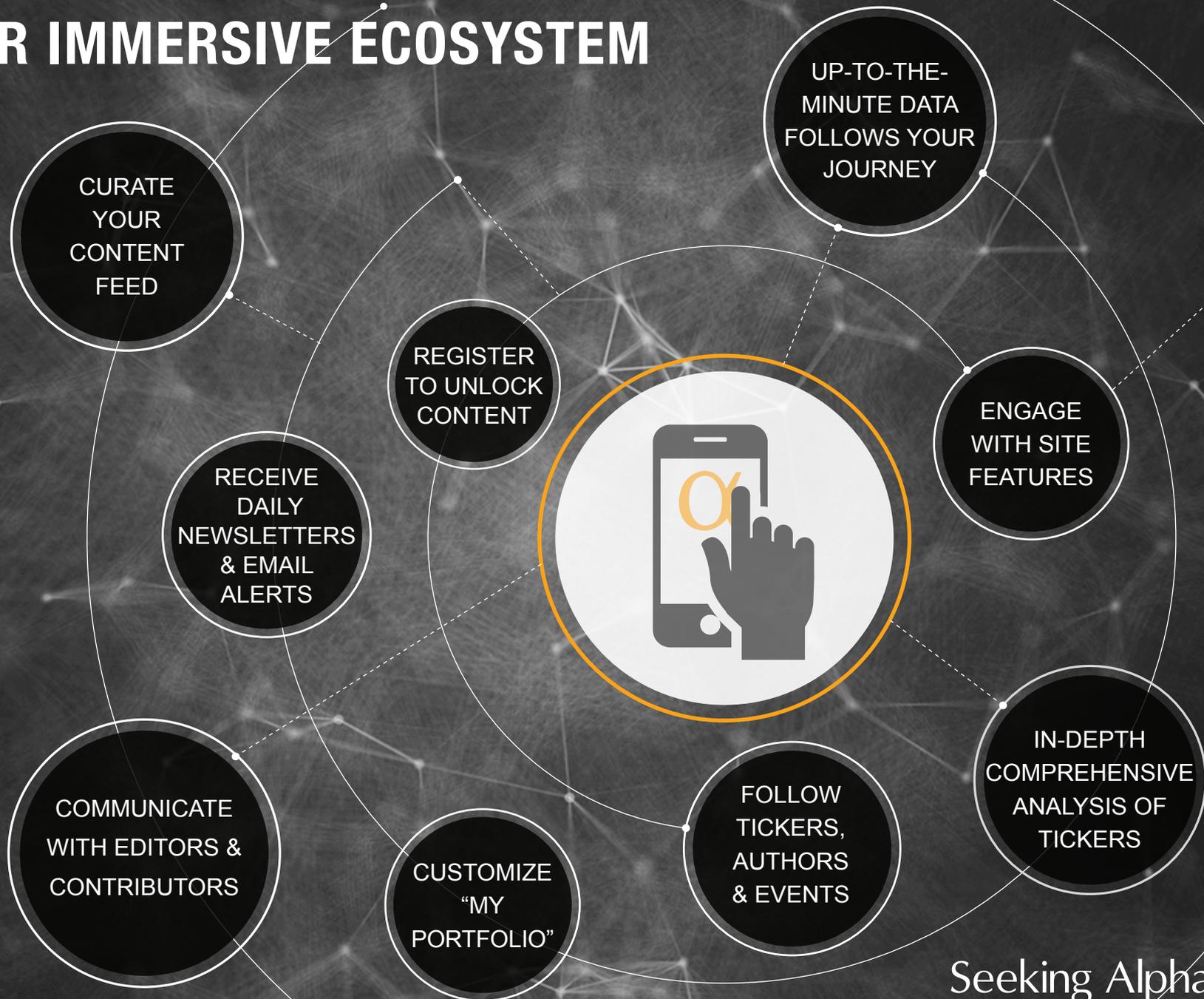
92%
ETFs

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 1ST 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

- Full Page Cover Unit
- Homepage Pushdown Unit
- Parallax
- Full Screen Interstitial
- Gateway Takeovers (across multiple platforms)



PRECISION-TARGETED DISPLAY

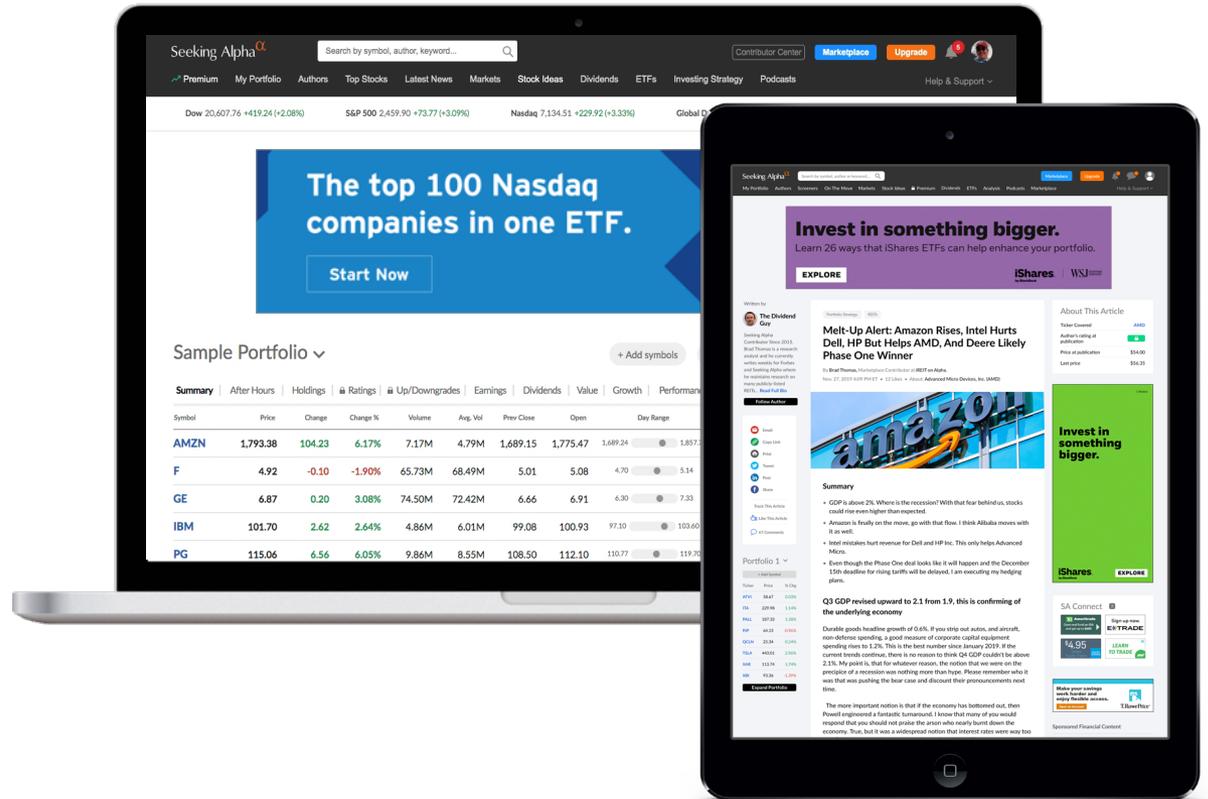
Leveraging Seeking Alpha's proprietary registration data fed by personal profile settings, we will deliver your brand's messaging to valuable audiences in high engagement environments across screens.

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

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.

FEATURED AD SIZES

- 300x250 (available for all newsletters)
- 970x250 (select newsletters)

NEWSLETTERS & SUBSCRIBER REACH

Wall Street Breakfast* | 838K

Investing Ideas* | 342K

Macroview* | 298K

Dividends & Income* | 283K

ETFs & Portfolio Strategy* | 155K

Energy Investing* | 135K

SA Tech Stock Report* | 134K

IPO Daily | 108K

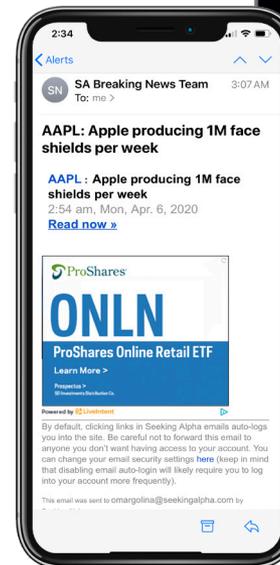
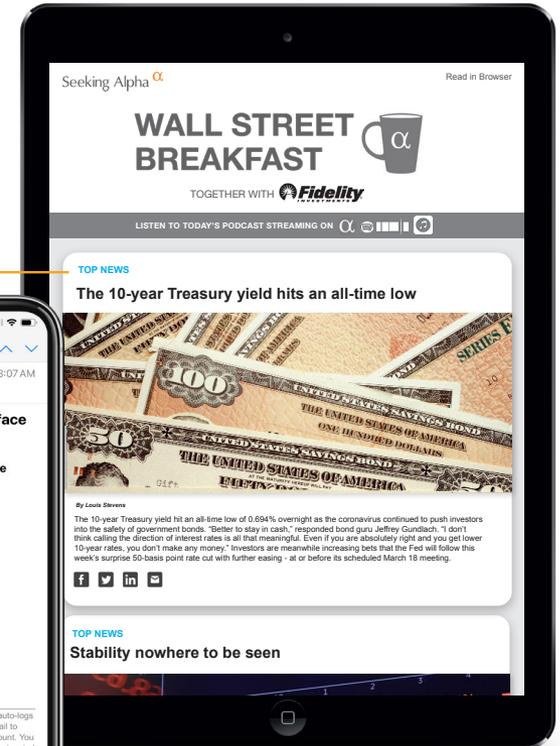
Global Investing* | 70K

Stocks & Sectors* | 31K

M&A Daily | 22K

*970x250 Available in these newsletters.
Source: Internal Analytics, BI FEB '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

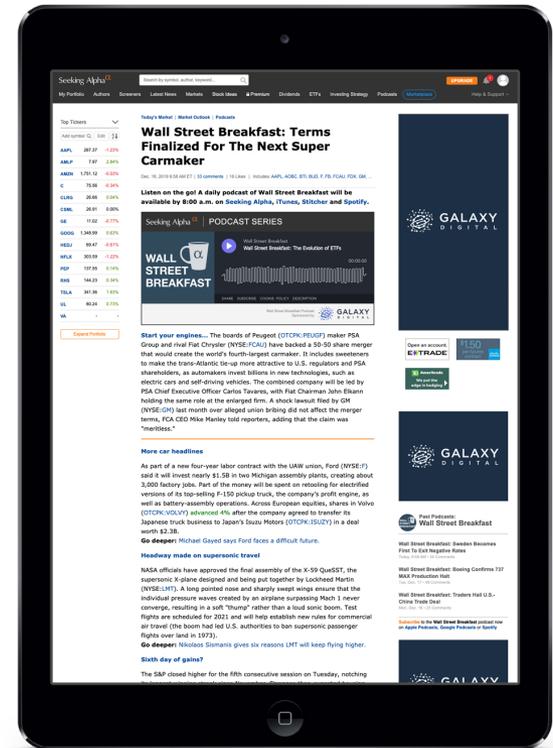
SA for FAs speaks to advisors from the perspective of an advisor to help navigate the current issues they face in their own practices.

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.

SPONSORSHIP OPPORTUNITIES INCLUDE:

- Presenting sponsor credit and live reads/pre-recorded: 15 or :30 spots (pre, mid and post-roll depending on podcast)
- Display ads and native content integration on podcast pages
- Opportunity to explore editorially -vetted though leader integrations and topical "special reports"



STREAMING ON:     

*Source: Megaphone, March 2020

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.

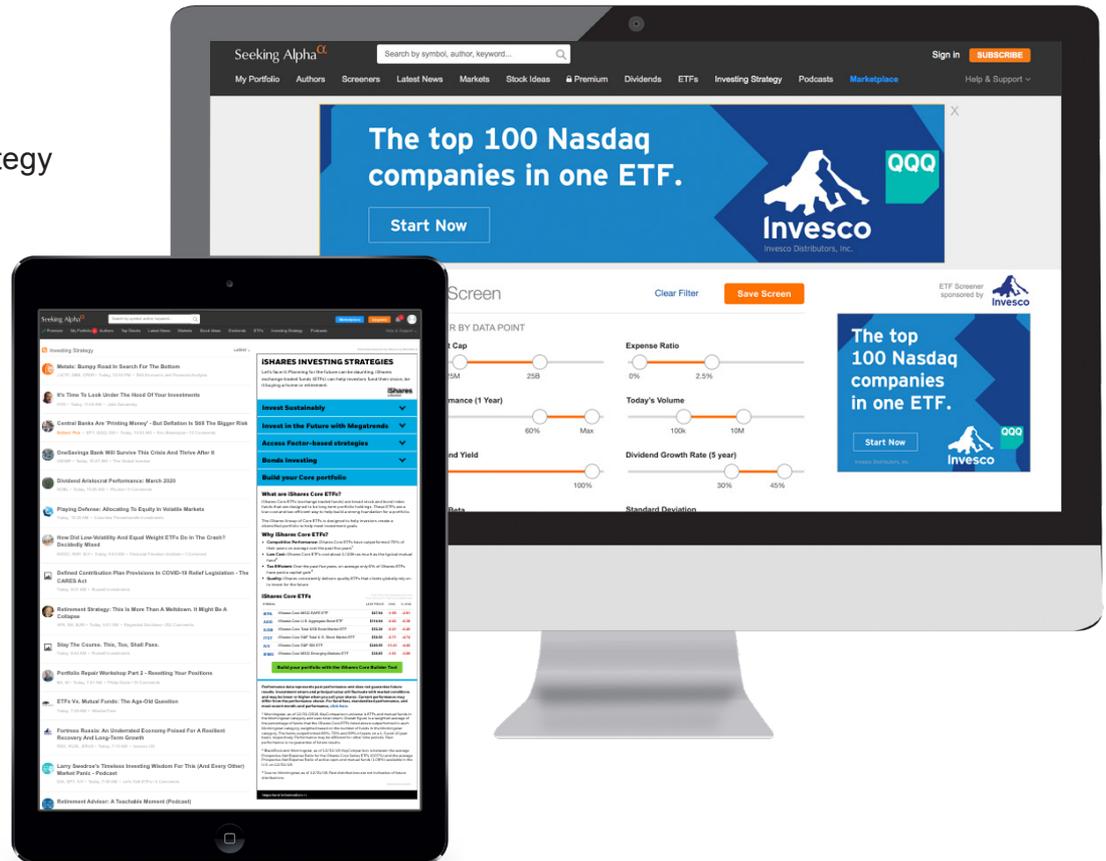


EDITORIAL INTEGRATIONS

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

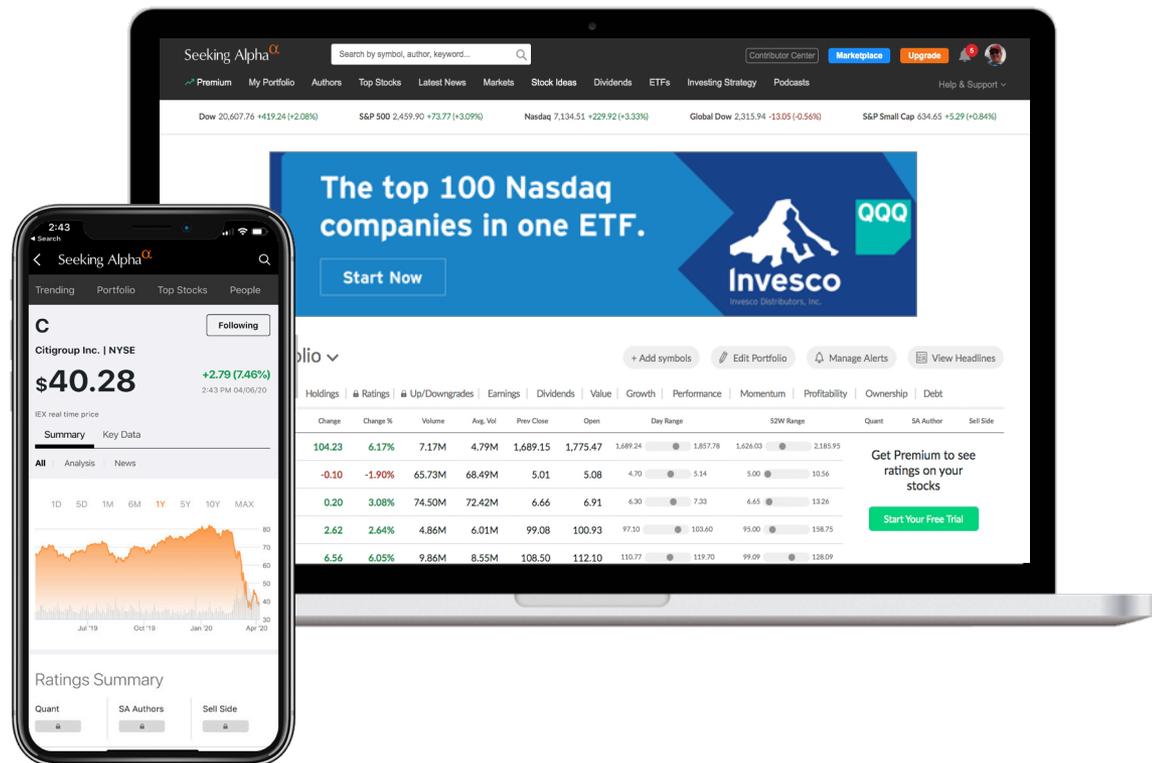


UNIQUE TICKER-BASED EXECUTIONS

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

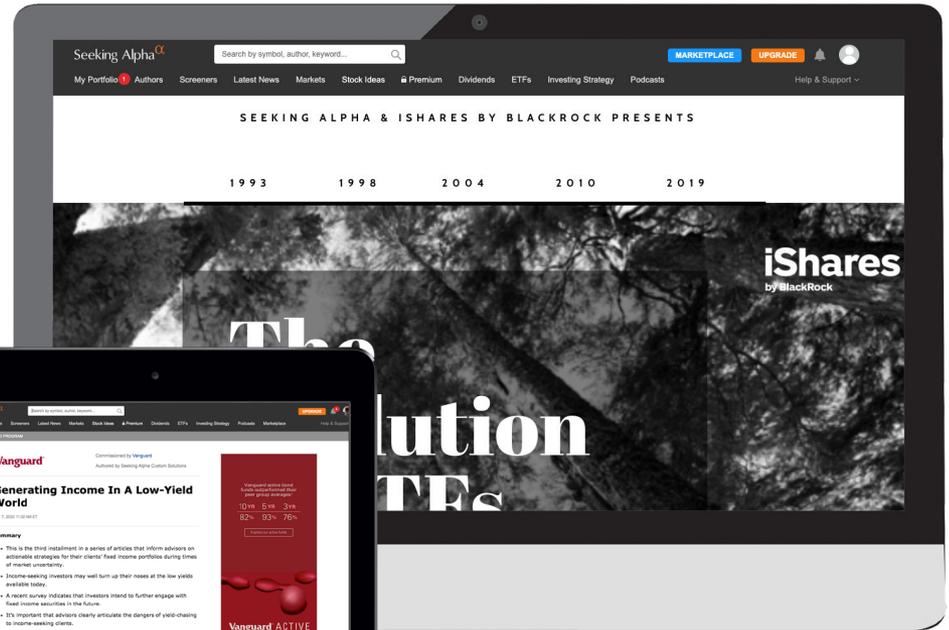


NATIVE & CO-CREATED CONTENT

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.



A hand is shown in the upper left corner, placing a single puzzle piece into a larger puzzle. The puzzle pieces are dark and glossy, with a bright light shining through the hole created by the missing piece. The background is a dark, textured surface.

Seeking Alpha α

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