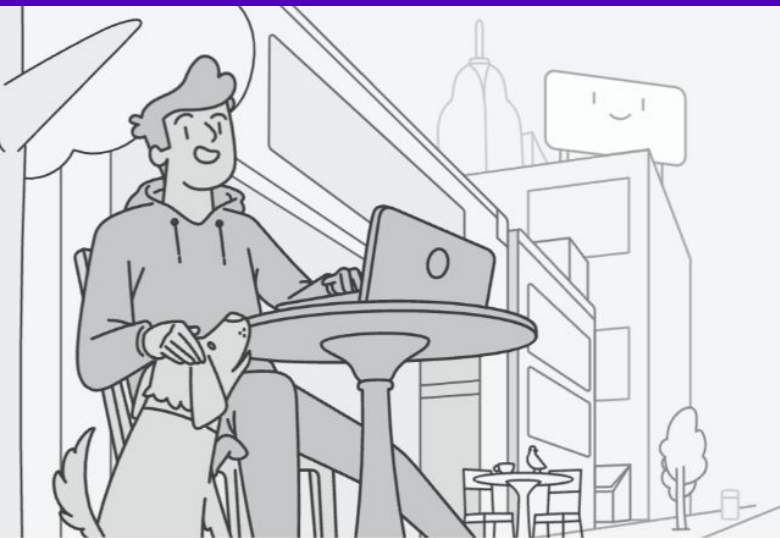




Media Kit

2024



Who is Moneywise?


Moneywise is a personal finance 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.

Our core products are our widely read, high-quality personal finance brands which serve the U.S. ([Moneywise.com](https://www.moneywise.com)) and Canada ([Money.ca](https://www.money.ca)).

[News](#)[Investing](#)[Retirement](#)[Banking](#)[Mortgages](#)[Loans](#)[Insurance](#)[Taxes](#)

Live a richer life

For every stage of your financial journey, we are here for you.



Meet Our Readers

11 Million Monthly Unique Visitors

Wise Publishing finds high-intent, high-value readers and connects them with the most relevant advertising — a win-win-win.

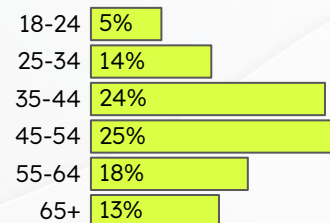
Gender Breakdown



Device Breakdown



Age Breakdown



Index Categories

HHI

150k 120 Index

Education

Grad School 125 Index

Browsing Interest

Personal Finance	259 Index	Business	227 Index
Credit, Debt, & Loans/Education	3089 Index	Education	155 Index
Credit, Debt, & Loa	466 Index	College and University	367 Index
Investing	209 Index	Real Estate	381 Index
Credit, Debt, & Loans/Automotive	197 Index	Residential	613 Index
Investing/Retirement Planning	197 Index	Sales	292 Index
Insurance/Life Insurance	177 Index		
Investing/Stocks	170 Index		
Tax Planning	164 Index		
Insurance	159 Index		

Source: Quantcast

In Market Segments

Investing

There are a million different ways to invest for your future. Moneywise breaks down all of the options.

Real Estate

Moneywise provides tools and insights to help our readers plunge into a real estate deal.

Credit Cards

Moneywise provides our readers with the information they need to select the right credit card for them.

Mortgages & Loans

Borrowing money can get complicated. Moneywise helps our readers choose the best lender for them.

Banking

Moneywise provides our readers with key information so they can choose a bank that best fits their lifestyle.

Partner with Moneywise

Content Sponsorships

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

Performance-driven Campaigns

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

Native Advertising

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

Digital Display & Video

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

Email

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

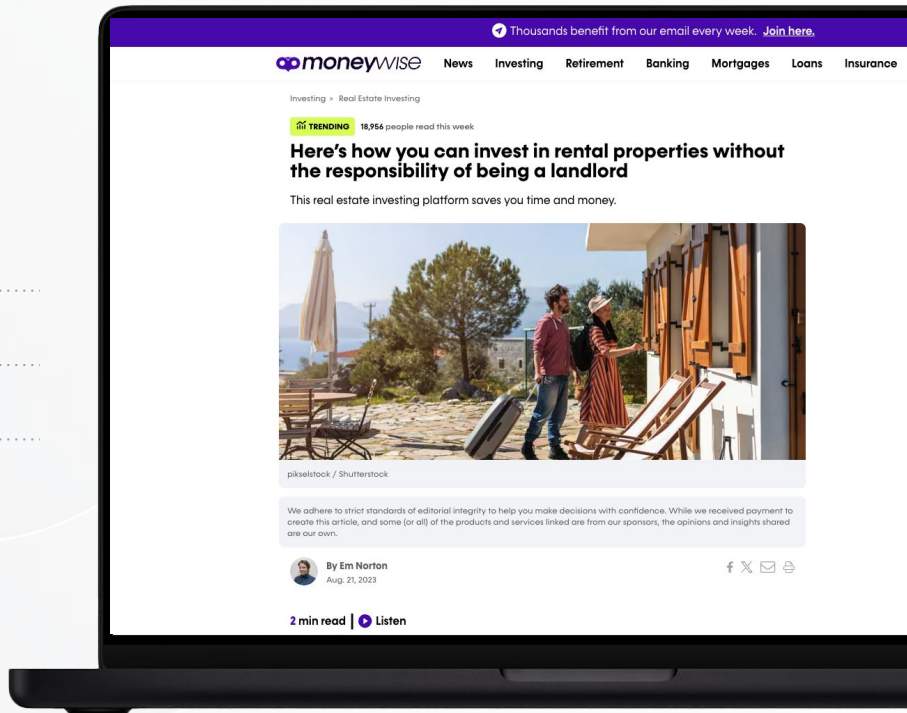
Homepage Take Over

Stand out by featuring your brand on our homepage.

Content Sponsorships

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

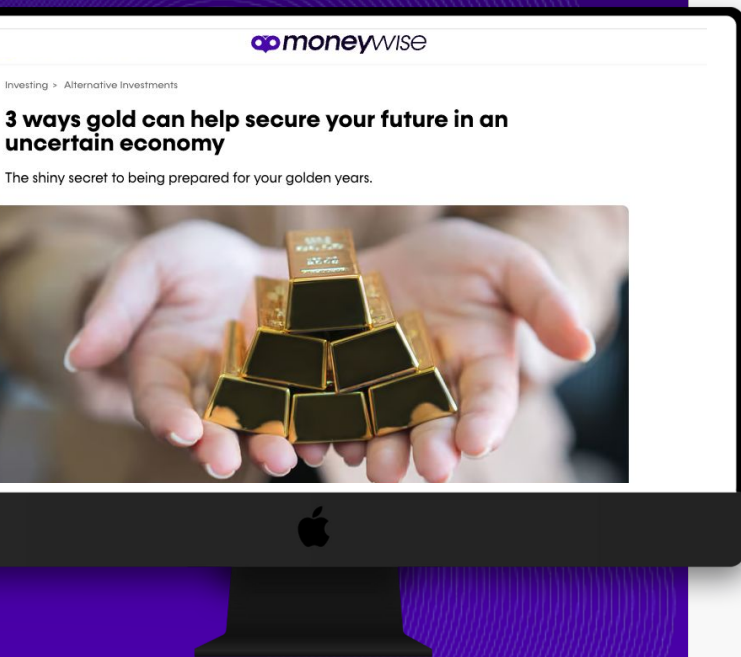
- 100% SOV of advertising placements within editorial, co-created or branded content
- Homepage promotion of sponsored content
- Email sponsorship and content promotion
- Sponsorship credit and brand logo on all sponsored content

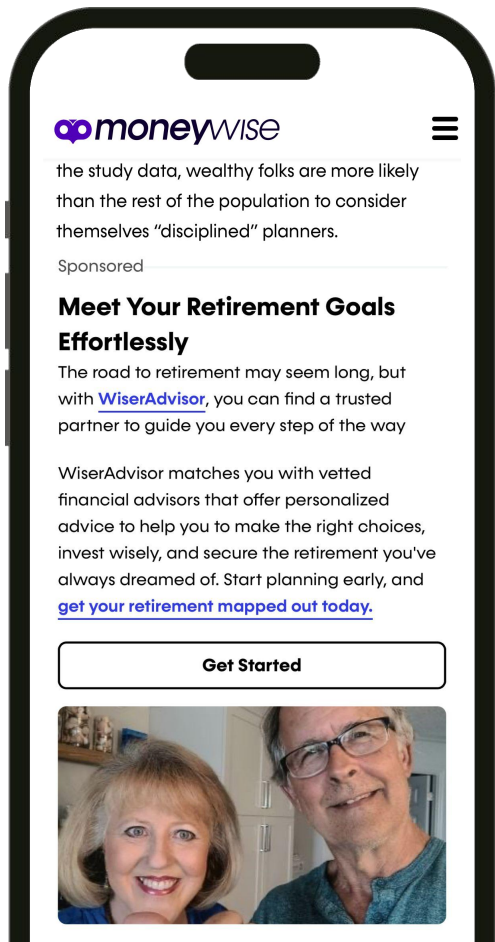


Performance Driven Campaigns

Moneywise has a team of in-house media buying experts, who specialize in search, social, native & programmatic marketing. Not only will we promote your brand on our site, we'll run lead generation campaigns to find your target audience.

- Content production: From concept development to writing, editing and video production, we'll help you develop engaging content that drives conversions.
- Reach the right audience: Utilizing our expertise in paid social, SEM, and native advertising strategies, we deliver results that focus on growth results for your brand.
- Track your return on investment: By utilizing our comprehensive data analysis capabilities, we create customized campaigns tailored to your target audience, optimizing your brand's visibility and engagement.
- Learn with us: We hold deep insights – backed by extensive testing and quality data – into what content resonates best with your target audience. We'll share the creative angles and content that is getting the most people to sign up for your offer so you can learn from our campaigns.





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

Digital Display & Video

Over 100 million 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.

moneywise News Investing Retirement Banking Mortgages Loans Insurance Taxes

Investing > Alternative Investments

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Hedge your portfolio against inflation by investing in commercial real estate

Get in on investments with major national brands like Whole Foods and Walmart.



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By Dana Sitar, CFP®
Nov. 14, 2023



3 min read | Listen

Advertisement

Invest in real estate

7-18% target annual returns

Yieldstreet
Invest beyond the stock market



Email

Over 50 brands have participated in Moneywise and Money.ca Direct mail and Newsletter sponsorships



US Email Newsletter

300,000+

SUBSCRIBERS

35%

OPEN RATE

1%

CTR

Push Ads

156,000+

SUBSCRIBERS

40%

DELIVERY RATE

.05%

CTR



Canada Email Newsletter

16,300

ACTIVE SUBSCRIBERS

35%

OPEN RATE

3.5%

CTR

 moneywise digest

Together with



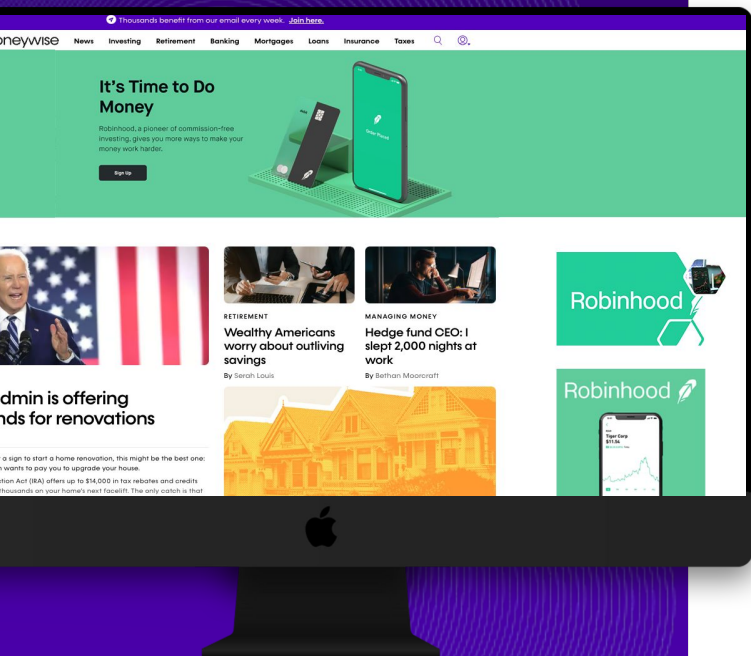
Good morning. Majority Leader Chuck Schumer announced this week that the Senate is ditching its [dress code](#), and senators are now free to wear whatever they want on the Senate floor. In other words, get ready to see a lot more “Crocs & socks” on C-SPAN.

Lifestyle

Matthew McConaughey had to shut down his film production company, record label back in 2008 — and then his whole life changed. Here's what happened and the 3 big lessons you can learn from it

Homepage Take Over

Get your brand noticed! Capture the MoneyWise audience attention by showcasing your brand across our home page.



- High Impact Unit

- 728x90 | 300x250 | 320x50 | 300x50 | 300x600 cross device

- Measure your brand's impact with full tracking capabilities



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