Media Kit
2021
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 that’s written for a millennial audience but has fans of all ages.
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 including MSN.com, Yahoo Finance, Apple News and Canada’s Financial Post.

Feedback from our syndication partners has indicated that they’ve found the articles to be 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.
## Meet Our Audience

**10 million**

**MONTHLY UNIQUE VISITORS**

<table>
<thead>
<tr>
<th>Viewership: Devices</th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>70%</td>
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<table>
<thead>
<tr>
<th>Viewership: Gender</th>
<th>Female</th>
<th>Male</th>
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<tbody>
<tr>
<td>46%</td>
<td>54%</td>
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<table>
<thead>
<tr>
<th>Location</th>
<th>United States</th>
<th>Canada</th>
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<tbody>
<tr>
<td>90%</td>
<td>10%</td>
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</table>

<table>
<thead>
<tr>
<th>Age Demographic</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>20%</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Google Analytics*

Media Kit 2021
# Index Categories / Rating

## HHI
- 150K
- 120 Index

## Browsing Interest

### Personal Finance
- 259 Index
  - Credit, Debt, & Loans
    - 3089 Index
    - 466 Index
  - Investing
    - 209 Index
    - 197 Index
    - 197 Index
  - Insurance/Life Insurance
    - 177 Index
  - Investing/Stocks
    - 170 Index
  - Tax Planning
    - 164 Index
  - Insurance
    - 159 Index

### Business
- 227 Index
  - 155 Index
  - College and University
    - 367 Index

### Education
- 120 Index
  - Grad School
  - 125 Index

### Real Estate
- 381 Index
  - Residential
    - 613 Index
  - Sales
    - 292 Index

*Source: Quantcast*
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 over 10 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 to live can be daunting. MoneyWise provides tools and insights to help our readers plunge into a real estate deal.

*Source: Google Analytics*
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 numbers of subscribers look forward to receiving our regular newsletters. Join us and say hello to our most loyal 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.

- 100 million impressions
- 75% view-ability

- Programmatic Capabilities: From sponsorships to programmatic guarantees, Wise Publishing executes seamlessly, taking advantage of contextually relevant display placement.
- Cross-device Targeting
- Combine our first-party data with third-party data for unique audiences
Native Advertising

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

• Directs readers to MoneyWise-branded content or to your chosen landing page.

• Offer in-read advertising through infographics, video, galleries, calls-to-action and content.

• Take advantage of programmatic capabilities

• Enjoy high engagement rates
Performance-Driven Campaigns

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

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

Our growing numbers of subscribers look forward to our regular newsletters. Join us, and say hello to our most loyal readers.

- Newsletter sponsorship: Includes a co-branded sponsorship logo placement and native placement of sponsored or branded content.

- Dedicated newsletter: 100% SOV of branded content to our entire subscriber base, with strong calls-to-action throughout.

152,000
SUBSCRIBERS

20%
OPEN RATE

3%
CTR
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
- Editorial calendar
# 2021 Editorial Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>July</td>
<td><strong>Which State Is Costliest for Car Owners?</strong></td>
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<tr>
<td>Jul 8</td>
<td>Bank of Canada interest rate announcement coverage</td>
</tr>
<tr>
<td>Jul 14</td>
<td>A Shopping survey - MoneyWise Guide to Getting Deals</td>
</tr>
<tr>
<td>Jul 28</td>
<td>Federal Reserve meeting coverage</td>
</tr>
<tr>
<td>August</td>
<td>MoneyWise Car Insurance Discounts Survey</td>
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<tr>
<td>Aug 10</td>
<td>MoneyWise Guide to Getting Started as an Investor</td>
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<tr>
<td>Aug 18</td>
<td>MoneyWise Guide to the Latest Credit Card Trends</td>
</tr>
<tr>
<td>Sep 8</td>
<td>Bank of Canada interest rate announcement coverage</td>
</tr>
<tr>
<td>Sep 9</td>
<td>The MoneyWise Guide to Saving on Insurance</td>
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<tr>
<td>Sep 14</td>
<td>MoneyWise Investing Survey,</td>
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<tr>
<td>Sep 22</td>
<td>Federal Reserve meeting coverage</td>
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<tr>
<td>Sep 24</td>
<td>Q4 Mortgage Trends</td>
</tr>
<tr>
<td>October</td>
<td>The Best and Worst States for Social Security in 2022</td>
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<tr>
<td>Oct 14</td>
<td>Insurance Open Enrollment: What You Need to Know.</td>
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<tr>
<td>Oct 20</td>
<td>Black Friday/Cyber Monday/Holiday Shopping Coverage</td>
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<tr>
<td>Oct 26</td>
<td>Bank of Canada interest rate announcement coverage</td>
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<tr>
<td>Nov 3</td>
<td>Federal Reserve meeting coverage</td>
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<tr>
<td>Nov 4</td>
<td>A Salute to VA Loans</td>
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<tr>
<td>Nov 16</td>
<td>MoneyWise holiday-related Credit Cards Survey</td>
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<tr>
<td>Nov 26</td>
<td>Black Friday / Cyber Monday</td>
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<tr>
<td>Dec 1</td>
<td>MoneyWise Guide to Saving in Retirement</td>
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<tr>
<td>Dec 8</td>
<td>Bank of Canada interest rate announcement coverage</td>
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<tr>
<td>Dec 14</td>
<td>The MoneyWise Year in Review</td>
</tr>
<tr>
<td>Dec 15</td>
<td>Federal Reserve meeting coverage</td>
</tr>
<tr>
<td>Dec 29</td>
<td>Q1 Mortgage Trends</td>
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