

Seeking Alpha  $\alpha$

POWER *to* INVESTORS

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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 visitors come to us not only to read, but to contribute and participate in the conversation.

17K+

INDIVIDUAL  
CONTRIBUTORS

350+

CONTRIBUTING  
FIRMS

8K+

TICKERS  
COVERED

7K+

ARTICLES & EARNINGS  
TRANSCRIPTS PER MONTH



# OUR PILLARS

## OUR INFLUENCE

The breadth and depth of 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, our content 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 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 unique characteristics. Our author ratings provide a snapshot of our contributors' qualitative opinions.

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



# SEEKING ALPHA BY THE NUMBERS

17M+

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

210M

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

10M+

REGISTERED USERS<sup>1</sup>

60%

MOBILE TRAFFIC<sup>1</sup>

40%

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

# OUR AUDIENCE PROFILE

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\*

# CONTENT FOR ALL TYPES OF INVESTORS

## RETAIL/INDIVIDUAL<sup>1</sup>

INDEX  
142

\$1.5M+

AVERAGE INVESTABLE ASSETS

INDEX  
140

11.6

AVERAGE NUMBER  
OF FINANCIAL TRANSACTIONS\*

INDEX  
118

\$930K

AVERAGE RETIREMENT SAVINGS

### AREA OF INFLUENCE

INVESTING

INDEX  
128

BANKING

INDEX  
119

PLANNING FOR  
RETIREMENT

INDEX  
121

INSURANCE

INDEX  
114

## PROFESSIONAL<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

\*Within a 12 month period

Source: <sup>1</sup>Ipsos Affluent Adult Survey, Spring 2020; <sup>2</sup>Erdos & Morgan, FAMOUS



# OUR IMMERSIVE ECOSYSTEM



# UNLEASHING THE POWER OF FIRST-PARTY DATA

## HARNESSING SA'S DATA SIGNALS TO TAILOR A BESPOKE TARGETING APPROACH

Deliver your content, products and brand messages to the right user at the right time.

BROKER PREFERENCE | VOCATION | TICKERS FOLLOWED

TRADING FREQUENCY | PORTFOLIO HOLDINGS

REGISTERED INTERESTS | SENTIMENT | CONTENT CONSUMPTION

PREMIUM SUBSCRIBERS | VOLATILITY TRIGGERS



# ADVERTISING SOLUTIONS

Our cross-platform solutions offer unique formats to engage your target, from display to newsletters to native and takeovers

- 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

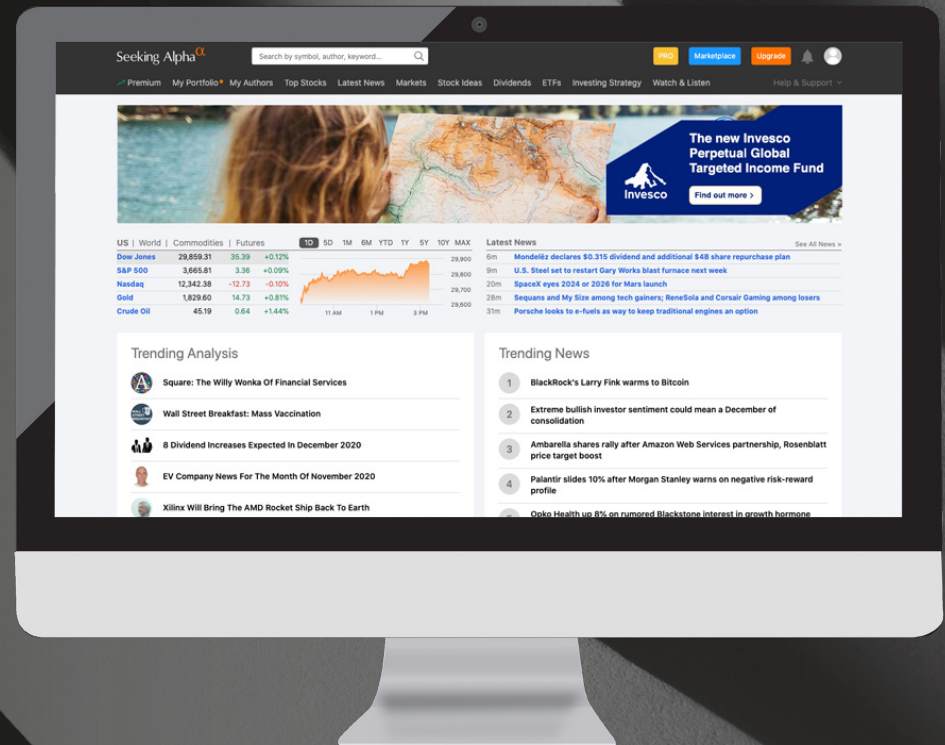


# IMMERSIVE HIGH IMPACT

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

## OPPORTUNITIES INCLUDE

- Desktop Super Billboard Unit
- Targeted Billboard Unit
- Desktop Homepage Pencil Unit
- Mobile Parallax
- Mobile Accordion
- Gateway Takeovers (across multiple platforms)
- Section-Front Sponsorships



# PRECISION-TARGETED DISPLAY

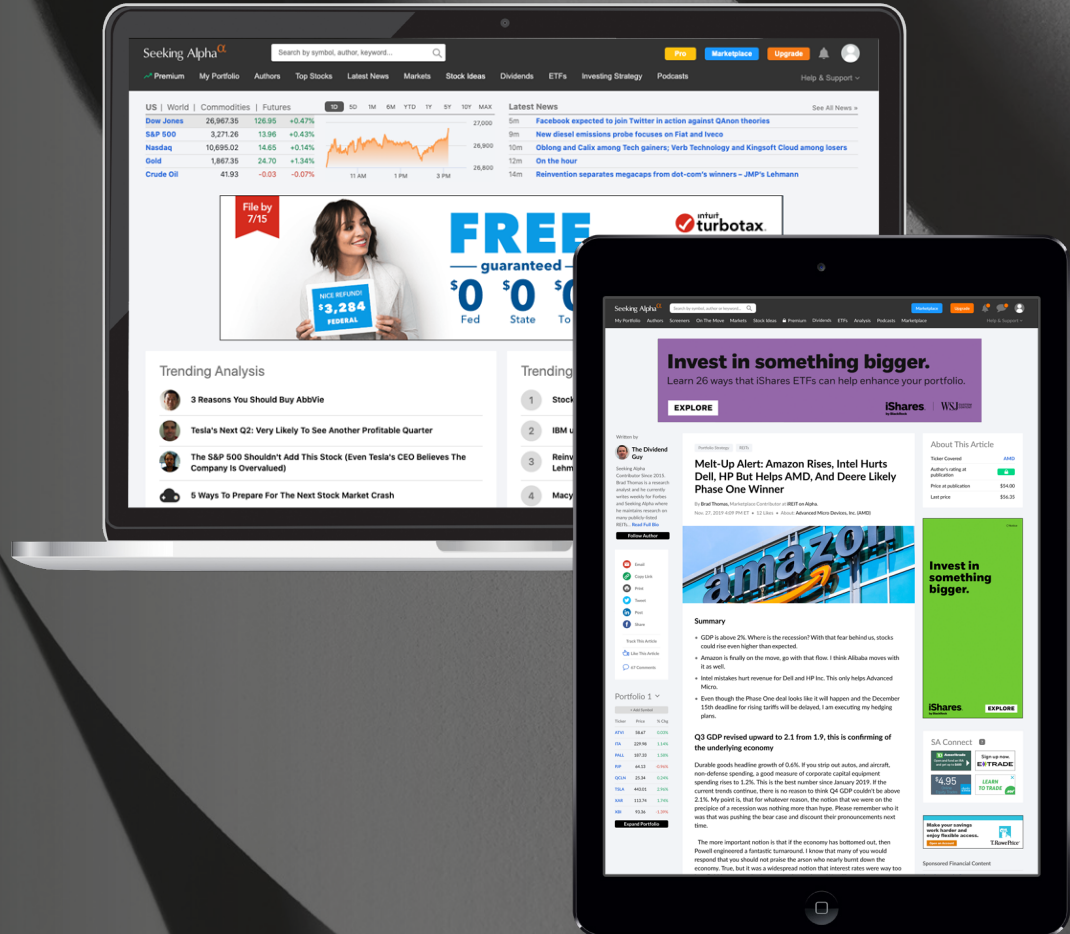
Leveraging Seeking Alpha's proprietary registration data fed by personal profile settings, we will deliver your brand's messaging to valuable audiences in high engagement environments across screens, formats and content themes.

## FIRST-PARTY DATA

- Vocation
- Interests
- Trading Frequency
- Broker Preference
- Content Targeting
- Professional Platform(s) Used
- Personalized Portfolios/Holdings
- Ticker Targeting
- Bullish/Bearish Sentiment
- Premium Subscriber Targeting
- Volatility Targeting
- Influencer Targeting

## ADDITIONAL TARGETING

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





# EMAIL MARKETING

35%  
INCREASE  
IN EMAIL  
SENDS YoY

## OUR NEW NATIVE WALL STREET BREAKFAST NEWSLETTER

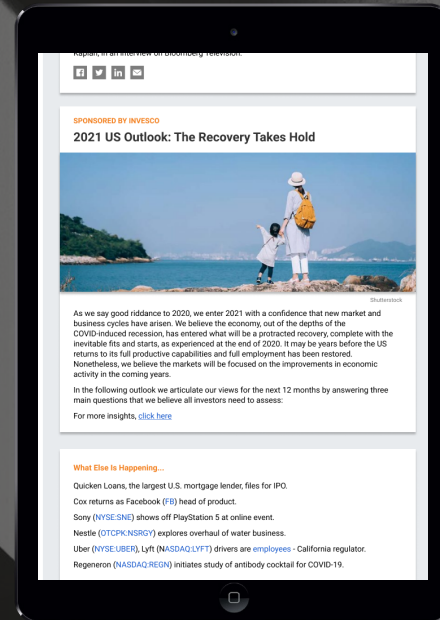
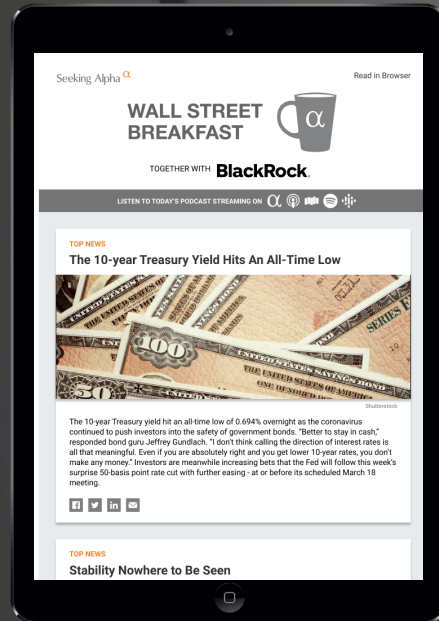
Sponsor our daily flagship newsletter featuring the must-read business and investing headlines of the moment. One-day sponsorships available, including native content distribution and ad units. 1M+ Subscribers and a 35+% Open Rate.

## TARGETED OPPORTUNITIES AND SPONSORSHIPS ACROSS THE SA NEWSLETTER SUITE

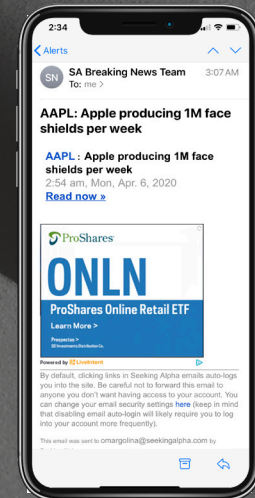
Pinpoint your desired audience or contextually align to a specific topic through both rotational and ownership opportunities across SA's vast newsletter opportunities. Newsletters include Investing Strategy, Macro View, Portfolio & ETF Strategy, Dividends & Income, Breaking News Alerts, and many more.

4M+  
SUBSCRIBERS

### NATIVE SPONSORSHIPS



### BREAKING NEWS ALERT



Source: Internal Analytics, BI Feb 21



# PODCASTS

60%  
INCREASE IN  
DOWNLOADS  
YoY

Seeking Alpha empowers investors with its 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.

## OUR SUITE OF PODCASTS & AVERAGE MONTHLY DOWNLOADS



1.3M



50K



31K



28K



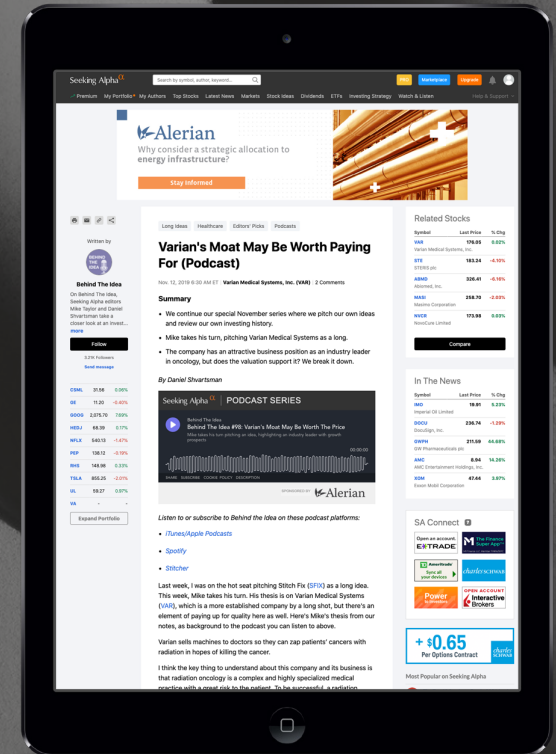
20K



SET TO  
LAUNCH IN Q2

## 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"



STREAMING ON:

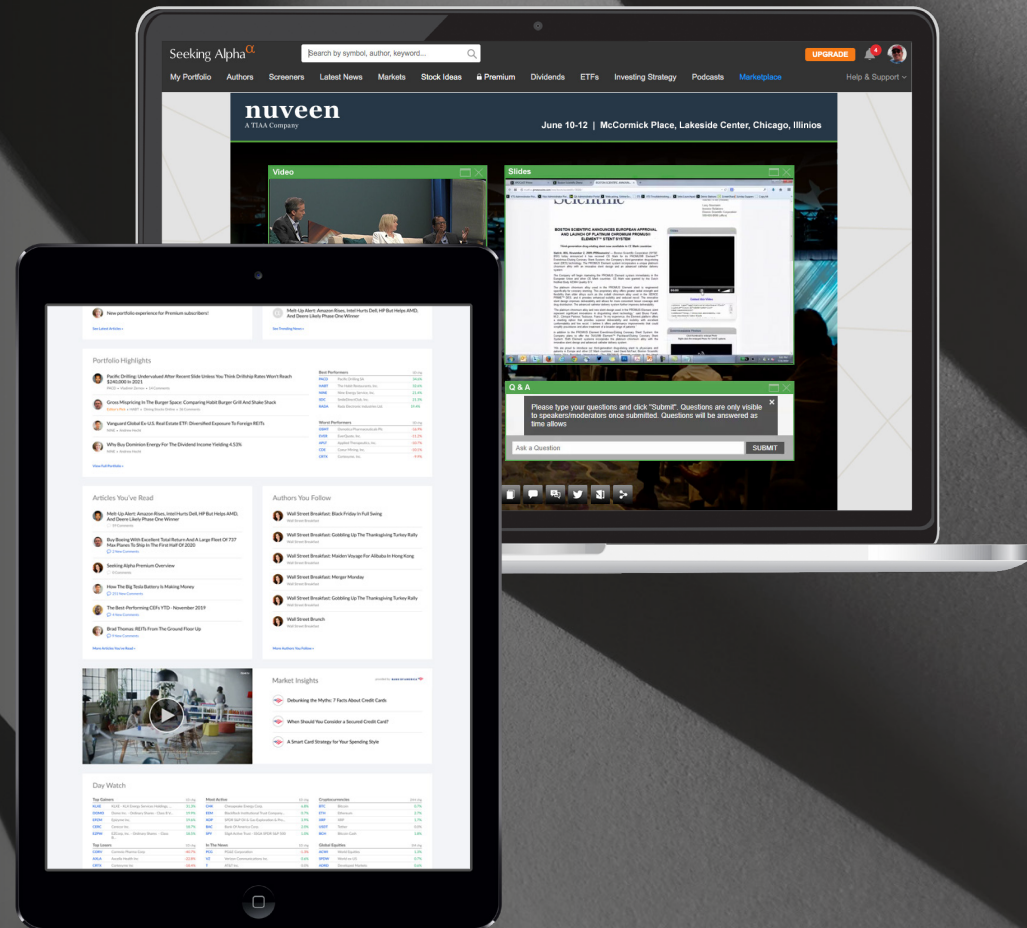


Source: Megaphone, January 2021

# VIDEO

Seeking Alpha helps its clients showcase and produce video content that captures the attention of our highly affluent and influential target audience. SA can play a role in content distribution or syndication, or in the development of branded or episodic/editorial video from the ground up.

- High impact Homepage video units
- Sponsorship/integration within SA's new video franchise Alpha Talks
- Targeted Pre-roll curated and programmed contextually at the page level
- Native video units
- Webinar and Video hosting
- Custom video development via Alpha studios



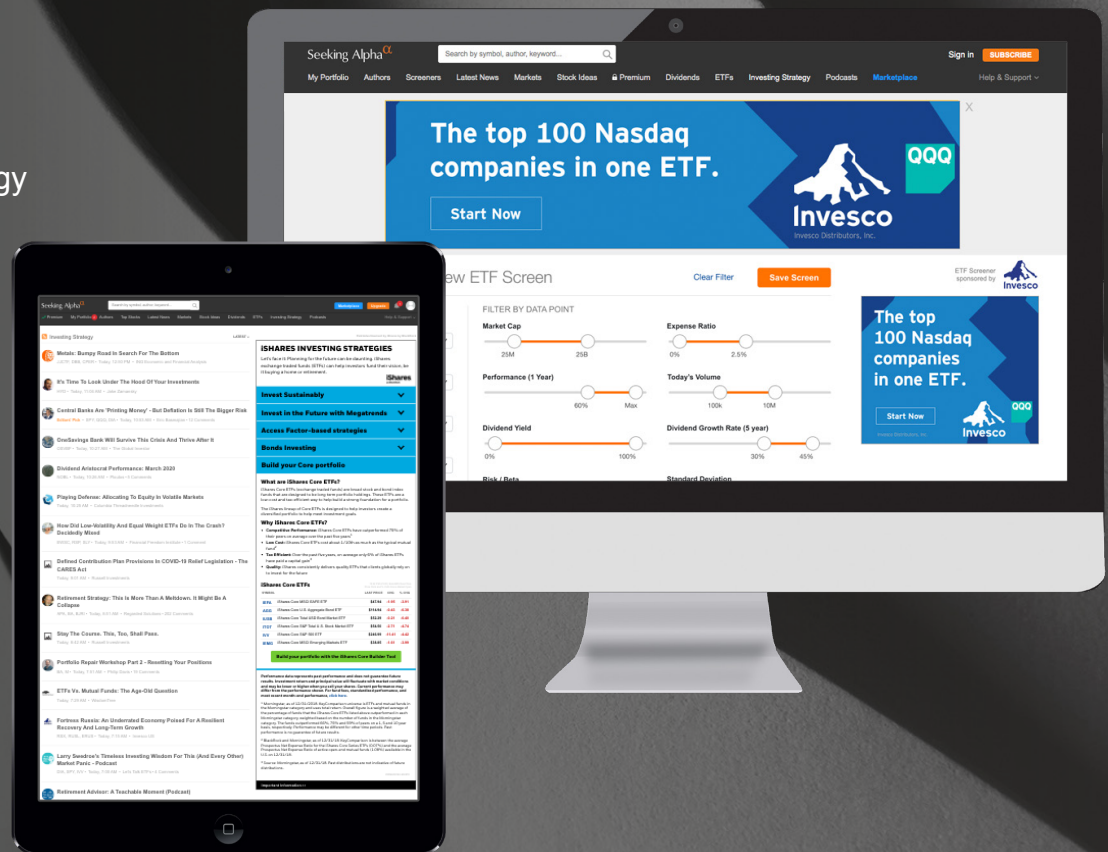


# EDITORIAL INTEGRATIONS

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



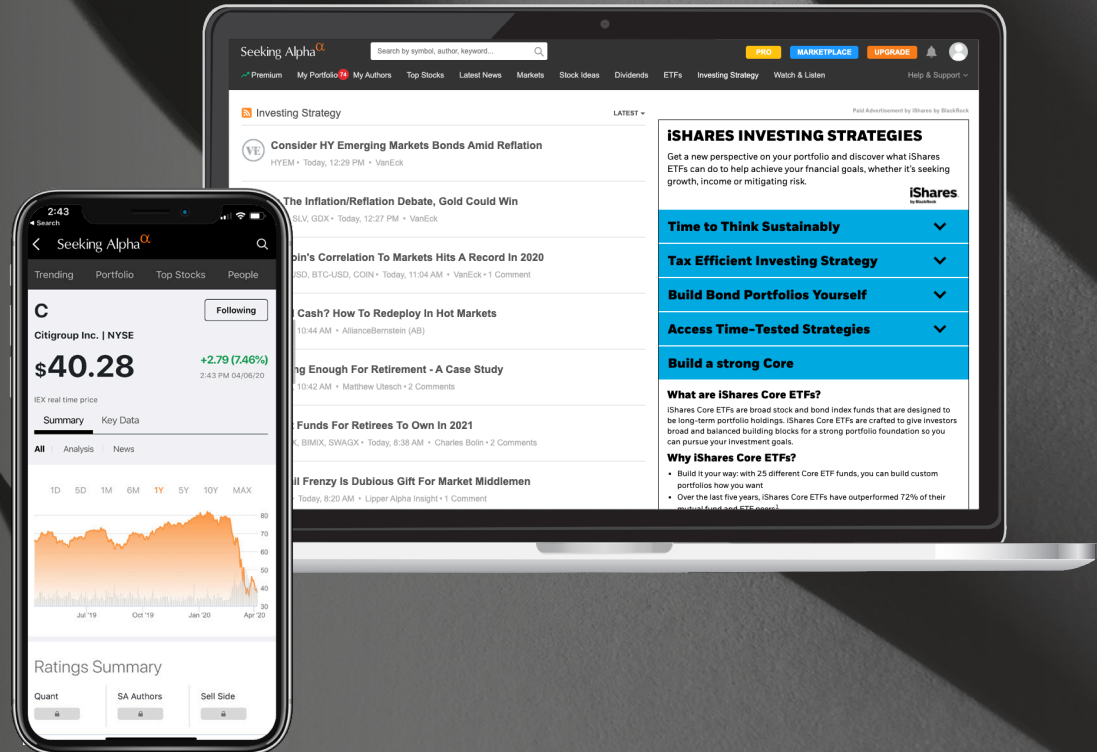


# UNIQUE TICKER-BASED EXECUTIONS

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



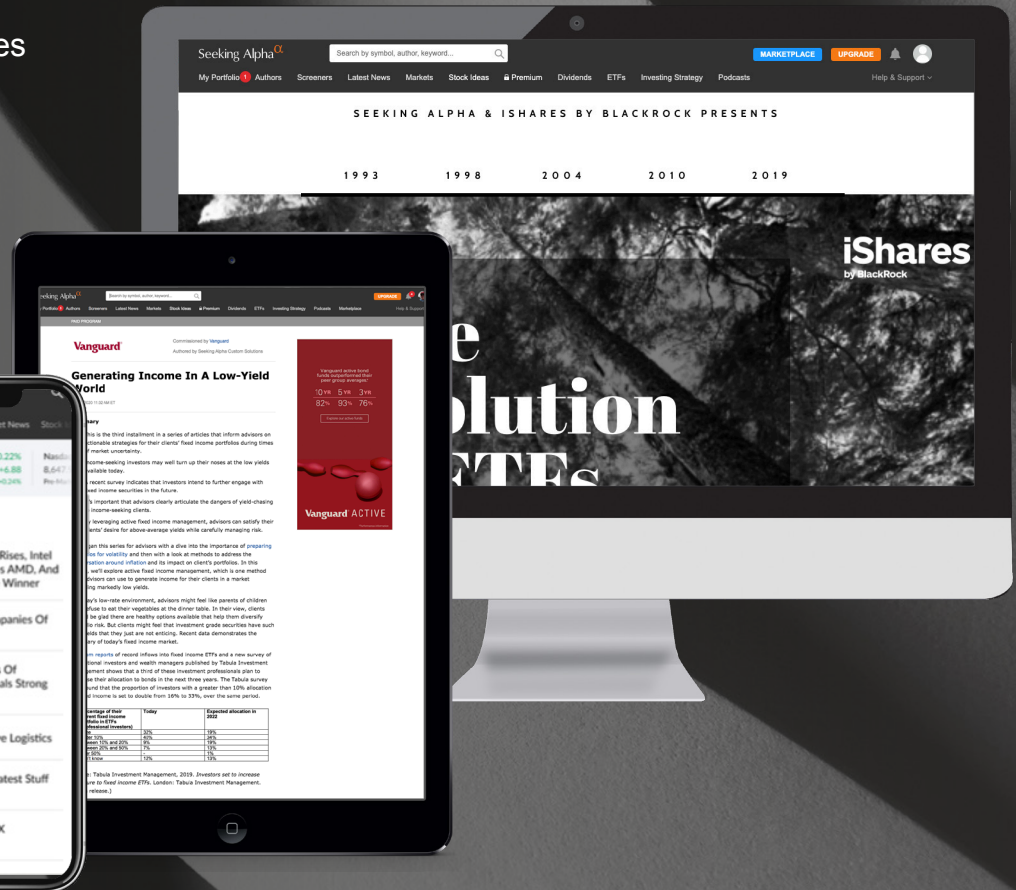
# NATIVE & CO-CREATED CONTENT

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.

SA BEATS  
NUDGE FINANCIAL  
SERVICES CONTENT  
BENCHMARK BY  
75%+\*



\*Compared to Nudge Content Measurement & Intelligence Financial Services Benchmarks, 2020



# 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.

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