Help everyday people live richer lives by learning finance strategies through up-to-date information, education and tools

Consumer facing review website connecting brands with high-intent audiences at unparalleled scale

Team and technology powering monetization for third-parties with fully customizable monetization across 70+ verticals

Proprietary software platform enabling lead scoring and automated media buying with integrated productivity tools
Years of publishing best-in-class financial education

People understand their finances better each year

Articles tackling finance A-Z

In annual paid search budget under management

People on the team supporting your Business Goals

50+ YEARS

74M+*

25K

1,000+

134M+

140+

*Date Range: Jan 1, 2022 - December 31, 2022

Money
Money’s Mission

To guide people to financial victories through up-to-date information, education and tools
| 2023 | Editorial Packages |
|---------------------------------|
| • Best Places to Travel         |
| • Best Travel Reward Programs   |
| • Best Airlines                 |
| • Best Hotels                   |
| • Best Cruises                  |
|                                 |
| • Best Banks                    |
| • Best Autos                    |
| • Best Colleges                 |
| • Best OTC Drugs                |
| • Best Hospitals                |
| • Best Places to Live           |
| • Retirement Content Hub        |
| • Gold Content Hub              |
| • Best Financial Advisors       |
| • Changemakers: 50 People       |
|       Changing Personal Finance |
|       Now                      |
| • Best Small Business Awards    |
|       (2024)                   |
WHAT'S INCLUDED

“Sponsored by [Company]” treatment in:
- Main landing page and secondary lists/pages
- Articles within the Series
- Newsletters to Money audience
- Money Mortgage Calculators
- Social Media Promotions
- Custom high conversion strategies to drive people to the advertiser including widgets, in-text links, social posts, and more
- Advertorials: Branded content on Money.com created exclusively for advertiser
- Impression tracker

NOTES
- Expected publishing date: Annually September (2022-2023 sold)
- For pricing and additional details contact mediakit@money.com
WHAT'S INCLUDED

“Sponsored by [Company]” treatment in:

• Main landing page and secondary lists/pages
• Articles within the Series
• Newsletters to Money audience
• Social Media Promotions
• Custom high conversion strategies to drive people to the advertiser including widgets, in-text links, social posts, and more
• Advertorials: Branded content on Money.com created exclusively for advertiser
• Impression tracker

NOTES

• Expected publishing date: Annually May
• For pricing and additional details contact mediakit@money.com
WHAT’S INCLUDED

“Sponsored by [Company]” treatment in:

• Main landing page and secondary lists/pages
• Articles within the Series
• Newsletters to Money audience
• Social Media Promotions
• Custom high conversion strategies to drive people to the advertiser including widgets, in-text links, social posts, and more
• Advertorials: Branded content on Money.com created exclusively for advertiser
• Impression tracker

NOTES

• Expected publishing date: Annually in March (2023 sold)
• For pricing and additional details contact mediakit@money.com
WHAT'S INCLUDED

• Proven track record of success in Paid Search over the past 7 years as one of Google's Top Advertisers
• Second shelf space in the Google Auction. Incrementally you can measure
• Pay for performance or cost plus pricing available
• Drives brand value & consideration leveraging non-branded paid search to promote your brand
• 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
WHAT’S INCLUDED

“Sponsored by [Company]” treatment in:

• Main content hubs and secondary pages
• Transcribed articles with “Money Then & Now” commentary
• Money Classic Newsletter for a period of 6 months (1x/month)
• Articles will link back to advertiser's website from the most recognizable and authoritative news sites in the nation

• Advertorials: Brand-specific pieces of content on Money.com highlighting advertiser featured in the “Archives Stories” section
• Impression tracker
• Social Media Promotions
• Custom high conversion strategies to drive people to the advertiser including widgets, in-text links, social posts, and more

NOTES

• Evergreen content
• High value backlinks help Advertiser’s SEO strategy
• For pricing and additional details contact mediakit@money.com
WHAT’S INCLUDED

“Sponsored by [Company]” 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 Promotions
• 6 articles focused on themes relevant to partner’s service or product
• Impression tracker

NOTES

• Monthly sponsorship minimum
• For pricing and additional details contact mediakit@money.com
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
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
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
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 Tuesday
  - Dollar Scholar: Every Wednesday
  - Investing with Money: Every Thursday
- 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

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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
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
WHAT'S INCLUDED

- Twitter thread
  - Min of 10 Tweets
  - Max 25 Tweets
- Custom animation in first Tweet
- Company tagged in first Tweet

CATEGORIES

- 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
WHAT'S INCLUDED
• 30-minute live interview on choice of platform
• Mention that the interview is being “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.

mediakit@money.com

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

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