

Media Kit 2024

Money

Creating
richer
lives for
everyone



MONEY'S MISSION

To guide people to financial victories through up-to-date information, education and tools.



OUR SITES

PAGE VIEWS

49M

Annually

4M

Monthly

NEW USERS

32M

Annually

2.7M

Monthly

TRAFFIC SOURCES

51%

Organic

26%

Paid Search

15%

Referral

CUMULATIVE METRICS ACROSS OWNED AND OPERATED WEB PROPERTIES.SOURCE: GOOGLE ANALYTICS; DATE RANGE: JAN, 1, 2023 - DECEMBER 31, 2023

ABOUT US

50+

Years of publishing
best-in-class
financial education

25K

Articles tackling
finance A-Z

\$140M

In annual paid
search budget under
management

32M

People understand
their finances better
each month*

1,000+

Trusted advertisers

135+

People on the team
supporting your
Business Goals

*SOURCE: GOOGLE ANALYTICS; DATE RANGE: JAN, 1, 2023 - DECEMBER 31, 2023





Money

BEST PLACES TO LIVE

Best Places to Live

This franchise highlights to readers the “50 Best Places to Live.” This curated list culls from numerous data sets and hundreds of hours of research to highlight the hidden gems, the new boomtowns, and culture centers, and much more.

Advertisers have the exclusive opportunity to get in front of homeowners and future homeowners looking to move or invest in the place they call home and be a part of a 30-plus year conversation from Money around where are the Best Places to Live in America. Along with this franchise, advertisers have the chance to sponsor real estate, mortgage, moving, home security, and a host of other housing-related content.

- Large scale reach and valuable exposure for your brand
- “Sponsored by [Your Brand]” treatment in:
 - The main landing page, secondary lists and supporting pages
 - Industry specific articles within the series
 - Newsletters to the Money audience
 - Social Media Support
- Unique high converting strategies to drive consumers to your brand, including widgets, in-text links, social posts, and more
- Advertorials: Custom branded content on Money.com created exclusively for advertiser
- Impression tracker

EXPECTED PUBLISHING DATE:

Annually



Best Places to Travel

Join us on a wanderlust journey with our exclusive content package showcasing the “52 Best Places to Travel.” This meticulously crafted list is not just a guide; it’s an invitation to explore hidden gems to iconic landmarks, spanning the globe and offering diverse destinations to suit every traveler’s taste.

Connect with consumers who want to find their next destination and love a good deal. This franchise will also present opportunities for the sponsor to highlight their own products in an industry that has year-long engagement. Advertisers have the option to choose from running a list once a month or 4 times a year, a travel list for every season.

- Large scale reach and valuable exposure for your brand
- “Sponsored by [Your Brand]” treatment in:
 - The main landing page, secondary lists and supporting pages
 - Articles within the series
 - Newsletters to the Money audience
 - Social Media Support
- Unique high converting strategies to drive consumers to your brand, including widgets, in-text links, social posts, and more
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EXPECTED PUBLISHING DATE:

Annually



Best Colleges

To find colleges that combine quality and affordability, Money analyzes dozens of data points, including graduation rates, cost of attendance, financial aid, and alumni salaries. The result? A list of the Best Colleges in America, ranked by a one-of-a-kind star rating system with more than 700 colleges.

Advertisers will have the opportunity to be seen by current students and parents, alumni, and college decision makers throughout the year, starting months before a new school year begins — as well as paired with expert student loan content.

- Large scale reach and valuable exposure for your brand
- “Sponsored by [Your Brand]” treatment in:
 - The main landing page, secondary lists and supporting pages
 - Articles within the series
 - Newsletters to the Money audience
 - Social Media Support
- Unique high converting strategies to drive consumers to your brand, including widgets, in-text links, social posts, and more
- Advertorials: Custom branded content on Money.com created exclusively for advertiser
- Impression tracker

EXPECTED PUBLISHING DATE:

Annually



Changemakers

Get associated with the biggest and brightest people influencing the financial world with Money's curated collection of the most impactful people in finance right now. Advertisers will have an opportunity to showcase their own leaders and picks across a content package that defines who today's 50 most influential Changemakers are. This is a co-branded collaboration with the sponsor and Money.

- Advertiser will have the exclusive opportunity to collaborate with the Money editorial team to develop the list
- Large scale reach and valuable exposure for your brand
- “Sponsored by [Your Brand]” treatment in:
 - Main hub, Methodology page, 50 influential figures.
 - Newsletters related to the Changemakers Series
 - Newsletters to the Money audience
 - Robust social media activation across multiple platforms for two months
- Unique high converting strategies to drive consumers to your brand, including widgets, in-text links, social posts, and more
- Impression tracker

CONTENT HUBS*

- Gold Content Hub
- Pets Content Hub
- Retirement Content Hub
- Debt Hub

*CUSTOM HUBS AVAILABLE

FINANCE

- Best Banks
- Best Financial Advisors
- Best Small Business Awards

HEALTH

- Best Hospitals
- Best OTC Drugs

LIFESTYLE

- Best Airlines
- Best Cruises
- Best Hotels
- Best Travel Reward Programs

OTHERS

- Best Autos and Trucks
- Best Colleges



Newsletters

“Sponsored by [Your Brand]”
treatment:

Link out to content around the product
or service

Premium placement/brand mention
within the newsletters

- For targets and open rates please reach
out to our Money team
- Ability for partners to collaborate with
our Social Media and Content Team
and provide creative input

EXPECTED PUBLISHING DATE:

Retire With Money: Thursdays

Dollar Scholar: Wednesdays

Daily Money: Weekdays

Money Moves: Saturdays

Special Send: Upon request



Retire with Money

dollarscholar

Figuring out personal finance, one question at a time



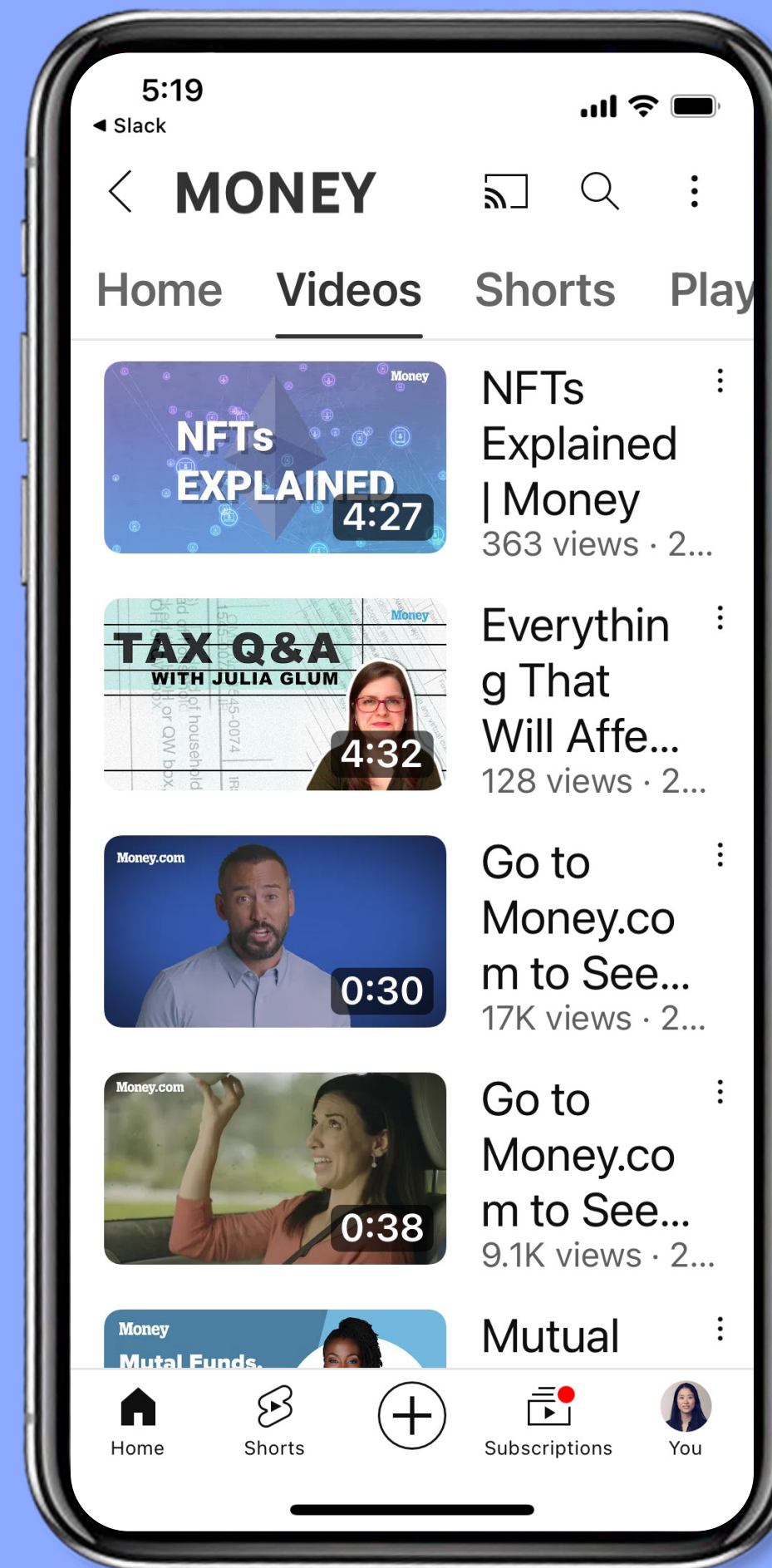
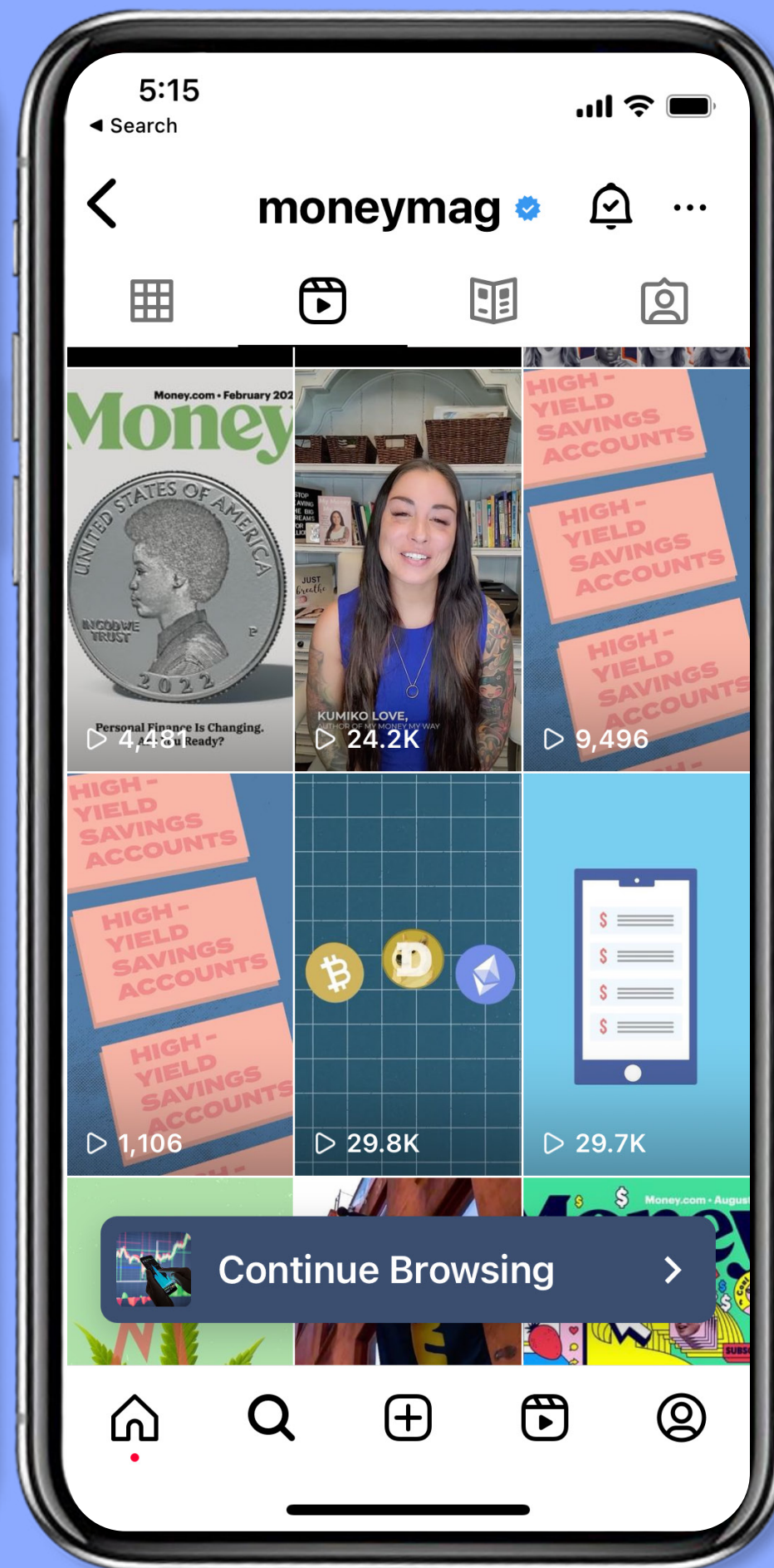
Daily Money



Money Moves

Your weekly housing download. No downpayment required.

Money

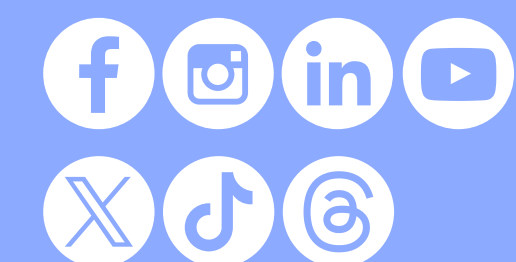


2.5M
Total audience

3.06M
Average monthly
impressions

2.6%
Average monthly
engagement rate

We are on



Ads By Money

We work with both large publishers and dozens of vetted small publishers to deliver high-quality and high-converting customers to our advertisers.

Ads by Money is a one-stop shop with access to a high amount of renowned publishers with high-intent traffic.

NOTE:

- **Tier 1:** High-intent SEO traffic (Ex: Best Pet Insurance)

- **Tier 2:** Mid and top of the funnel SEO, Native, and Social traffic

Ads by Money

Join the ^{Ads by}Money Network

HELPING

300M+

People learn more about their finances

Ads by Money connects high-quality publishers and their audiences to leading personal finance institutions to drive online performance.

Publishers

Get access to our exclusive network of advertisers to monetize your site.

Advertisers

Gain incremental consumers via highly-qualified and engaged traffic.

SOME OF OUR PUBLISHERS

Forbes

nerdwallet



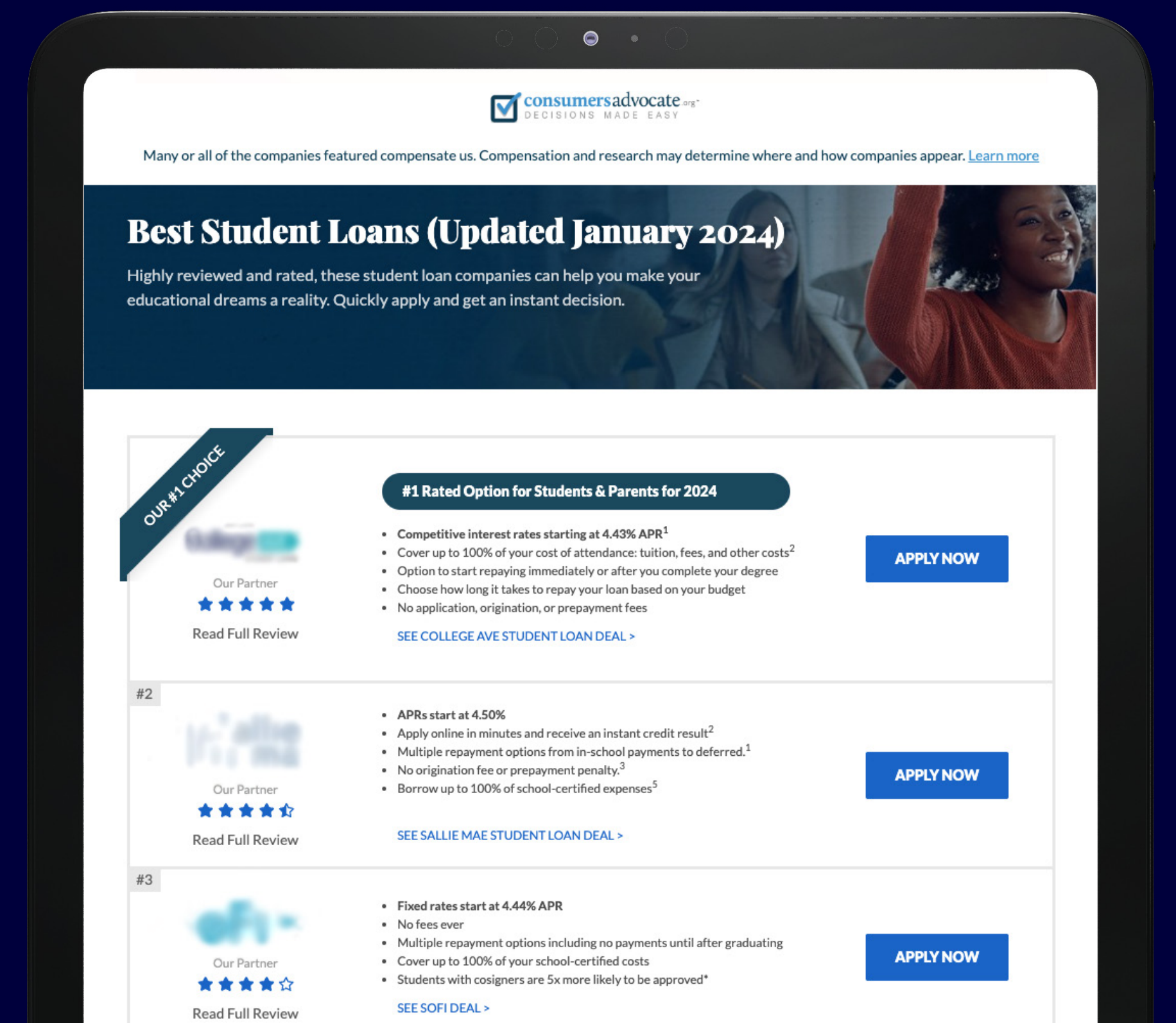
CBS

U.S. News & World Report

BUSINESS INSIDER

Sponsored Content

Non-branded paid search



- One of Google’s top advertisers, with a proven track record of success in Paid Search over the past 8 years.
- Your brand in front of high intent audiences.
- Second shelf space in the Google Auction.
- High quality traffic that can scale and incrementally you can measure.
- Transparency: Data sharing & insights into keyword and campaign performance
- Ensure undecided buyers with high purchase intent find your brand

- NOTE:**
- No minimum budget requirement
 - ConsumersAdvocate.org and Money.com offer more shelf space on Google for keywords that matter to your business

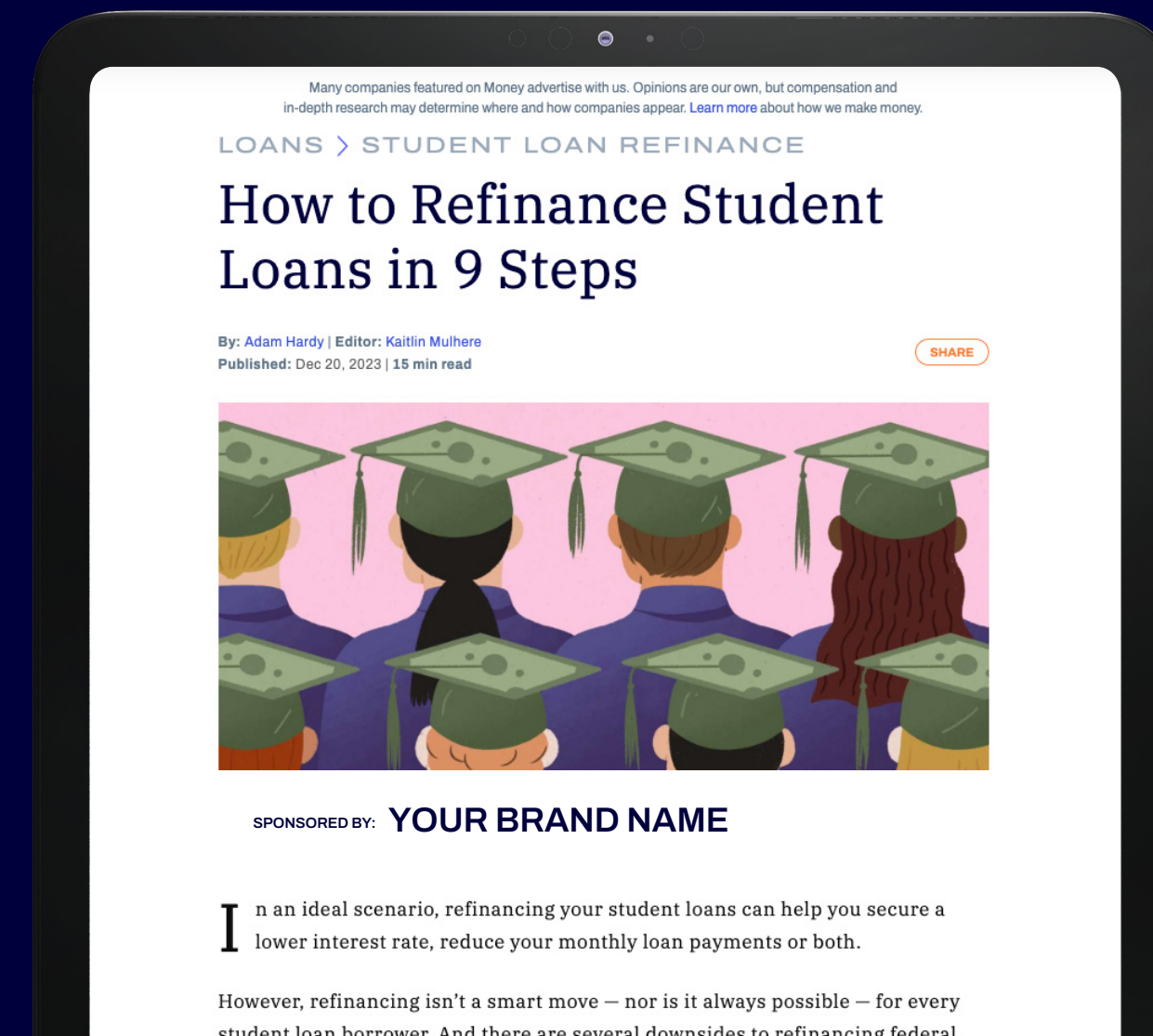


Regional Sponsored Content

- Money powers the personal finance sections of 29 top-tier regional newspaper sites through original and syndicated content
- Minimum of 6 sponsored articles “Powered by [Your Brand]”
- A series of stories created by Money’s Editorial Team with partner-related content
- Opportunity to target a national or regional audience
- Articles will link back to advertiser’s website from the most recognizable and authoritative news sites in the nation
- Impression tracker

NOTE:

- Custom widgets, in-text links, social posts, etc. will drive to advertiser-provided URL
- High value backlinks help Advertiser’s SEO strategy



Sponsoring the News

“Sponsored by [Your Brand]” treatment in:

- Opportunity to sponsor all news-related content produced on Money.com (approx 225 trending news stories per quarter)
- Selecting placements in Money.com’s weekly newsletters
- Partners brand alignment with Money.com
- Social Media Support
- Impression tracker

NOTE:

- Monthly sponsorship minimum

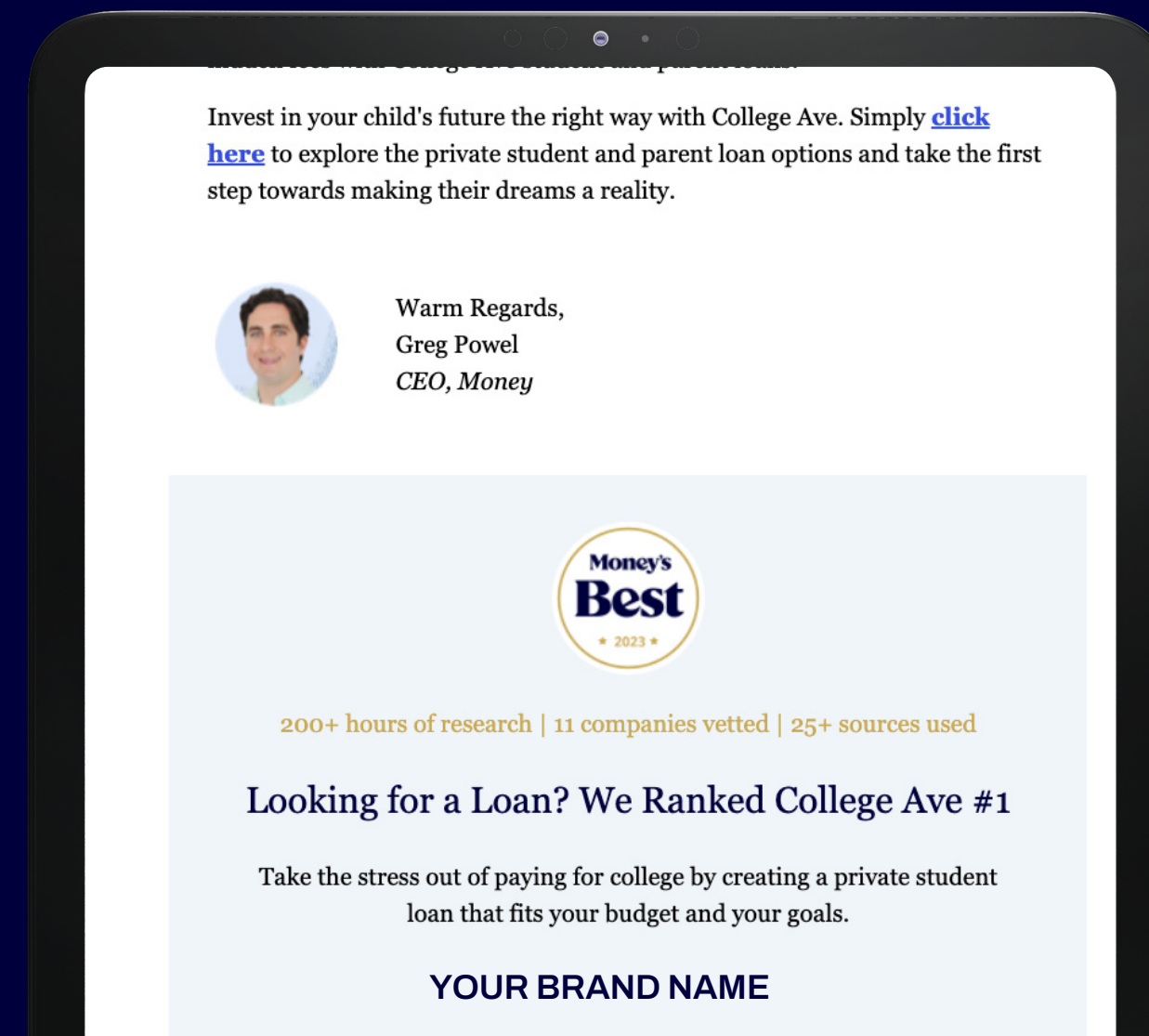


Sponsoring article packages

- Minimum of 6 sponsored articles “Powered by [Your Brand]”
A series of stories created by Money’s Editorial Team with partner-related content
- “Sponsored by [Your Brand]” treatment
- Widgets and affiliate links inserted into multiple stories to drive web leads
- Social Media Support
- Impression tracker

NOTE:

- Custom widgets, in-text links, social posts, etc.
- will drive to advertiser-provided URL



Co-branded email: Ads by Money

- Distributed to multi-million user first & third-party email lists
- Unique content written by our in-house editorial team
- In-line text and tracking links inserted to drive action
- Premium placement/brand mention within the advertorial

NOTE:

- Co-branded email: Sent to first & third-party email lists
- Can be advertiser branded directly
- Ability for partners to collaborate with our Content Team and provide creative input

Have something else
in mind? Let's talk.

mediakit@money.com

Money
Group

Revolutionize the way consumers and brands connect

OUR BRANDS:

Money

Ads by
Money

 **consumersadvocate**

 **NAVCHAIN**
by **Money**