

The Brand

TheStreet provides actionable ideas with an unbiased approach.

WHO WE ARE

Since its inception in 1996, TheStreet has distinguished itself as a trusted and reliable source for interactive, multimedia coverage of the financial markets, economy, sector trends, investing and financial planning.

MISSION

TheStreet breaks down information barriers, levels the playing field and helps both individual investors and organizations grow their wealth by providing financial news, data and analyses across every platform. Our robust suite of services provides the tools and insights to help our audience of affluent, active investors make sound decisions about earning, saving (and spending!) money.

FIRST-CLASS EDITORIAL COVERAGE

40+ full-time editors delivering a range of topics:

- Trading Strategies
- Financial Advisor Center
- Investing
- ETFs
- Options
- Futures
- Fixed Income
- Mutual Funds
- Insurance
- Personal Finance
- Retirement
- Tech

TIMELY, ENGAGING CONTENT



Centralized, 24-hour Newsroom



World Markets Coverage



Cross-Platform Engagement



The Audience

Reach your target audience via TheStreet's affluent, active and influential investors and business professionals to drive your brand's ROI.



AFFLUENT INVESTORS WITH INCREASING WEALTH

9.4M
MONTHLY USERS*

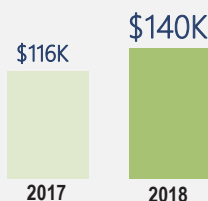
50
AVERAGE AGE**

38%
DESKTOP*

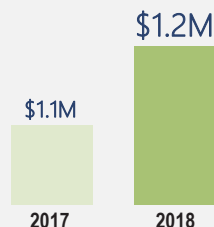
56%
MOBILE*

6%
TABLET*

AVERAGE INDIVIDUAL INCOME***



AVERAGE INVESTMENT PORTFOLIO SIZE***

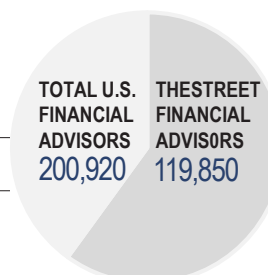


ACTIVE INVESTORS PLANNING FOR RETIREMENT

Currently invest online and plan to continue***	94%
Plan to increase/maintain exposure to main investment product in next year***	84%
Consider myself an "Experienced Investor"****	77%
Access main broker platform daily***	68%
IAB Interests: Retirement Planning*****	Index 661
Applied for IRA/401(k) in past 6 months****	Index 487
Have brokerage account****	Index 299

INFORMED FINANCIAL PROFESSIONALS

Certified Financial Advisor****	Index 525
Finance Professional/C-Level Executive****	Index 202
Check stock quotes multiple times a day****	Index 238



TheStreet reaches
OVER HALF (60%)
of U.S Financial Advisors
each month*****

Financial Professionals

Target experienced financial advisors and executives who are actively seeking credible information to improve their business model and investment strategies.



THESTREET REACHES
OVER HALF
OF U.S. FINANCIAL ADVISORS*



Total United States Financial Advisors = **200,920**
TheStreet Financial Advisors = **119,850**

CERTIFIED FINANCIAL ADVISOR**

RANKED #2
5.25x MORE LIKELY



CERTIFIED FINANCIAL ADVISOR*

CERTIFIED FINANCIAL ADVISOR*	INDEX
CNBC.com	567
TheStreet.com	525
BusinessInsider.com	515
Forbes.com	382
WSJ.com	377
Bloomberg.com	368
SeekingAlpha.com	354
MarketWatch.com	265
Investors.com	238
NASDAQ.com	204
Fool.com	185
Yahoo Finance	182

C-LEVEL EXECUTIVE**

C-LEVEL EXECUTIVE**	INDEX
TheStreet.com	437
SeekingAlpha.com	307
NASDAQ.com	224
Investors.com	119
CNBC.com	115
MarketWatch.com	112
Fool.com	91
Forbes.com	87
Bloomberg.com	71
BusinessInsider.com	66
Yahoo Finance	45
WSJ.com	40

IAB DIGITAL INTERESTS: FINANCIAL SERVICES***

IAB DIGITAL INTERESTS: FINANCIAL SERVICES***	INDEX
TheStreet.com	272
NASDAQ.com	263
Bloomberg.com	207
Fool.com	193
Investors.com	189
MarketWatch.com	187
SeekingAlpha.com	186
CNBC.com	177
Yahoo Finance	174
WSJ.com	172
Forbes.com	153
BusinessInsider.com	122

FIRST TO USE THE LATEST FINANCIAL INFORMATION**

FIRST TO USE THE LATEST FINANCIAL INFORMATION**	INDEX
TheStreet.com	211
SeekingAlpha.com	203
NASDAQ.com	192
MarketWatch.com	178
Investors.com	169
WSJ.com	167
Bloomberg.com	161
Fool.com	160
Yahoo Finance	159
CNBC.com	150
BusinessInsider.com	146
Forbes.com	128

Source: *Lotame DMP, September 2018/Bureau of Labor Statistics, May 2017; **comScore Plan Metrix, August 2018; ***comScore Plan Metrix Audience Profile, April 2018

Retirement-Minded

Connect with high net worth investors who are actively planning for retirement.



AVERAGE INVESTMENT PORTFOLIO SIZE*

\$1.2 MILLION

+9% year-over-year

AVERAGE INDIVIDUAL INCOME*

\$140K

+20% year-over-year

PORTFOLIO VALUE \$1 MILLION+**

RANKED #1

APPLIED FOR 401(k)/IRA IN PAST 6 MONTHS**

INDEX 487



TheStreet.com visitors are nearly 5x MORE LIKELY than the total digital population to have applied for 401(k)/IRA in past 6 months**

INTERESTED IN RETIREMENT PLANNING***

RANKED #1
6.6x MORE LIKELY



IAB DIGITAL INTERESTS: RETIREMENT PLANNING***

INDEX

TheStreet.com

661

NASDAQ.com

653

Investors.com

425

Fool.com

387

SeekingAlpha.com

361

MarketWatch.com

321

Bloomberg.com

317

Yahoo Finance

237

CNBC.com

225

WSJ.com

186

Forbes.com

118

BusinessInsider.com

90

Active Traders & Investors

Engage with sophisticated traders and investors who are actively seeking information and resources to achieve their financial goals.



AVERAGE INVESTMENT PORTFOLIO SIZE*

\$1.2 MILLION

UNDERSTAND FINANCIAL/INVESTMENT TERMS WITH EASE*

88%

CONSIDER MYSELF AN "EXPERIENCED INVESTOR"*

77%

INTERESTED IN INVESTING**

RANKED #1

8.6x MORE LIKELY



IAB DIGITAL INTERESTS: INVESTING**

TheStreet.com

NASDAQ.com
 SeekingAlpha.com
 Investors.com
 MarketWatch.com
 Fool.com
 Bloomberg.com
 CNBC.com
 Yahoo Finance
 WSJ.com
 Forbes.com
 BusinessInsider.com

INDEX

858

777
 485
 479
 440
 389
 354
 277
 265
 239
 136
 104

CHECK STOCK QUOTES MULTIPLE TIMES A DAY***

RANKED #1

2.4x MORE LIKELY



CHECK STOCK QUOTES MULTIPLE TIMES A DAY***

TheStreet.com

SeekingAlpha.com
 NASDAQ.com
 Investors.com
 MarketWatch.com
 WSJ.com
 CNBC.com
 Yahoo Finance
 Forbes.com
 Fool.com
 Bloomberg.com
 BusinessInsider.com

INDEX

238

142
 140
 139
 133
 127
 124
 122
 120
 118
 110
 98

Tech Executives

Pinpoint sophisticated IT executives who are driving business purchase decisions.



**C-LEVEL EXECUTIVE /
INFORMATION TECHNOLOGY PROFESSIONAL***

**RANKED #1
2.5x MORE LIKELY**



**C-LEVEL EXECUTIVE /
INFORMATION TECHNOLOGY PROFESSIONAL***

TheStreet.com INDEX 255

SeekingAlpha.com	226
NASDAQ.com	171
Bloomberg.com	161
CNBC.com	150
MarketWatch.com	136
Forbes.com	131
Investors.com	126
WSJ.com	115
Yahoo Finance	108
Fool.com	107
BusinessInsider.com	103

**IAB DIGITAL INTERESTS: BUSINESS I.T. /
LOGISTICS / SMALL- AND MEDIUM-SIZED BUSINESS****

TheStreet.com INDEX 204

NASDAQ.com	202
Bloomberg.com	173
Fool.com	173
CNBC.com	165
Forbes.com	163
Investors.com	161
MarketWatch.com	154
WSJ.com	154
SeekingAlpha.com	148
Yahoo Finance	147
BusinessInsider.com	130

INVOLVED IN BUSINESS PURCHASE DECISIONS*

Technology Services **Index 271**

PC Peripherals **Index 158**

IT Technology Consulting Services **Index 128**

Competitive Advantage

TheStreet is a leading financial media site for reaching sophisticated and active traders & investors.

SOPHISTICATED PROFESSIONALS

C-LEVEL EXECUTIVE*

TheStreet.com

SeekingAlpha.com	307
NASDAQ.com	224
Investors.com	119
CNBC.com	115
MarketWatch.com	112
Fool.com	91
Forbes.com	87
Bloomberg.com	71
BusinessInsider.com	66
Yahoo Finance	45
WSJ.com	40

INDEX

437

CERTIFIED FINANCIAL ADVISOR*

TheStreet.com

CNBC.com	567
BusinessInsider.com	515
Forbes.com	382
WSJ.com	377
Bloomberg.com	368
SeekingAlpha.com	354
MarketWatch.com	265
Investors.com	238
NASDAQ.com	204
Fool.com	185
Yahoo Finance	182

INDEX

525

HIGH NET WORTH, ACTIVE TRADERS AND INVESTORS

PORTFOLIO VALUE: \$1 MILLION+*

TheStreet.com

NASDAQ.com	136
Forbes.com	119
Fool.com	118
Bloomberg.com	112
MarketWatch.com	110
WSJ.com	106
Yahoo Finance	104
BusinessInsider.com	101
CNBC.com	100
SeekingAlpha.com	62
Investors.com	55

INDEX

141

IAB DIGITAL INTERESTS: INVESTING**

TheStreet.com

NASDAQ.com	777
SeekingAlpha.com	485
Investors.com	479
MarketWatch.com	440
Fool.com	389
Bloomberg.com	354
CNBC.com	277
Yahoo Finance	265
WSJ.com	239
Forbes.com	136
BusinessInsider.com	104

INDEX

858

CHECK STOCK QUOTES MULTIPLE TIMES A DAY*

TheStreet.com

SeekingAlpha.com	142
NASDAQ.com	140
Investors.com	139
MarketWatch.com	133
WSJ.com	127
CNBC.com	124
Yahoo Finance	122
Forbes.com	120
Fool.com	118
Bloomberg.com	110
BusinessInsider.com	98

INDEX

238

Channel Co-Sponsorship

Dominate a brand-relevant channel with a high-impact sponsorship to drive ROI.

MULTI-CHANNEL EDITORIAL COVERAGE

- 40+ full-time editors delivering content in a **range of channels**:
 - Markets
 - Investing
 - Stocks
 - ETFs
 - Options
 - Futures
 - Bitcoin
 - Fixed Income
 - Mutual Funds
 - Personal Finance
 - Taxes
 - Insurance
 - Retirement
 - Commodities
 - Jim Cramer
 - Technology
 - Road Warrior (*business travel*)
 - How to Spend (*luxury/lifestyle*)

TIMELY, ENGAGING CONTENT



Centralized, 24-hour Newsroom



World Markets Coverage



Cross-Platform Engagement

DOMINATE THE CHANNEL // CO-SPONSORSHIP DETAILS

- Premium, high-impact roadblocks** will target your brand message to an audience actively consuming the most relevant content:
 - Desktop/Tablet*: Leaderboard (728x90)* | Billboard (970x250); Medium Rectangle (300x250) | Half Page (300x600)
 - Smartphone*: Standard Unit (300x250); Mobile Adhesion (320x50 | 300x50)
- Brand logo prominently featured** adjacent to the channel headline on the homepage and channel landing page

CHANNEL LANDING PAGE

TheStreet.com channel landing page for Retirement. The page features a 'BRANDED DISPLAY' at the top, a 'SPONSORED BY LOGO' on the right, and several article thumbnails. A 'WATCHLIST' section is visible on the right side.

CHANNEL PROMINENTLY FEATURED ON HOME PAGE

TheStreet.com home page featuring the Financial Advisor Center. The section includes a 'SPONSORED BY LOGO' and a headline: "January's Market Climate Forecast: This Bear's Not Hibernating". Below the headline is a quote from Rob Isobitts, chief investment officer of SunGarden Fund Management.

*Leaderboard unit must be included in package

Financial Advisor Center

Reach financial advisors and professionals seeking trusted investment information and strategies in an environment designed to drive results.

WRITTEN FOR FINANCIAL ADVISORS, BY FINANCIAL ADVISORS

- TheStreet's *Financial Advisor Center* is the **go-to destination for financial advisors** to keep current on key industry trends and the latest developments that may impact clients. From the need to collaborate with other advisors to discussions of new technology, TheStreet explores all the ins and outs of the industry.
- As an **independent and unbiased new publication**, TheStreet offers the broadest editorial impact and audience reach.

THESTREET REACHES
OVER HALF
OF U.S. FINANCIAL ADVISORS*



Total United States Financial Advisors = **200,920**
TheStreet Financial Advisors = **119,850**

CERTIFIED FINANCIAL ADVISOR**

RANKED #2
5.25x MORE LIKELY



CERTIFIED FINANCIAL ADVISOR*

CNBC.com

TheStreet.com

BusinessInsider.com

Forbes.com

WSJ.com

Bloomberg.com

SeekingAlpha.com

MarketWatch.com

Investors.com

NASDAQ.com

Fool.com

Yahoo Finance

INDEX

567

525

515

382

377

368

354

265

238

204

185

182

DOMINATE THE CHANNEL // CO-SPONSORSHIP DETAILS

- **Premium, high-impact roadblocks** throughout the *Financial Advisor Center*:
 - *Desktop/Tablet*: Leaderboard (728x90)*** | Billboard (970x250); Medium Rectangle (300x250) | Half Page (300x600)
 - *Smartphone*: Standard Unit (300x250); Mobile Adhesion (320x50 | 300x50)
- **Brand logo prominently featured** adjacent to the channel headline on the homepage and channel landing page

How to Spend

Connect with affluent professionals who invest in the good life.



TRUSTED CONTENT FOR AFFLUENT SPENDERS

- **How to Spend**, TheStreet's **lifestyle channel**, provides our affluent audience with tips, stories and information on products and services that will help them live their best life.

AVERAGE INVESTMENT PORTFOLIO SIZE*

\$1.2 MILLION

AVERAGE INDIVIDUAL INCOME*

\$140K

PORTFOLIO VALUE \$1 MILLION+**

RANKED #1

VALUE OF PRIMARY

RESIDENCE \$500K-\$999.9K** INDEX

TheStreet.com	142
NASDAQ.com	135
Fool.com	129
Forbes.com	118
Bloomberg.com	114
MarketWatch.com	114
WSJ.com	111
Yahoo Finance	108
CNBC.com	102
BusinessInsider.com	100
SeekingAlpha.com	68
Investors.com	55

SPENT \$2.5K+ ONLINE ON

TRAVEL IN PAST 6 MONTHS** INDEX

TheStreet.com	183
WSJ.COM	146
NASDAQ.com	143
MarketWatch.com	142
Bloomberg.com	133
CNBC.com	127
SeekingAlpha.com	125
Forbes.com	125
Yahoo Finance	123
Fool.com	115
BusinessInsider.com	106
Investors.com	93

PLAN TO BUY LUXURY SPORTS

VEHICLE IN NEXT 6 MONTHS** INDEX

TheStreet.com	581
NASDAQ.com	365
MarketWatch.com	306
Fool.com	249
Yahoo Finance	218
Bloomberg.com	213
WSJ.com	118
CNBC.com	102
BusinessInsider.com	94
Forbes.com	92
SeekingAlpha.com	19
BusinessInsider.com	N/A

DOMINATE THE CHANNEL // CO-SPONSORSHIP DETAILS

- **Premium, high-impact roadblocks** throughout the *How to Spend* channel:
 - *Desktop/Tablet*: Leaderboard (728x90)** | Billboard (970x250); Medium Rectangle (300x250) | Half Page (300x600)
 - *Smartphone*: Standard Unit (300x250); Mobile Adhesion (320x50 | 300x50)
- **Brand logo prominently featured** adjacent to the channel headline on the homepage and channel landing page

Source: *Investment Trends, 2018; **comScore Plan Metrix, August 2018

**Leaderboard unit must be included in package

TheStreet.

Road Warrior

Target in-market consumers on our platform for trusted and actionable business travel content.



ENGAGE ROAD WARRIORS TO BE A BRAND WARRIOR

- **Road Warrior**, TheStreet's travel channel, provides our active business and leisure travelers with travel tips, airline stories, hotel information and much more.

IAB DIGITAL INTERESTS: BUSINESS /
ADVENTURE TRAVEL

INDEX 223

"HEAVY" DOMESTIC AIR TRAVEL
IN PAST YEAR

INDEX 171

20+ INTERNATIONAL BUSINESS
TRIPS IN PAST 3 YEARS

INDEX 306

C-LEVEL EXECUTIVE

TheStreet.com

SeekingAlpha.com	307
NASDAQ.com	224
Investors.com	119
CNBC.com	115
MarketWatch.com	112
Fool.com	91
Forbes.com	87
Bloomberg.com	71
BusinessInsider.com	66
Yahoo Finance	45
WSJ.com	40

INDEX

437

SPENT \$2.5K+ ONLINE ON TRAVEL IN PAST 6 MONTHS

TheStreet.com

WSJ.COM	146
NASDAQ.com	143
MarketWatch.com	142
Bloomberg.com	133
CNBC.com	127
SeekingAlpha.com	125
Forbes.com	125
Yahoo Finance	123
Fool.com	115
BusinessInsider.com	106
Investors.com	93

INDEX

183

16-20 DOMESTIC TRIPS IN PAST YEAR

NASDAQ.com

NASDAQ.com	194
TheStreet.com	174
WSJ.COM	151
SeekingAlpha.com	112
BusinessInsider.com	104
Yahoo Finance	94
CNBC.com	82
Forbes.com	67
Bloomberg.com	64
Investors.com	49
MarketWatch.com	38
Fool.com	29

INDEX

194

174

151

112

104

94

82

67

64

49

38

29

DOMINATE THE CHANNEL // CO-SPONSORSHIP DETAILS

- **Premium, high-impact roadblocks** throughout the *Road Warrior* channel:
 - *Desktop/Tablet*: Leaderboard (728x90)* | Billboard (970x250); Medium Rectangle (300x250) | Half Page (300x600)
 - *Smartphone*: Standard Unit (300x250); Mobile Adhesion (320x50 | 300x50)
- **Brand logo prominently featured** adjacent to the channel headline on the homepage and channel landing page

FOR MEDIA INQUIRIES

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Media Revenue, Audience and
Business Development

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