

# Our Brand

TheStreet provides *actionable ideas* with an *unbiased approach*.

## Who We Are

- ▶ We are a **leading digital financial media company** with a network of digital services to provide users, subscribers and advertisers with a variety of content and tools through a range of online, social media, tablet and mobile channels.

## Mission

- ▶ We provide the **most actionable ideas** from the **world of investing, finance** and **business** in order to break down information barriers, level the playing field and help all individuals and organizations grow their wealth. With an **unmatched suite of digital services**, we offer all of the tools and insight needed to make the best decisions about earning, investing, saving and spending money.

Since our inception in 1996, we have **distinguished ourselves from other financial media companies** with our **journalistic excellence, unbiased approach** and **interactive multimedia coverage** of the financial markets, economy, industry trends, investment and financial planning.

## Audience Demographics

- ▶ **Monthly Uniques: 10.7 million\***
- ▶ **Gender:** Male: **67%\*\*\***  
Female: **33%\*\*\***
- ▶ **Average Age: 54\*\*\***
- ▶ **Advanced Degree: Index 132\*\***
- ▶ **HHI \$100K+: Index 138\*\***
- ▶ **C-Level Executive: Index 167\*\***

## FOR MORE INFORMATION, CONTACT:

JAMES R. FREIMAN, SVP of Media Revenue, Business & Audience Development

[James.Freiman@thestreet.com](mailto:James.Freiman@thestreet.com)

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# Our Audience

TheStreet delivers *affluent, active and influential* investors and business professionals to drive your brand's ROI.

## TheStreet Traffic

Monthly Uniques*	10.7 million
Monthly Visits*	20.2 million
Monthly Pageviews*	72.1 million
Video plays per month*	2.1 million
Desktop*	57%
Mobile*	33%
Tablet*	10%

## Connect your brand with...

### ► ...affluent and educated investors:

Average Age**	54
Average HHI****	\$108K
Completed Graduate School***	Index 132
Portfolio Value \$1 Million+***	Index 301

### ► ...active financiers:

Heavy stock trading volume in last 6 months***	Index 908
Check quotes multiple times per day***	Index 224
Have brokerage account***	Index 167

### ► ...influential executives and decision-makers:

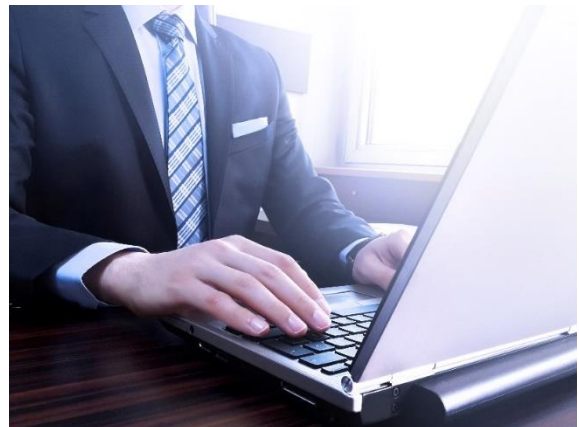
C-Level Executive***	Index 167
Authorizes Business Purchase Decisions***	Index 205

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Source: \*Google Analytics, Q1 2016; \*\*comScore Media Metrix, February 2016; \*\*\*comScore Plan Metrix, February 2016; \*\*\*\*Investment Trends, 2015

# Our Competitive Advantage

TheStreet is a leading financial media site for reaching *affluent* and *active* investors and traders.

## AFFLUENT INVESTORS:

<u>AVERAGE HHI*</u>	<u>\$</u>
SeekingAlpha.com.....	118,498
<b>TheStreet.com.....</b>	<b>108,005</b>
Investors.com.....	107,996
NASDAQ.com.....	107,203
Bloomberg.com.....	106,495
MarketWatch.com.....	105,970
WSJ.com.....	105,908
Forbes.com.....	101,843
BusinessInsider.com.....	101,513
Yahoo Finance.....	100,158
Fool.com.....	100,002

## ACTIVE TRADERS:

<u>HEAVY TRADING VOLUME IN PAST 6 MONTHS**</u>	<u>INDEX</u>
<b>TheStreet.com.....</b>	<b>988</b>
Investors.com.....	778
Forbes.com.....	665
SeekingAlpha.com.....	653
Fool.com.....	549
WSJ.com.....	541
MarketWatch.com.....	536
Bloomberg.com.....	489
NASDAQ.com.....	408
Yahoo Finance.....	381
BusinessInsider.com.....	374

<u>PORTFOLIO VALUE \$1 MILLION+**</u>	<u>INDEX</u>
<b>TheStreet.com.....</b>	<b>333</b>
Investors.com.....	315
Forbes.com.....	255
SeekingAlpha.com.....	237
Fool.com.....	221
WSJ.com.....	210
MarketWatch.com.....	199
Bloomberg.com.....	177
Yahoo Finance.....	171
BusinessInsider.com.....	164
NASDAQ.com.....	159

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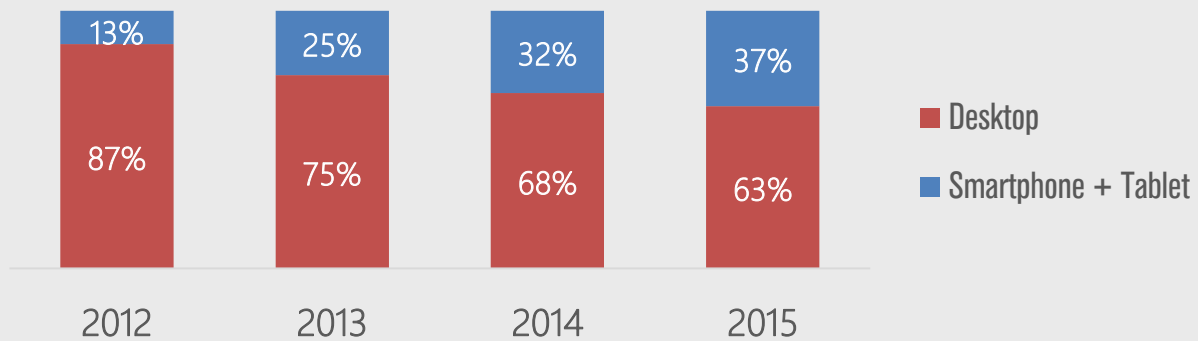
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Source: \*comScore Media Metrix, February 2016; \*\*comScore Plan Metrix, February 2016

# Multi-Platform Engagement

Trending on TheStreet = *Around-the-clock cross-channel content consumption.*

► TheStreet visitors are shifting toward a more integrated viewership experience\*:



► TheStreet content is consumed cross-channel from morning to night\*\*:

## Morning: Data Gathering

TheStreet's content prepares visitors for the market day:

- Pre-market
- Researching things to know before market opens
- Checking stock futures
- Viewing analysts' actions
- Researching morning movers (RealMoney)

## Market Day: Decision-Making

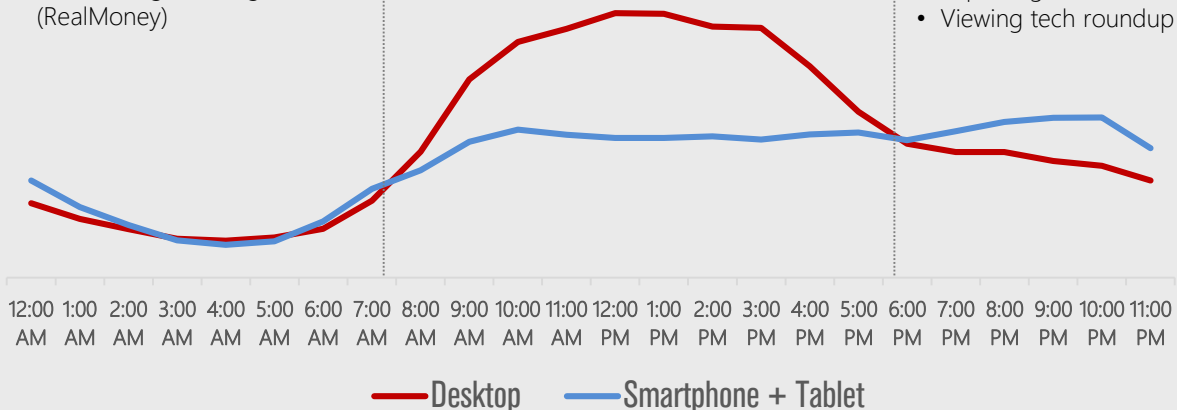
TheStreet arms site visitors to make informed decisions throughout the day:

- Opening bell
- Searching breaking news
- Checking top stocks and investing insights
- Viewing stock movements

## Evening: Results Assessment

TheStreet provides key insights to assist in the next day's action plan:

- Closing bell
- Examining look-ahead investing insights
- Researching foreign markets and international developments impacting U.S. markets
- Viewing tech roundup



Source: \*Google Analytics; Number of Visits; \*\*Google Analytics, Q1 2016 Pageviews

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# BrandView

Connect your brand with active traders, investors and financial professionals.  
*Seamlessly. Unobtrusively.*

## Overview

- ▶ BrandView, our native advertising platform, enables you to integrate your branded content within the endemic experience of TheStreet.com.
- ▶ You have the opportunity to message to engaged consumers who actively opt-in to consume your content.
  - Your article and/or video headline will run on TheStreet.com home and article pages.
  - This comprehensive package will include your brand's customized article and/or video assets and display units. Display units include:
    - Leaderboard: 728x90
    - Medium Rectangle: 300x250

## Opportunities

- ▶ The program is customizable to best meet your brand's specific objectives:

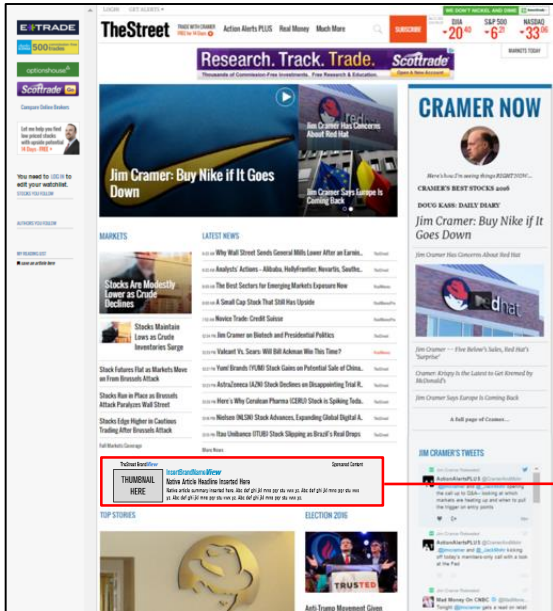
	BrandView Basic	BrandView Custom	BrandView Custom Video
Native ARTICLE content integration on TheStreet.com	x	x	x
Native VIDEO content integration on TheStreet.com			x
Display media	x	x	x
Content provided by sponsored brand	x		
Content provided by TheStreet		x	x
Access to TheStreet's state-of-the-art Content Studios for top-quality video content			x
GfK Research Infographic			x

## Previous BrandView Campaigns



# BrandView

## THESTREET.COM HOME PAGE:

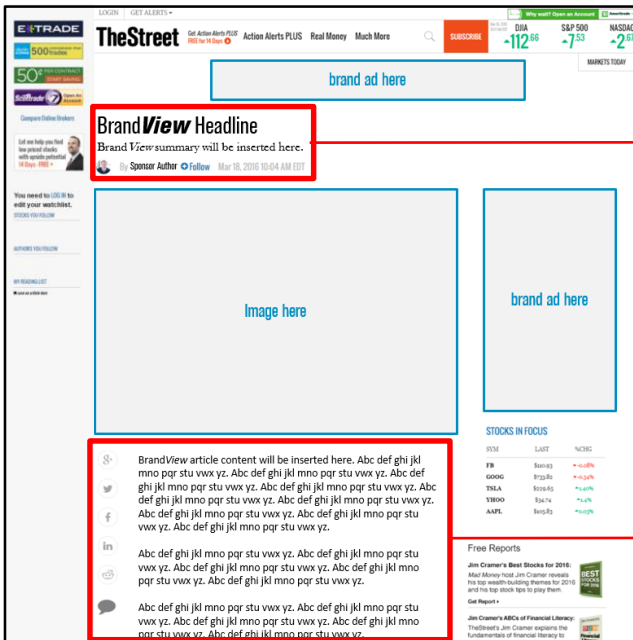


TheStreet BrandView Sponsored Content

**THUMBNAIL HERE**

**InsertBrandNameView**  
 Native Article Headline Inserted Here  
 Native article summary inserted here. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz.

## THESTREET.COM ARTICLE PAGE:



### BrandView Headline

Brand View summary will be inserted here.

By Sponsor Author [Follow](#) Mar 18, 2016 10:04 AM EDT

BrandView article content will be inserted here. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz.

Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz.

Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz. Abc def ghi jkl mno pqr stu vwx yz.

Note: Images are mockups of a BrandView article on TheStreet.com home and article pages and are subject to change

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# Road Warrior

Target in-market consumers on our platform for trusted and actionable business travel content. *Engage with road warriors. Be a brand warrior.*

## Overview

- ▶ *Road Warrior*, our business travel channel, provides our audience with travel tips, airline stories, hotel information, and much more.
- ▶ The ROAD WARRIOR program aligns your brand with our trusted travel content featured on our *Road Warrior* channel, enabling you to target an audience of **active business travelers**. TheStreet.com visitors are more likely than the average internet user to have:



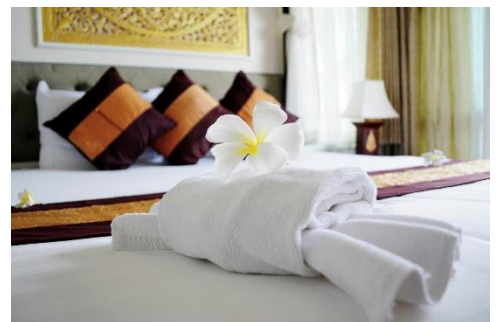
	INDEX	VS. OTHER FINANCIAL MEDIA SITES*
Stayed several days on business trip in past year.....	161	#2
Spent \$2,500 in online travel in past 6 months.....	141	#1
Taken 3+ domestic business trips in past year.....	138	#1
Taken 7+ international business trips in past 3 years.....	138	#1
Stayed at a hotel for business in past year.....	137	#2

See backside for competitive data



## Opportunities

- ▶ This comprehensive program provides sponsorship and advertising opportunities to deliver positive ROI to your brand:
  - Brand sponsorship with prominent logo placement on *Road Warrior* channel (note: category and/or section exclusivity available)
  - Ad units on *Road Warrior* article pages:
    - Leaderboard: 728x90
    - Medium Rectangle: 300x250



Source: comScore Plan Metrix, 3-month average, December 2015 – February 2016

\*Competitive sites include: Bloomberg.com; BusinessInsider.com; Fool.com; Forbes.com; Investors.com; MarketWatch.com; NASDAQ.com; SeekingAlpha.com; WSJ.com; Yahoo Finance

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# Road Warrior

TheStreet is a *leading* financial media site for delivering an audience of frequent, high-spending business travelers.

## 3+ Domestic Business Trips in Past Year

	INDEX
TheStreet.com.....	138
MarketWatch.com.....	131
SeekingAlpha.com.....	129
Fool.com.....	129
Bloomberg.com.....	124
Yahoo Finance.....	116
WSJ.com.....	115
BusinessInsider.com.....	112
Forbes.com.....	110
Investors.com.....	107
NASDAQ.com.....	105

## 7+ International Business Trips in Past 3 Years

	INDEX
TheStreet.com.....	138
Investors.com.....	116
MarketWatch.com.....	105
Fool.com.....	104
WSJ.com.....	101
NASDAQ.com.....	97
SeekingAlpha.com.....	92
Forbes.com.....	86
Yahoo Finance.....	81
Bloomberg.com.....	78
BusinessInsider.com.....	75

## \$2,500+ in Online Travel Spending in Past 6 Months

	INDEX
TheStreet.com.....	141
SeekingAlpha.com.....	139
WSJ.com.....	132
Fool.com.....	129
BusinessInsider.com.....	129
MarketWatch.com.....	126
Yahoo Finance.....	125
Bloomberg.com.....	123
Investors.com.....	121
NASDAQ.com.....	121
Forbes.com.....	116

## Stayed Several Days on Business Trip in Past Year

	INDEX
SeekingAlpha.com.....	170
TheStreet.com.....	161
NASDAQ.com.....	158
Bloomberg.com.....	155
Investors.com.....	149
WSJ.com.....	146
BusinessInsider.com.....	141
Yahoo Finance.....	135
MarketWatch.com.....	134
Forbes.com.....	130
Fool.com.....	127

## Stayed in a Hotel for Business in Past Year

	INDEX
NASDAQ.com.....	153
TheStreet.com.....	137
SeekingAlpha.com.....	136
Bloomberg.com.....	133
MarketWatch.com.....	125
WSJ.com.....	124
Investors.com.....	124
Forbes.com.....	119
Yahoo Finance.....	119
BusinessInsider.com.....	119
Fool.com.....	111

Source: comScore Plan Metrix, 3-month average, December 2015 – February 2016

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# How to Spend

Connect with affluent professionals who invest in *the good life*.

## Overview

- ▶ HOW TO SPEND, our lifestyle channel, provides our audience with tips, stories and information on products and services that will help them live their best life.
- ▶ Connect your brand message with business professionals looking for and engaging with extravagant lifestyle content. After all, TheStreet site visitors are not only investors, they're **affluent spenders**:

▶ Average HHI\*: **108,005**  
See backside for competitive data



	<u>INDEX</u>
Portfolio value of \$1 million+**	333
Spent \$7,500+ online on travel in past 6 months**	248
Value of primary residence \$500K+**	222
Spent \$200+ on jewelry/accessories in past 6 months**	145
Spent \$1,000+ on hobbies in past 6 months**	143
Owens 3+ vehicles**	124

## Opportunities

- ▶ This comprehensive program provides sponsorship and advertising opportunities to deliver positive ROI to your brand:
  - Brand sponsorship with prominent logo placement on the *How to Spend* channel (note: category and/or section exclusivity available).
  - Ad units on *How to Spend* article pages:
    - Leaderboard: 728x90
    - Medium Rectangle: 300x250



Source: \*comScore Media Metrix, February 2016; \*\*comScore Plan Metrix, February 2016

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# How to Spend

TheStreet is a *leading* financial media site for delivering an audience of high net-worth consumers.

AVERAGE HHI*	\$	PORTFOLIO VALUE \$1 MILLION+**	INDEX	PRIMARY RESIDENCE VALUE \$500K+**	INDEX
SeekingAlpha.com.....	118,498	TheStreet.com.....	333	SeekingAlpha.com.....	248
TheStreet.com.....	108,005	Investors.com.....	315	TheStreet.com.....	222
Investors.com.....	107,996	Forbes.com.....	255	Investors.com.....	210
NASDAQ.com.....	107,203	SeekingAlpha.com.....	237	MarketWatch.com.....	193
Bloomberg.com.....	106,495	Fool.com.....	221	Bloomberg.com.....	185
MarketWatch.com.....	105,970	WSJ.com.....	210	Fool.com.....	176
WSJ.com.....	105,908	MarketWatch.com.....	199	NASDAQ.com.....	170
Forbes.com.....	101,843	Bloomberg.com.....	177	WSJ.com.....	169
BusinessInsider.com.....	101,513	Yahoo Finance.....	171	Yahoo Finance.....	167
Yahoo Finance.....	100,158	BusinessInsider.com.....	164	BusinessInsider.com.....	165
Fool.com.....	100,002	NASDAQ.com.....	159	Forbes.com.....	131

Source: \*comScore Media Metrix, February 2016; \*\*comScore Plan Metrix, February 2016

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# TheStreet Events

Join *TheStreet* as we bring together savvy traders, investors and financial professionals looking to *explore, ideate* and *network*.

## Overview

- ▶ TheStreet events bring our go-to, trusted financial media site to life, enabling your brand to connect with our audience of affluent and active financiers:

Financial advisors and/or heavy stock trading volume in last 6 months*	Index 817
Portfolio Value \$1 Million+*	Index 301
Check quotes multiple times per day*	Index 224
Have brokerage account*	Index 167
Have 401(k)/IRA*	Index 141



- ▶ Our events are centered around a panel of the world's top financial experts, innovators and decision-makers, providing trusted tactics and resources on a variety of topics from trading and institutional investing to retirement savings, among others.

## Opportunities

- ▶ Your brand will be provided with a range of event integration opportunities from pre- to post-event:
  - PRE-EVENT AND EVENT DAY ACTIVATION:
    - Branding/Logo placement on event marketing materials/promotion.
    - Event day promotion includes, but is not limited to, on-site signage and a sponsor table to directly engage with event attendees/distribute brand collateral.
  - POST-EVENT SERIES:
    - TheStreet.com will feature a multi-part Post-Event Series—including articles and videos—based on the topics, analysis and tactics covered during the event by industry-leading panelists.
    - Your brand will own the rights to distribute Post-Event Series content to your clients.

Source: \*comScore Plan Metrix, February 2016; \*\*Investment Trends, 2015

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