Money
Creating richer lives for everyone

2022 Media Kit
ABOUT US

50 YEARS
Years of publishing best-in-class financial education

402M+
People Understand Their Finances Better

25K
Articles Tackling Finance A-Z

1,000+
Trusted Advertisers

110M+
In Paid Search Budget Under Management

140+
People on the team supporting your Business Goals

Source: GA August 2022
OUR MISSION:

To guide people to financial victories through up-to-date information, education and tools.
## 2022 Editorial Highlights

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>EDITORIAL THEMES</th>
<th></th>
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<tbody>
<tr>
<td>Q1</td>
<td>The Best Money Year of Your Life</td>
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<td></td>
<td>Best Travel Rewards Programs</td>
<td></td>
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<tr>
<td>Q2</td>
<td>Best Colleges</td>
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<td>Best Credit Cards</td>
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<td>Spring Real Estate Preview</td>
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<td>Q3</td>
<td>Best Places to Live</td>
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<tr>
<td>Q4</td>
<td>Changemakers: The 50 People Changing the Future of Your Finances</td>
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<td>Best Banks</td>
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<td>The Best Places to Retire</td>
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<td></td>
<td>Money Archives</td>
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</table>

*Subject to change*
### Our Site Performance

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>Page Views</strong></td>
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<tr>
<td>Annually</td>
<td>56.6M</td>
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<tr>
<td>Per Month</td>
<td>4.75M</td>
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<tr>
<td><strong>Active Users</strong></td>
<td></td>
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<tr>
<td>Total</td>
<td>20M</td>
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<tr>
<td>28 Day Active Users</td>
<td>1.6M</td>
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<tr>
<td><strong>Traffic Sources</strong></td>
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<tr>
<td>Organic</td>
<td>63%</td>
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<tr>
<td>Referral</td>
<td>14%</td>
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Source: GA, MSN, Yahoo/AOL April 2022
## Package

### Annual Series: Best Places to Live

### What's Included

“Sponsored by [Company]” treatment in:

- Main hubs and sublist pages
- Articles related to the Best Places to Live Series
- Newsletters related to the Best Places to Live Series
- Money Mortgage Calculators
- Social Media Promotions
- Advertorials: Brand-specific pieces of content on Money.com highlighting advertiser
- Impression tracker

### Notes

- Expected publishing date: Annually September
- Custom widgets, in-text links, social posts, etc. will drive to advertiser-provided URL
- For pricing and additional details contact mediakit@money.com

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<table>
<thead>
<tr>
<th>50 Best Places</th>
<th>Get to Know Our No. 1: Chanhassen, Minnesota</th>
<th>Methodology</th>
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</thead>
</table>

**The 50 Best Places to Live in the U.S. in 2021—2022**

From superb suburbs to quaint small towns, our 35th annual list highlights the places where job growth is rising, home prices are affordable, and the quality of life shines.

By Samantha Shart, Aly J. Yale, Daniel Bortz, Leslie Cook, Julia Glum, Mallika Mitra and Ana Lucia Murillo

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Money
PACKAGE

Annual Series: Best Colleges

WHAT'S INCLUDED

“Sponsored by [Company]” treatment in:

- Main hubs and sublist pages
- Articles related to the Best Colleges Series
- Newsletters related to the Best Colleges Series
- Social Media Promotions
- Advertorials: Brand-specific pieces of content on Money.com highlighting advertiser
- Impression tracker

NOTES

- Expected publishing date: Annually May (2022 Sold)
- Custom widgets, in-text links, social posts, etc. will drive to advertiser-provided URL
- For pricing and additional details contact mediakit@money.com

Money
PACKAGE

Annual Series: Best Places to Travel

WHAT’S INCLUDED

“Sponsored by [Company]” treatment in:

● Main hubs and sublist pages
● Articles related to the Best Places to Travel Series
● Newsletters related to the Best Places to Travel Series
● Social Media Promotions
● Advertorials: Brand-specific pieces of content on Money.com highlighting advertiser
● Impression tracker

NOTES

● Expected publishing date: Annually in April
● Custom widgets, in-text links, social posts, etc. will drive to advertiser-provided URL
● For pricing and additional details contact mediakit@money.com

Money

THE BEST PLACES TO TRAVEL IN 2022

YOUR COMPANY

Logo Here
Non-Branded Paid Search

WHAT’S INCLUDED

● Proven track record of success in Paid Search over the past 6 years as one of Google’s Top Advertisers

● Second shelf space in the Google Auction. Incrementality you can measure

● Pay for performance or cost plus pricing available

● Drives brand value & consideration leveraging non-branded paid search to promote

● Transparency: Data sharing & insights into keyword and campaign performance

NOTES

● No minimum budget requirement

● ConsumersAdvocate.org and Money.com offer more shelf space on Google for keywords that matter to your business

● For pricing and additional details contact mediakit@money.com

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Money

Best Pet Insurance of 2022

Pet insurance helps pay for your pet’s medical care, with plans appealing up to 80% of your vet bill. Most leading pet insurance companies give pet owners comprehensive coverage at an affordable monthly premium. The differences are in the details and fine print. We condensed the leading pet insurance providers in the U.S. and narrowed down our list so you can make a well-informed decision about the insurance that best suits you for your pet and your pocket.

Money’s Recommendations

1. BeachFido

2. Lemonade

3. Tractive

4. Dogs & Cats

5. TiffyCare

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Money’s Partners

1. Humane Society of the United States

2. American Veterinary Medical Association

3. American Society for the Prevention of Cruelty to Animals

4. ASPCA

5. Other leading animal welfare organizations

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Money

Last Revised 8/12/2022
PACKAGE

Money Archives
One-Time Opportunity

WHAT’S INCLUDED
“Sponsored by [Company]” treatment in:
- Main hub and sub-pages
- Transcribed articles with “Money Then & Now” commentary
- Money Classic Newsletter for a period of 6 months (1x / month)
- Social Media Promotions
- Advertorials: Brand-specific pieces of content on Money.com highlighting advertiser featured in the “Archived Stories” section.
- Articles will link back to advertiser’s website from the most recognizable and authoritative news sites in the nation
- Mention in our Press Release
- Impression tracker

NOTES
- One-time opportunity in celebration of Money’s 50th anniversary
- Expected publishing date: October 2022
- Custom widgets, in-text links, social posts, etc. will drive to advertiser-provided URL
- High value backlinks help Advertiser’s SEO strategy
- For pricing and additional details contact mediakit@money.com

Money
PACKAGE

Sponsoring the News

WHAT'S INCLUDED

● Opportunity to sponsor all news-related content produced on Money.com (approx 225 trending news stories per quarter)
● Select placements in Money.com's weekly newsletters
● Partners brand alignment with Money.com
● Social Media Promotions
● 6 articles focused on themes relevant to partner's service or product
● Impression tracker

NOTES

● Monthly sponsorship
● For pricing and additional details contact mediakit@money.com
Sponsoring Existing or Custom Guides

WHAT'S INCLUDED

- 10 sponsored articles “Powered by [Company]"
- 1 callout at the end of 1 newsletter, depending on the audience and content
- Social Media Promotions
- Impression tracker

NOTES

- Quarterly agreement minimum
- These guides are a new type of landing page that bring existing (and new) content together around specific audience segments.
- Custom widgets, in text links, social posts, etc. will drive to advertiser-provided URL
- Articles and content (tabs included) can be customized
- For pricing and additional details contact mediakit@money.com

The best time to start your personal finance journey is now. From credit scores to crypto, the world of personal finance can seem overwhelming when you're just getting started. Let our experts walk you through the fundamentals.

To swipe or not to swipe: Credit cards in college

- How to Donate Plasma for Money
- A State-by-State Guide to Getting Pandemic...
PACKAGE

**Sponsored Articles Packages**

**WHAT’S INCLUDED**

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

**NOTES**

- Custom widgets, in-text links, social posts, etc. will drive to advertiser-provided URL
- For pricing and additional details contact mediakit@money.com

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Gen Z Is Rewriting the Rules for Personal Finance in Real Time. That’s Good, Right?

By Malissa Mires
July 21, 2021

In the summer of 2020, Matt Choon sat in his Brooklyn apartment surrounded by piles of boxes of CBD gummies and bags of designer clothing. He spent years trying to turn his e-commerce business Potion from a passion project into a sustainable revenue source, trekking through snow to beg bodegas to sell his products and throwing house parties just to get photos of guests with his brand’s logo. But collaborators had come and gone, and now it
Regional Sponsored Content

WHAT’S INCLUDED

- 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 [Company]”
  - 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

NOTES

- Custom widgets, in-text links, social posts, etc. will drive to advertiser-provided URL
- High value backlinks help Advertiser’s SEO strategy
- For pricing and additional details contact mediakit@money.com
Co-Branded Email: Ads by Money

WHAT'S INCLUDED:

● 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

NOTES:

● 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
  ● For pricing and additional details contact mediakit@money.com

Money

Every pet owner should be able to answer this question: What would you do if your pet needed life-saving surgery but the cost is $1,800?

Thankfully, pet insurance can help protect you from unexpected health expenses, so you can focus on enjoying your furry friend instead of worrying about vet bills. What’s more, the pet insurance industry has made great strides in recent years, with companies like <your company here> now offering plans as low as $15/month. This is how you can stop having to choose between your wallet or your pet.

Want to start protecting your pet today? Check out <your company here> coverage options and your rate here.

Greg Powel
CEO Money

A different breed of Pet Insurance

VIEW PLANS
Money Newsletter Sponsorship

WHAT’S INCLUDED

- “Sponsored by [Company]” treatment
- Link out to content around the product or service
- Premium placement/brand mention within the newsletters

NOTES

- Money Newsletter Cadence:
  - Daily Money: Weekdays
  - Money Moves: Every Saturday
  - Retire With Money: Every Thursday
  - Dollar Scholar: Every Wednesday
- 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
- For pricing and additional details contact mediakit@money.com

Money
PACKAGE

Calculator Sponsorship

WHAT’S INCLUDED

- “Sponsored by [Company]” treatment
- Updated CTAs send traffic to sponsor
- Calculators included:
  - /mortgage-calculator/
  - /mortgage-refinance-calculator/
  - /how-much-house-can-i-afford/
  - /debt-income-ratio-calculator/

NOTES

- Ideal for lending partners
- Calculator and in-text links will drive to advertiser-provided URL
- For pricing and additional details contact mediakit@money.com
PACKAGE

Social Media Takeover

WHAT’S INCLUDED

● Influencer takeover of social media channels for 24 hours:
  ○ Facebook
  ○ Instagram
  ○ Twitter
● Instagram stories
  ○ 5 stories
● Money to promote event beforehand

NOTES

● Partner capability to collaborate with our social media and content teams on creative input
● Impressions and reach are dependent on the influencer
● Please reach out to the Money team for the most updated social media numbers
● For pricing and additional details contact mediakit@money.com
SOCIAL

Video

WHAT WE CAN OFFER:

● Ability for partners to collaborate with our Social Media and Content Team and provide creative input
● “Sponsored by [Company]” treatment

CATEGORIES:

● Reels
  ○ Platform: Instagram Reels
  ○ 60 second duration
  ○ Custom animation
● Stories
  ○ 24-hour duration
● For pricing and additional details contact mediakit@money.com

For pricing and additional details contact mediakit@money.com
SOCIAL
Twitter Series

WHAT'S INCLUDED
● Twitter thread
  ○ Min of 10 Tweets
  ○ Max 25 Tweets
● Custom animation in first Tweet
● Company tagged in first Tweet

NOTES
● Ability for partners to collaborate with our Social Media and Content Team and provide creative input
● For pricing and additional details contact mediakit@money.com
**SOCIAL**

**Live Interview**

**WHAT’S INCLUDED**

- 30-minute live interview on choice of platform
- Mention that the interview is “brought to you by [Company]”
- Hosted by subject matter expert

**NOTES**

- Ability for partners to collaborate with our Social Media and Content Team and provide creative input
- Recording will remain on platform for minimum of 30 days
- For pricing and additional details contact mediakit@money.com
Have something else in mind? Let’s Talk

*Legal Disclaimer: Media Kit terms may change and are not guaranteed unless otherwise recorded in writing in a valid agreement.