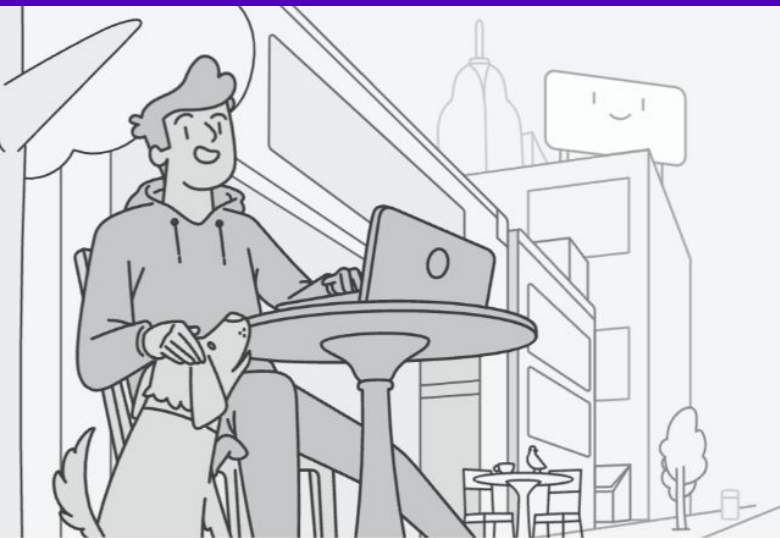




Media Kit

2025



Who is Wise Publishing?

Wise Publishing is a personal finance digital publisher and technology company. Our talented and passionate team believe that consumers deserve the best possible information to help them make smart choices and get ahead.

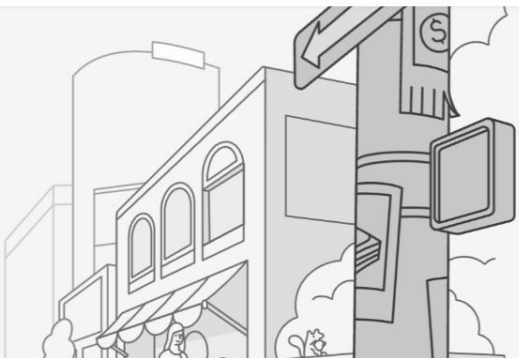
*We empower our readers to **live a richer life** by educating them through engaging and entertaining content and offering solutions from our carefully curated partners.*

*Our core products are our widely read, high-quality personal finance brands which serve the U.S. (**Moneywise.com**) and Canada (**Money.ca**).*

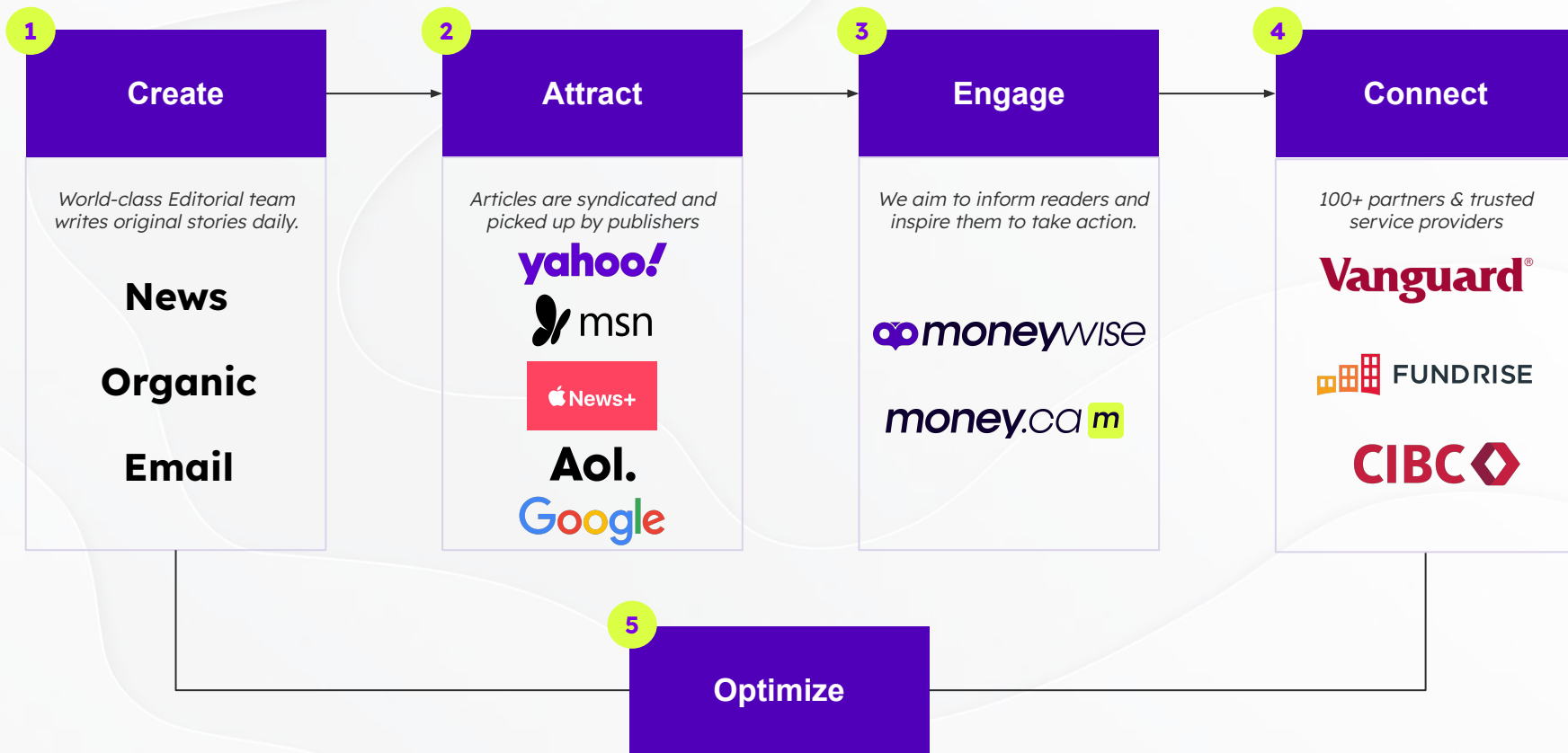
[News](#)[Investing](#)[Retirement](#)[Banking](#)[Mortgages](#)[Loans](#)[Insurance](#)[Taxes](#)A line-art illustration of a person with curly hair, wearing a hoodie, sitting at a desk and working on a laptop. In the background, there are stylized buildings and a tree.

Live a richer life

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

A line-art illustration of a city street scene. It shows buildings, a streetcar, and a person walking. A dollar sign is visible on one of the buildings.

What We Do



Why We're Different

What We Offer		What You Get	
Expansive Reach	→	Brand Awareness	Our deep partnerships with major News outlets coupled with our consistent output of stories delivers significant scale.
Unique Storytelling	→	Product Consideration	Elegantly featuring Partner offers within relevant content educates readers of your product, builds trust & credibility, increases user intent, brand awareness and consideration.
Custom Advertising	→	Personalized Solutions	We strive to be more than an Affiliate. Based on your goals, our Account Management team can create a custom campaign to feature your product within the best fitting content and premium placements.
High Value, Affluent Audience	→	Cost-Effective Customer Acquisition	At the end of the day, we're all about finding win/win scenarios. We'll work hard to increase the odds of each impression, click and lead converting into a long-term, valuable customer. Our business is built on deep, scalable and sustainable Partnerships.

By the Numbers

Our Company

2017

Founded

75

Team Members

Our Reach

70 Million

Syndicated Article PV's per mo.

20 Million

Moneywise Visitors per mo.

200k

Money.ca Visitors per mo.

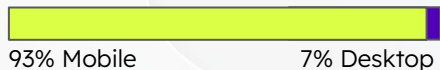
Our Audience



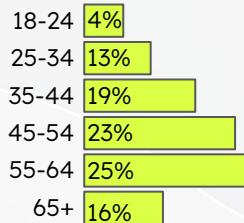
Gender Breakdown



Device Breakdown



Age Breakdown



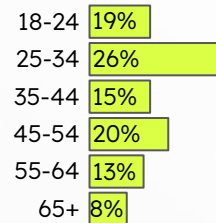
Gender Breakdown



Device Breakdown



Age Breakdown



In Market Segments



Investing

There are a million different ways to invest for your future. Moneywise breaks down all of the options across traditional and alternative investments.



Credit Cards

Moneywise provides our readers with the information they need to select the right credit card via best in class product reviews and sophisticated methodologies.



Insurance

Protecting your car, home, health and your family doesn't need to be complex. Moneywise has all the info you need to help safeguard yourself and your loved ones.



Real Estate

Moneywise provides tools and insights to help our readers buy and invest in real estate.



Mortgages & Loans

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



Banking

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

Audience Interests

Quantcast's index metric compares a site's audience to the internet as a whole, with a baseline of 100

Household Income

150k 125 Index

Education

Grad School 126 Index

Browsing Interest

Personal Finance	265 Index	Business	190 Index
Credit, Debt, & Loans/Education	223 Index	Education	130 Index
Credit, Debt, & Loans	431 Index	College and University	157 Index
Investing	285 Index	Real Estate	189 Index
Credit, Debt, & Loans/Automotive	317 Index	Residential	225 Index
Investing/Retirement Planning	763 Index	Sales	178 Index
Insurance/Life Insurance	416 Index		
Investing/Stocks	270 Index		
Tax Planning	453 Index		
Insurance	453 Index		

Source: Quantcast

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 Affiliate Campaigns

Get in front of consumers who are ready to take action by being featured within relevant content.

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.

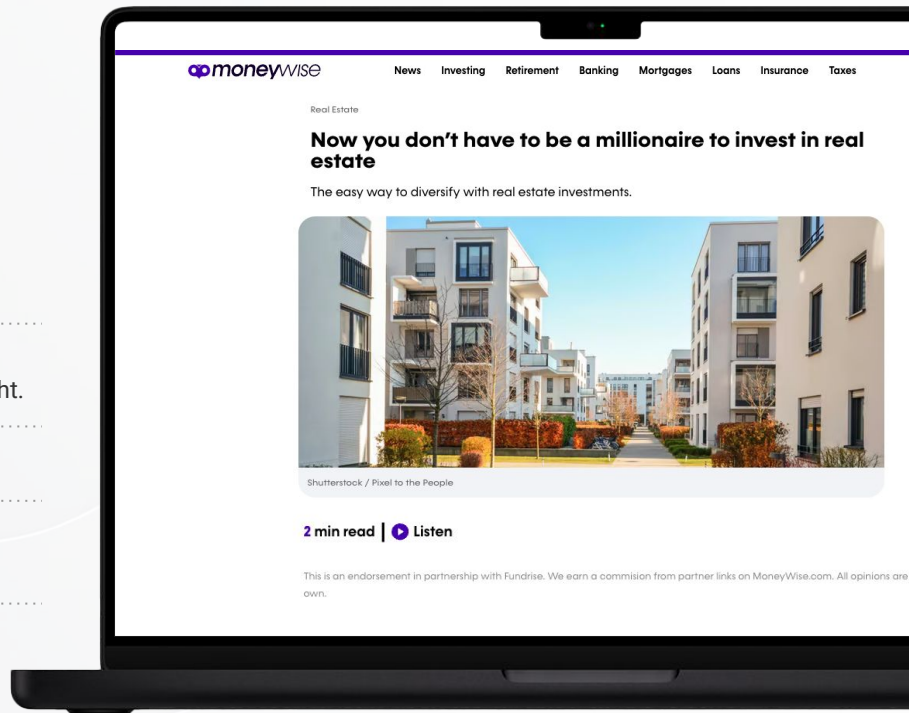
Email Sponsorships

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 tells your story, drives brand awareness and educates consumers on your valuable products.

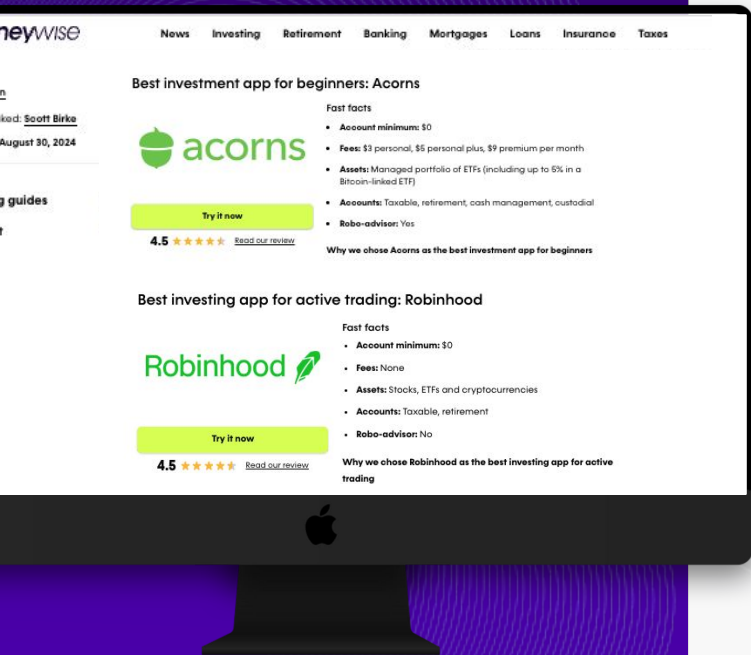
- Our Editorial team will work closely with your Marketing team to understand your target audience.
- Our team completes a thorough review of your product and service to fully understand the nuances and ensure your company is featured in the best light.
- Content is featured in our highest-visibility placements.
- Featured placements include blocks within Syndicated News Articles, Moneywise Homepage, Native Ads and more.

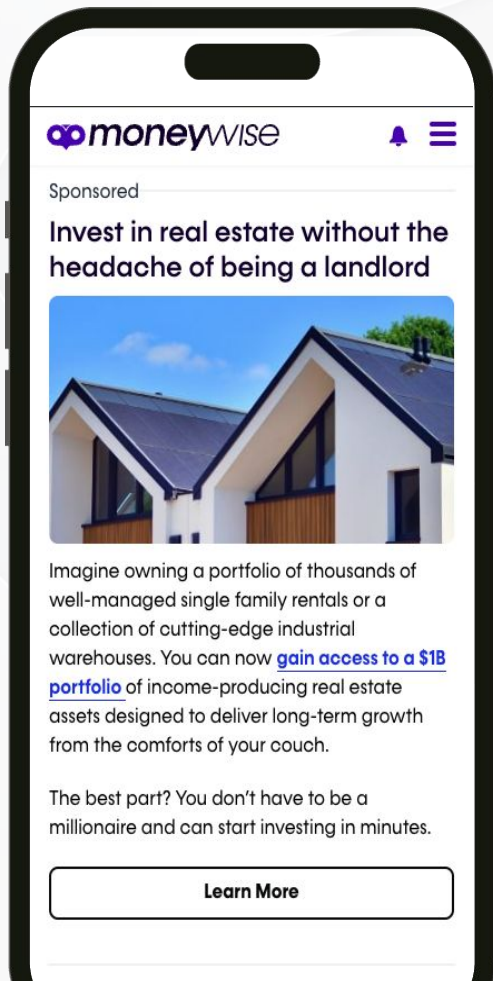


Performance Driven Campaigns

Moneywise has a team of Editorial and Media experts, who specialize in News, Search, SEO, Social, Native & Programmatic Marketing. Not only will we promote your brand on our site, we can run custom lead generation campaigns.

- 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.

- 30 Million Monthly 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

TRENDING 11,228 people read this week

Hedge your portfolio against inflation by investing in commercial real estate



While this article is sponsored, we apply strict editorial guidelines to all of our content.

Dana Sitar, CFP® Updated Mar 27, 2024

Listen

Amid skyrocketing [inflation](#) and the uncertain economy, smart investors are looking to diversify their investments outside of the stock market.



Email

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



US Email Newsletter

200,000+
SUBSCRIBERS

30%
OPEN RATE

1%
CTR

Push Ads

430,000+
SUBSCRIBERS

40%
DELIVERY RATE

.7%
CTR

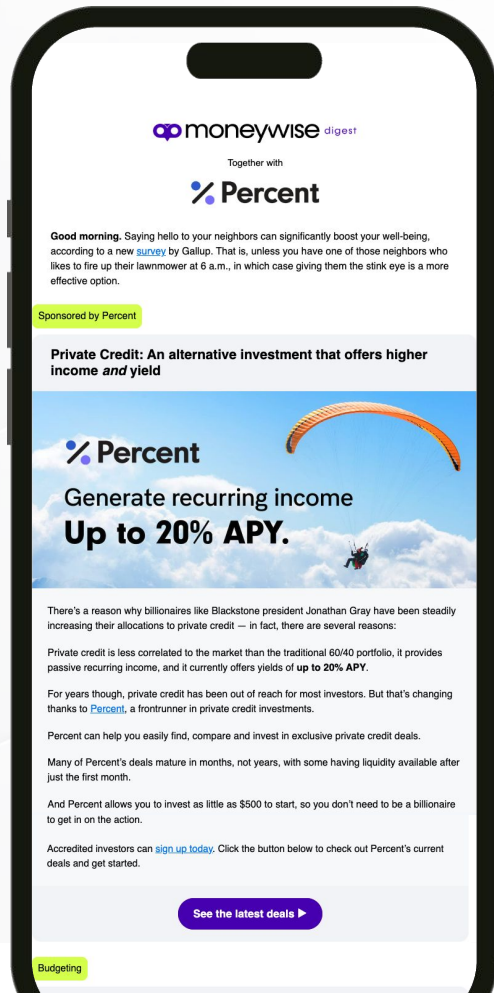


Canada Email Newsletter

17,000
SUBSCRIBERS

25%
OPEN RATE

3.5%
CTR





Contact Us

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