



Media Kit

2022



Who Is Wise Publishing?

Wise Publishing is a digital publisher and technology company — but we're much more than that. We're a group of talented, passionate people who believe online publishing tools should be more useful and productive, and that consumers deserve the best possible information to help them make smart choices and get ahead. (We're serious about that stuff, but trust us — we know how to have fun, too.)

Our core product is MoneyWise, our widely read, high-quality personal finance brand which serves the U.S. (MoneyWise.com) and Canada (MoneyWise.ca). We also operate Half Banked (HalfBanked.com), a personal finance site written for a millennial audience but with fans of all ages.

MoneyWise



Featured On

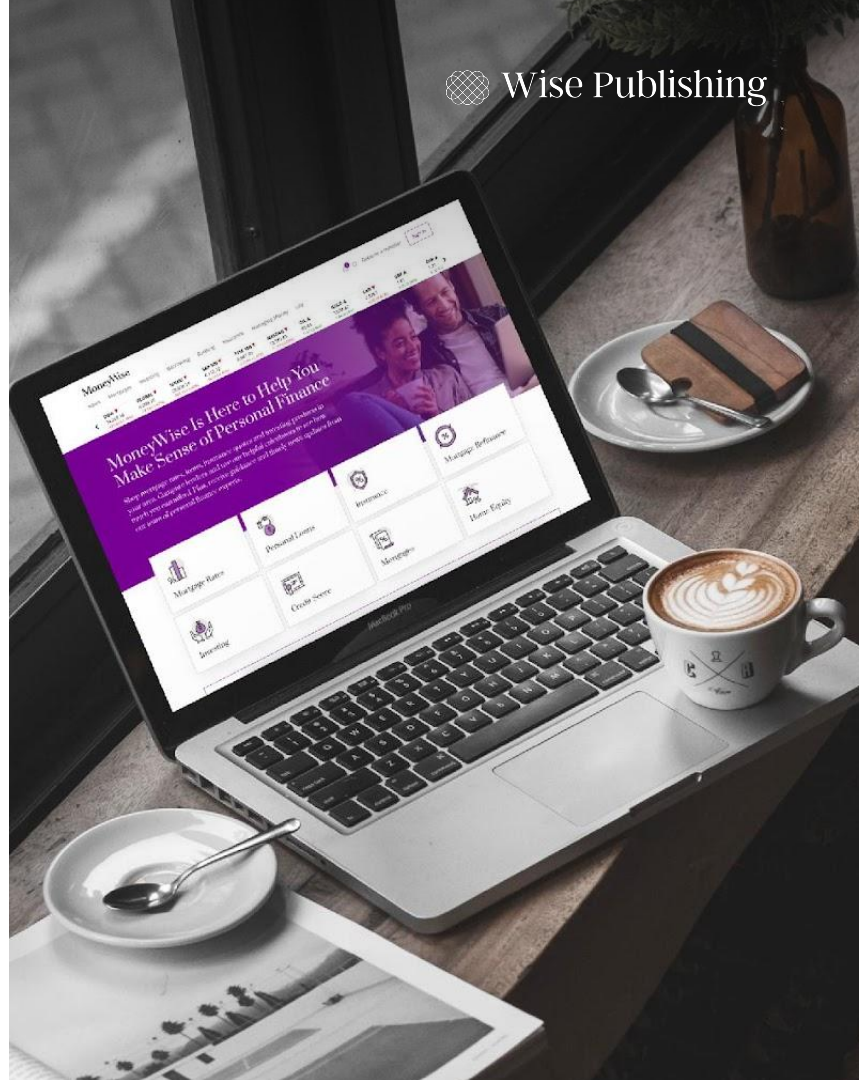
Wise Publishing's content finds its way in front of millions of readers each day, not only on MoneyWise.com and MoneyWise.ca, but also through our partnerships with major media sites and publishers — MSN.com, Yahoo Finance, Apple News, Canada's Financial Post, among others.

Our syndication partners have indicated that they've found the articles to be of high quality, valuable and popular with readers. The content reaches even more readers via news coverage that our well-researched stories have received from big-name media organizations and smaller outlets throughout North America.



NATIONAL POST

FINANCIAL POST





Meet Our Audience

11.2 million MONTHLY UNIQUE VISITORS

Viewership: **Devices**

65%
DESKTOP

35%
MOBILE

Viewership: **Gender**

46%
FEMALE

54%
MALE

Location

90%
UNITED STATES

10%
CANADA

Age Demographic

11%
18-24

14%
25-34

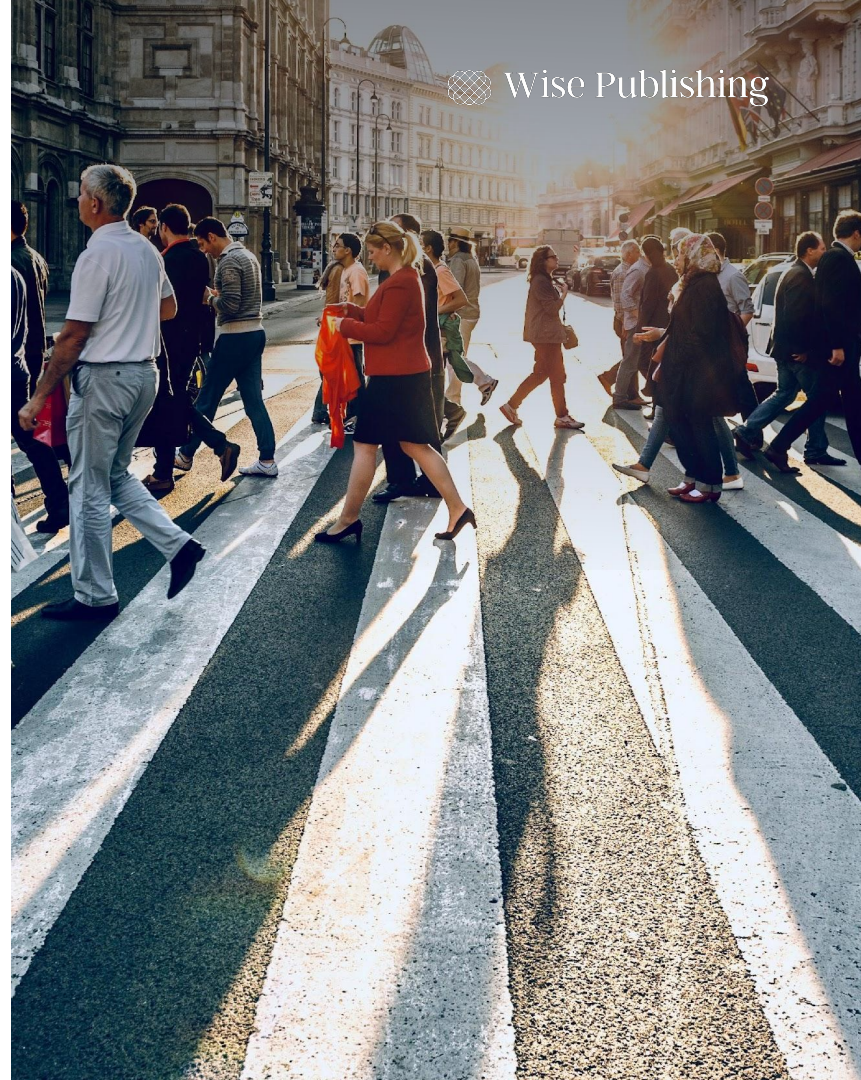
15%
35-44

15%
45-54

20%
55-64

25%
65+

Source: Google Analytics



Meet Our US Audience

11 Million

MONTHLY UNIQUE VISITORS

Viewership: **Devices**

65%
DESKTOP

33%
MOBILE

Viewership: **Gender**

38%
FEMALE

62%
MALE

Location

11%
CALIFORNIA

7%
TEXAS

Age Demographic

6%
18-24

9%
25-34

13%
35-44

17%
45-54

22%
55-64

30%
65+

Source: Google Analytics



Meet Our Canadian Audience

200,000

MONTHLY UNIQUE VISITORS

Viewership: **Devices**

69%
DESKTOP

27%
MOBILE

Viewership: **Gender**

40%
FEMALE

60%
MALE

Location

50%
ONTARIO

14%
BRITISH COLUMBIA

Age Demographic

7%
18-24

9%
25-34

15%
35-44

20%
45-54

21%
55-64

23%
65+

Source: Google Analytics

Media Kit 2022



Index Categories / Rating

HHI

150K **120 Index**

Browsing Interest

Personal Finance **259 Index**

Credit, Debt, & Loans/Education **3089 Index**

Credit, Debt, & Loans **466 Index**

Investing **209 Index**

Credit, Debt, & Loans/Automotive **197 Index**

Investing/Retirement Planning **197 Index**

Insurance/Life Insurance **177 Index**

Investing/Stocks **170 Index**

Tax Planning **164 Index**

Insurance **159 Index**

Education

Grad School **125 Index**

Business **227 Index**

Education **155 Index**

College and University **367 Index**

Real Estate **381 Index**

Residential **613 Index**

Sales **292 Index**

Source: Quantcast

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In Market Segments

Consumers come to the MoneyWise sites for help making important financial decisions during all life stages, whether they're choosing what college to attend and how to pay for it, or how to prepare for retirement and the ways to enjoy it. Advertising on MoneyWise is an easy way to meet your market audience where they are. Below are a few of our highest in-market segments.

Employment

MoneyWise readers are eager to get ahead in their careers. They utilize our research to help them make their next move in the job market and even switch to a new profession.

Auto & Vehicles

Americans buy an average of 10 plus vehicles in their lifetimes, and each of those purchases is a large financial commitment. MoneyWise provides our readers with the information they need to make those buying decisions confidently.

Financial/Investment Services

There are a million different ways to save and invest for your future. MoneyWise breaks down all of the options, providing comprehensive comparisons that help consumers find the products they need to reach their goals.

Travel/Hotels & Accommodations

We're all looking for the next best vacation to take. We've taken the time to narrow down the best and worst travel options for our readers.

Real Estate/Residential Properties

Whether you're a renter or already own a home, or if you're considering a relocation, buying your next place can be daunting. MoneyWise provides tools and insights to help our readers plunge into a real estate deal.

Advertise With Us

Wise Publishing runs digital publications that respect readers at every turn, by offering high-quality editorial content, a fluid user experience, and value and transparency in our advertising.

The Wise Publishing team is filled with passionate people on a mission to help readers of its publications understand complex topics and get ahead. Wise Publishing gives equal value to its advertisers, and works hard to deliver to them the very best possible results. Wise Publishing finds high-intent, high-value readers and connects them with the most relevant advertising — a win-win-win.



Connect With Our Audience

Digital Display & Video

Wise Publishing offers over 100 million meaningful opportunities to put your brand in front of engaged visitors.

Native Advertising

Get noticed by blending in. Let our readers engage with your content in a MoneyWise-branded environment.

Performance-Driven Campaigns

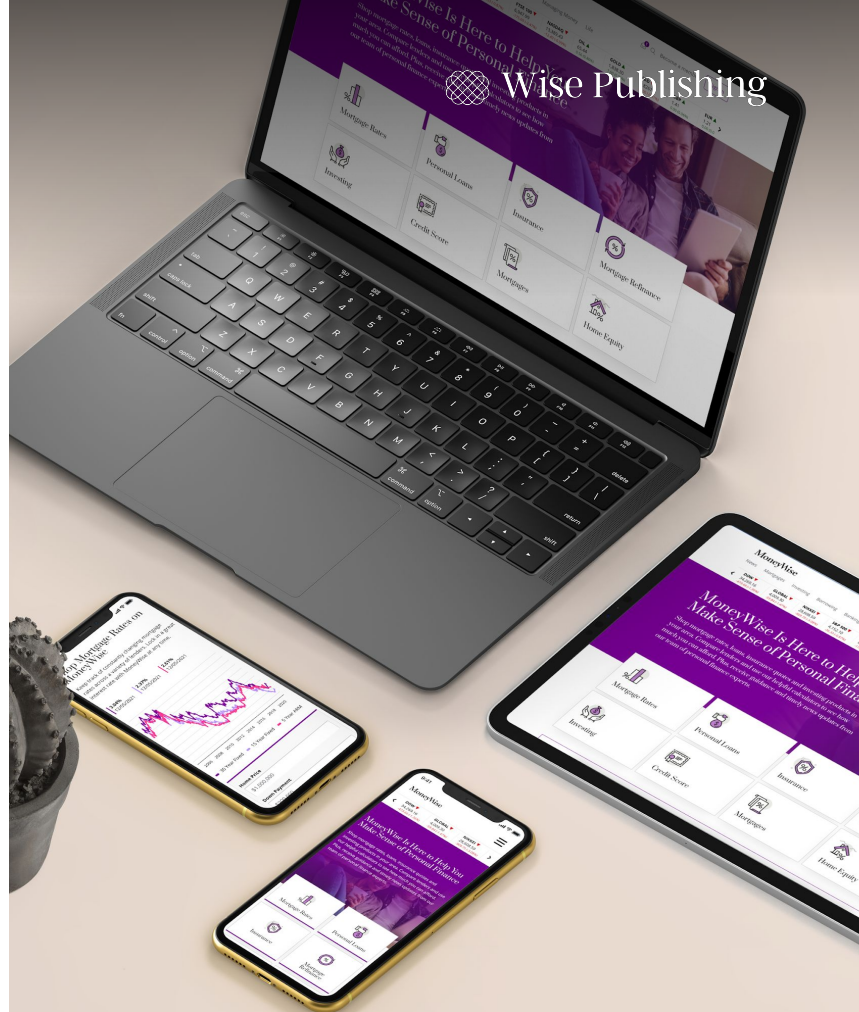
Get in front of consumers who are ready to take action.

Email

Our growing subscriber base looks forward to our regular newsletters. Sponsor an email and introduce your brand to thousands of engaged readers.

Content Sponsorships

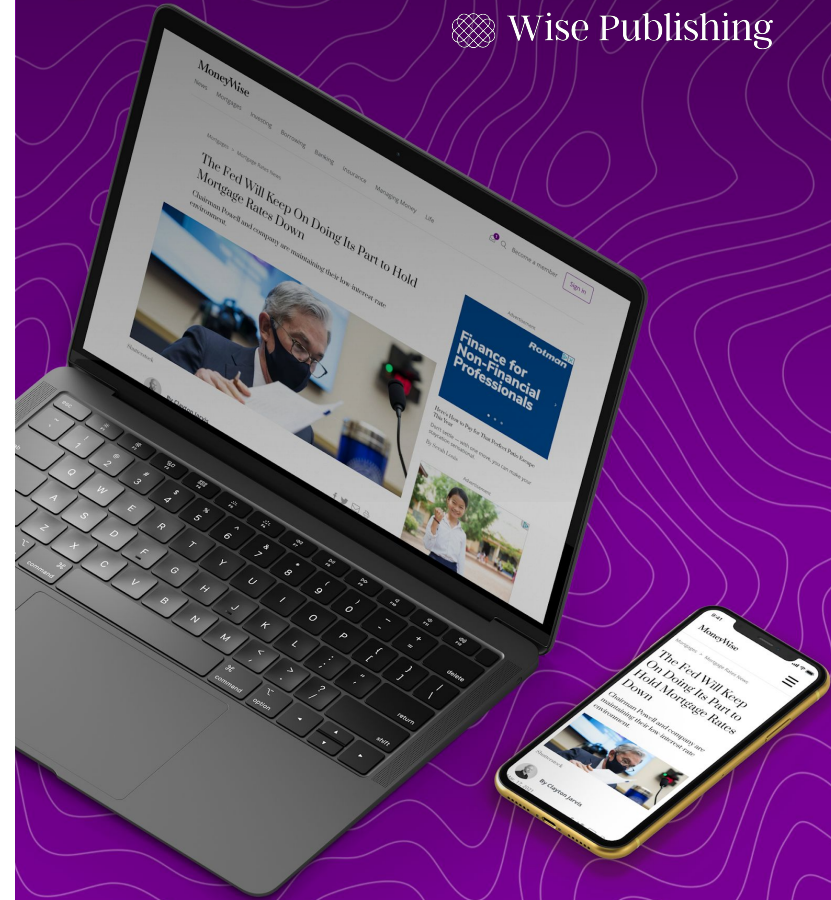
Let our trusted content team put together a package that drives brand awareness and educates consumers on your valuable products.



Digital Display & Video

Wise Publishing offers over 100 million meaningful opportunities to put your brand in front of engaged visitors.

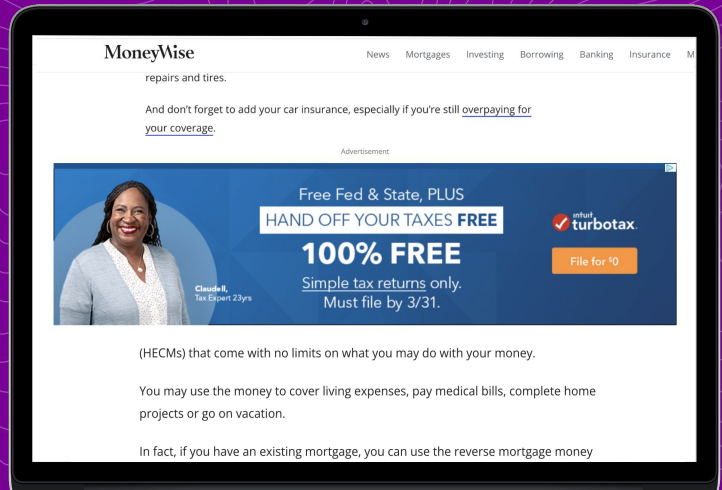
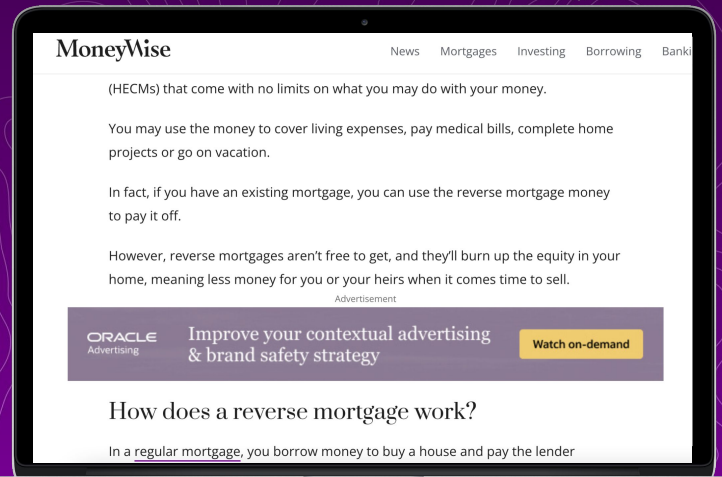
- 600 million impressions
- 75% viewability
- Cross-device Targeting
- Combine our first-party data with third-party data for unique audiences
- Programmatic capabilities: From sponsorships to programmatic guarantees, Wise Publishing executes seamlessly, taking advantage of contextually relevant display placements.
- Our inventory is accessible via over 20+ SSPs, including: GAM, TripleLift, AppNexus, PubMatic, Rubicon, OpenX and Sharethrough.



High Impact Placements

Stand out while fitting in. Our High Impact Ad Placements input relevant, high quality, display ads directly into our content creating a seamless user experience

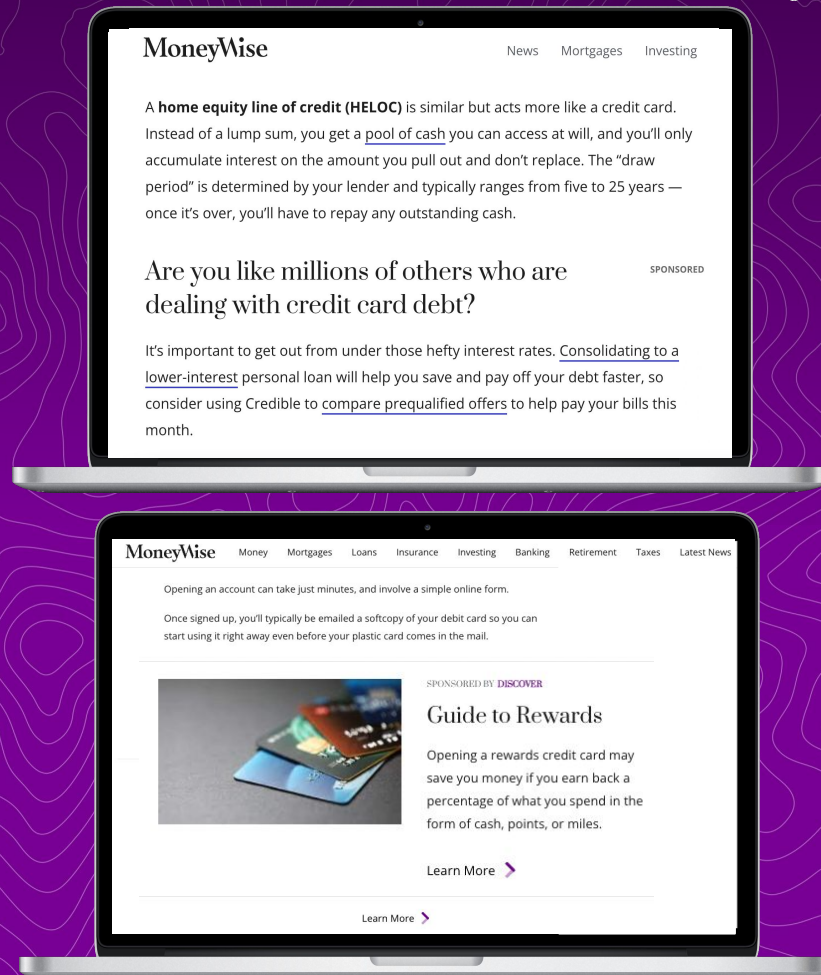
- Create relevant, useful and engaging ad experiences
- Our large-canvas formats allows your brand to use creativity to capture the attention of the user and invite interaction with your ad
- Get higher engagement rates compared to standard display ads
- Dimensions: 1250x250 & 970x250



Native Advertising

Get noticed by blending in. Let our readers engage with your content in a MoneyWise-branded environment.

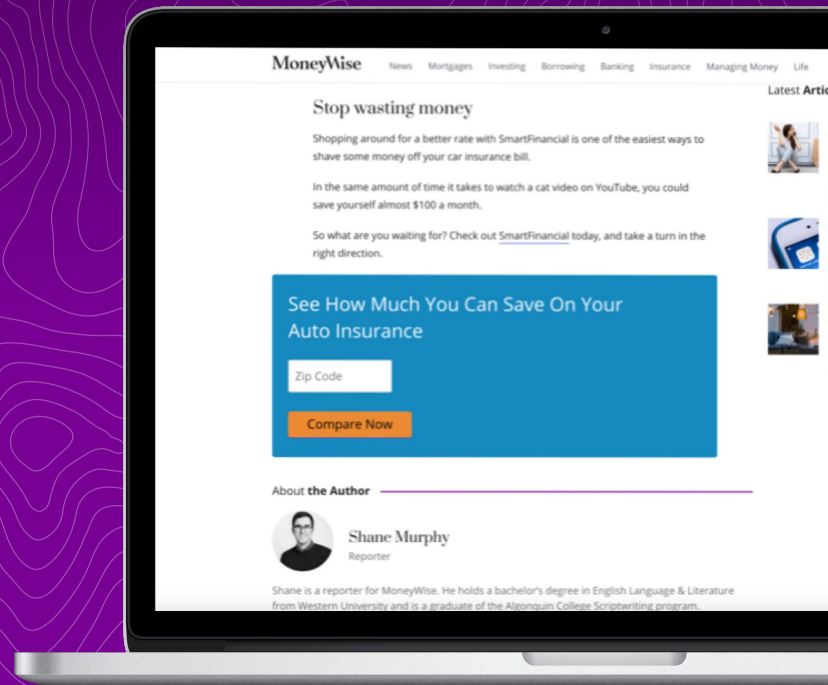
- Directs readers to your MoneyWise-branded content or to your chosen landing page
- Offer in-read advertising through infographics, video, galleries, calls-to-action and content.
- Enjoy high engagement rate
- Native Ad Placement & Native CTA



Performance-Driven Campaigns

Get in front of consumers who are ready to take action through:

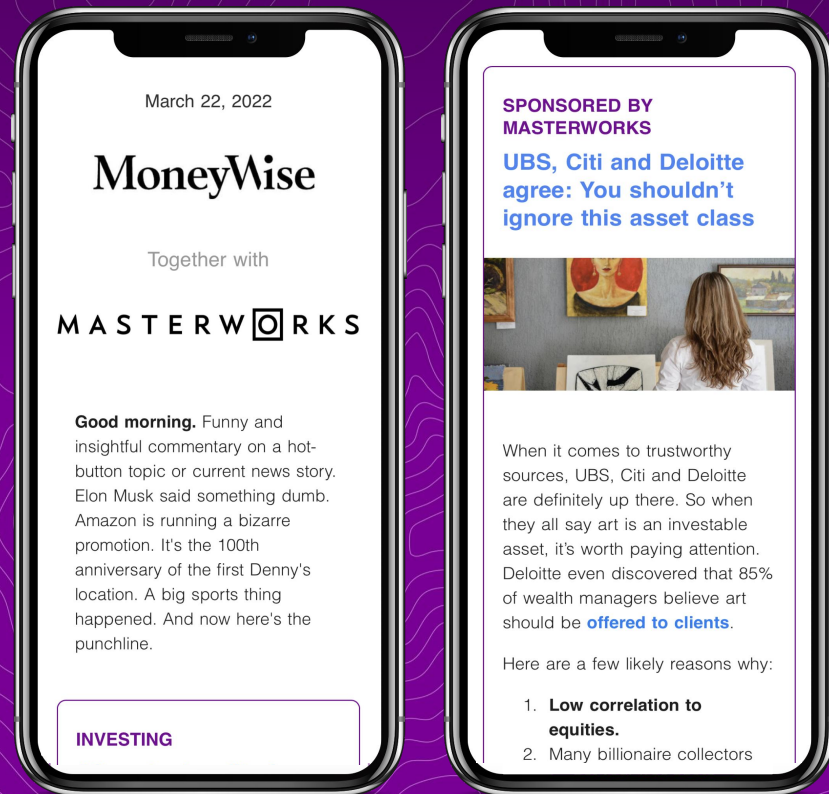
- In-text calls-to-action
- White label lead solutions
- Content sponsorship and performance hybrid packages
- Rate tables: Capture the attention of our most high-intent readers, in our rate comparison tables.
- Real-time data platform



Direct Mail & Newsletter Sponsorships

Wise Publishing respects our email subscribers at every turn, by offering high-quality editorial content, a fluid user experience, and value and transparency in our advertising. Our subscriber lists are full of high-intent, high-value readers and our newsletter connects them with the most relevant advertising — a win-win-win.

- Co-branded sponsorship logo placement
- Native placement of sponsored or branded content.
- 100% SOV of branded content to our entire subscriber base



MoneyWise Subscriber Lists

US Email Newsletter

300,000

SUBSCRIBERS

50%

OPEN RATE

3%

CTR

Canada Email Newsletter

11,000

ACTIVE SUBSCRIBERS

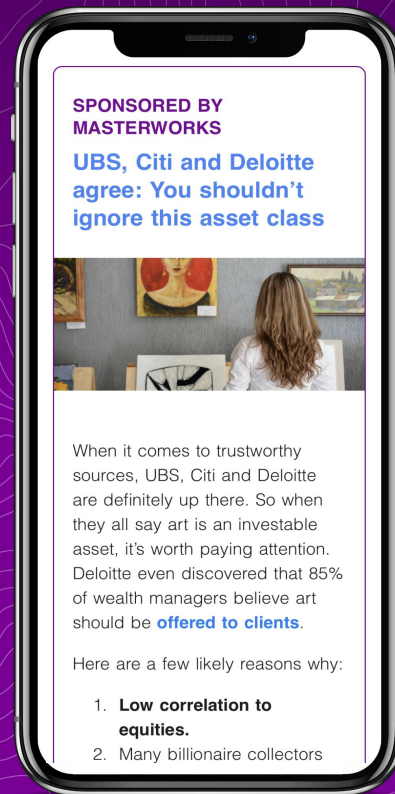
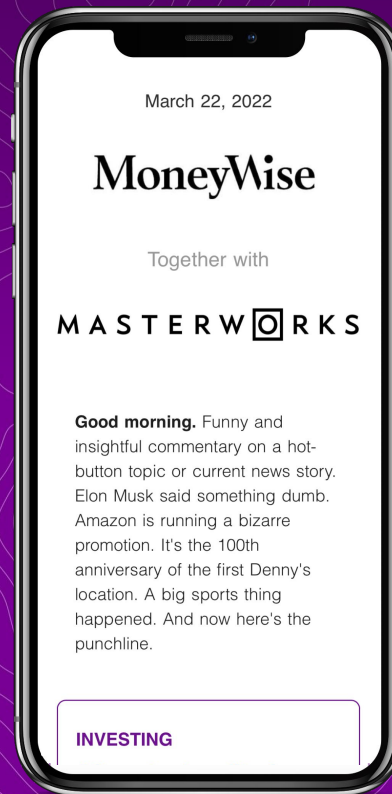
35%

OPEN RATE

5%

CTR

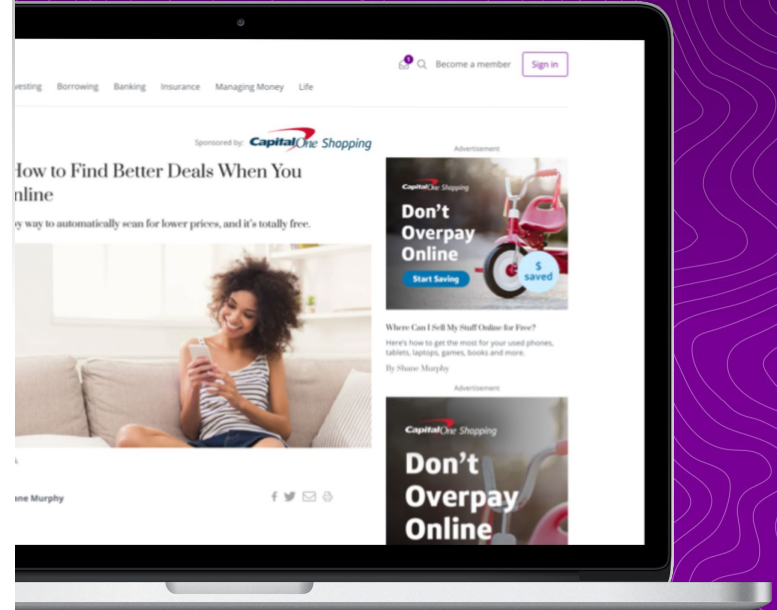
Investing Email Newsletter Coming Soon



Content Sponsorships

Let our trusted content team put together a package that drives brand awareness and educates consumers on your valuable products.

- 100% SOV of advertising placements within editorial, co-created or branded content
- Homepage promotion of sponsored content
- Email and social amplification



2022 US Editorial Calendar

	Topic
January	Tax Season Special Report
	Red Update
	Mortgage Rate Trends

February	Best/Worst States for Retirement
	Tax Season Special Report
	Best Tax Software
	Mortgage Rate Trends

March	Tax Season Special Report
	Fed Update
	Mortgage Rate Trends

	Topic
March Cont.	Spring Homebuying Guide
	Moneywise Homebuying Survey
	Credit Score Data by State

April	Financial Literacy Month Special Report
	Tax Season Special Report
	Mortgage Rate Trends
	Spring Homebuying Guide
	MoneyWise Homeowner Survey
	Student Loan Refinance Special Report

May	Tax Season Special Report
	Fed Update

2022 US Editorial Calendar

	Topic
May Cont.	Mortgage Rate Trends
	Spring Homebuying Guide
	MoneyWise Homeowner Survey
	Best Cash Credit Cards
	Best travel Rewards Credit Cards
June	Investing Basics Guide
	Fed Update
	Mortgage Rate Trends
	Best Mortgage Lenders
	Basic Life Insurance Providers

	Topic
July	Fed Update
	Mortgage Rate Trends
	Best Banks
August	Can Insurance Buying Guide
	Car Insurance Rate Discount Study
	Fall Homebuying Guide
	Mortgage Rate Trends
	Best Coastal Cities for Retirement
September	Fall Homebuying Guide
	Fed Update
	Mortgage Rate Trends

2022 US Editorial Calendar

Topic

October

Mortgage Rate Trends

November

Holiday Spending Update

Fed Update

Mortgage Rate Trends

December

Fed Update

Mortgage Rate Trends

2023 Tax Season Preview

Social Security Payouts by State

2022 Canada Editorial Calendar

	Topic
February	RRSP Season
	Mortgage Trends
	Bank of Canada Interest Rates
	Jobs Update
	Housing Affordability Update

March	Bank of Canada Interest Rate Update
	Jobs Update
	Inflation Update
	Spring Tax Guide

	Topic
April	Best Investing Services/Apps in Canada
	Best Robo Advisors in Canada
	Jobs Update
	BOC Update
	Inflation Update
	Tax Day Warnings
	Spring Homebuying Guide

May	Best High-Interest Savings Account
	Best Mortgage Lenders
	Best High Interest Savings Accounts
	Jobs Update

2022 Canada Editorial Calendar

	Topic
June	Bank of Canada Interest Rate Update
	Job Update
	Inflation Update

July	Jobs Update
	Bank of Canada Interest Rate Update
	Inflation Update

August	Retirement Guide
	The Best Places in Canada to RETire
	Jobs Update

	Topic
August Cont.	Housing Affordability Update
	Inflation Update

September	Bank of Canada Interest Rate Update
	Jobs Update
	Inflation Update
	Fall Homebuying Guide

October	Auto Insurance Discounts Survey
	Jobs Update
	Inflation Update
	Bank of Canada Interest Rate Update

2022 Canada Editorial Calendar

	Topic
November	Money-Saving App Comparison
	Best Cash- Back Credit Cards
	Holiday Spending Update
	Job Update
	Inflation Update
	Housing Affordability Update
	Financial Literacy Month
December	Bank of Canada Interest Rate Update
	Jobs Update
	Inflation Update
	Holiday Spending Update



Contact Us

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