Money Group

Media Kit 2026

Revolutionizing the way brands
and consumers connect



Money Group

A portfolio of trusted brands driving the monetization of high-intent traffic at scale

Money.com

Creating richer lives for everyone

Ads by Money

Team and technology powering strategic monetization across 80+ industries

consumersadvocate.org

DECISIONS MADE EASY

Connecting brands with high-intent consumers at unparalleled scale

Powered by a proprietary technology platform

NAVCHAIN™ by Money

Proprietary software platform enabling lead scoring and automated media buying with integrated productivity tools

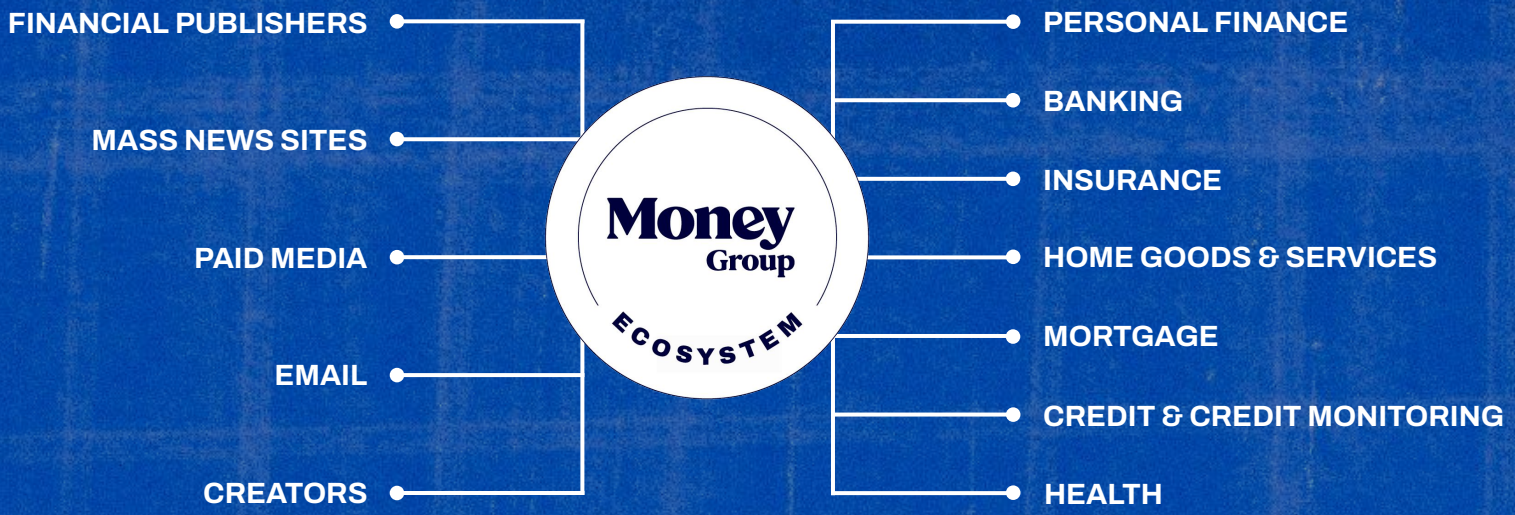
The most comprehensive marketplace in Consumer Finance

Diversified Mix Of Channels

Broad range of highly effective monetization opportunities drive publisher interest from a diverse mix of categories

Deep Partnerships With Brands

Significant audience reach for advertisers with access to different levels of the marketing funnel and leads at different costs to meet ad budget desires



About Us

50+
Years of publishing best-in-class financial journalism

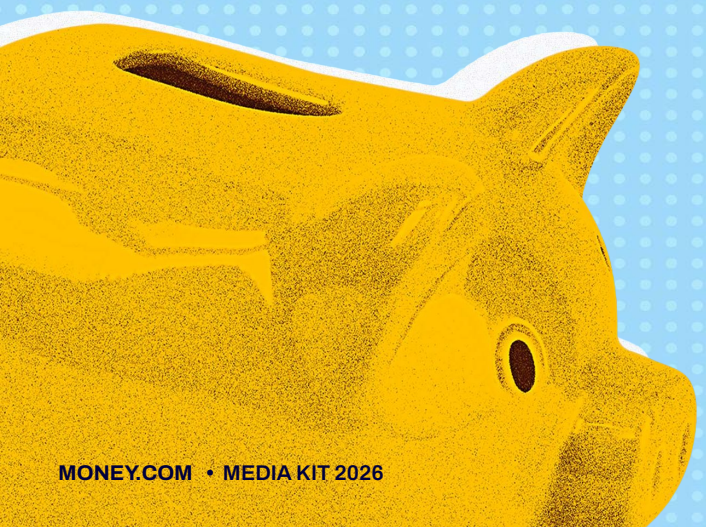
76M
Average monthly AI-powered Money.com brand impressions*

$850M+
In Ad spend to date**

260M+
Total views***

1,200+
Trusted advertisers

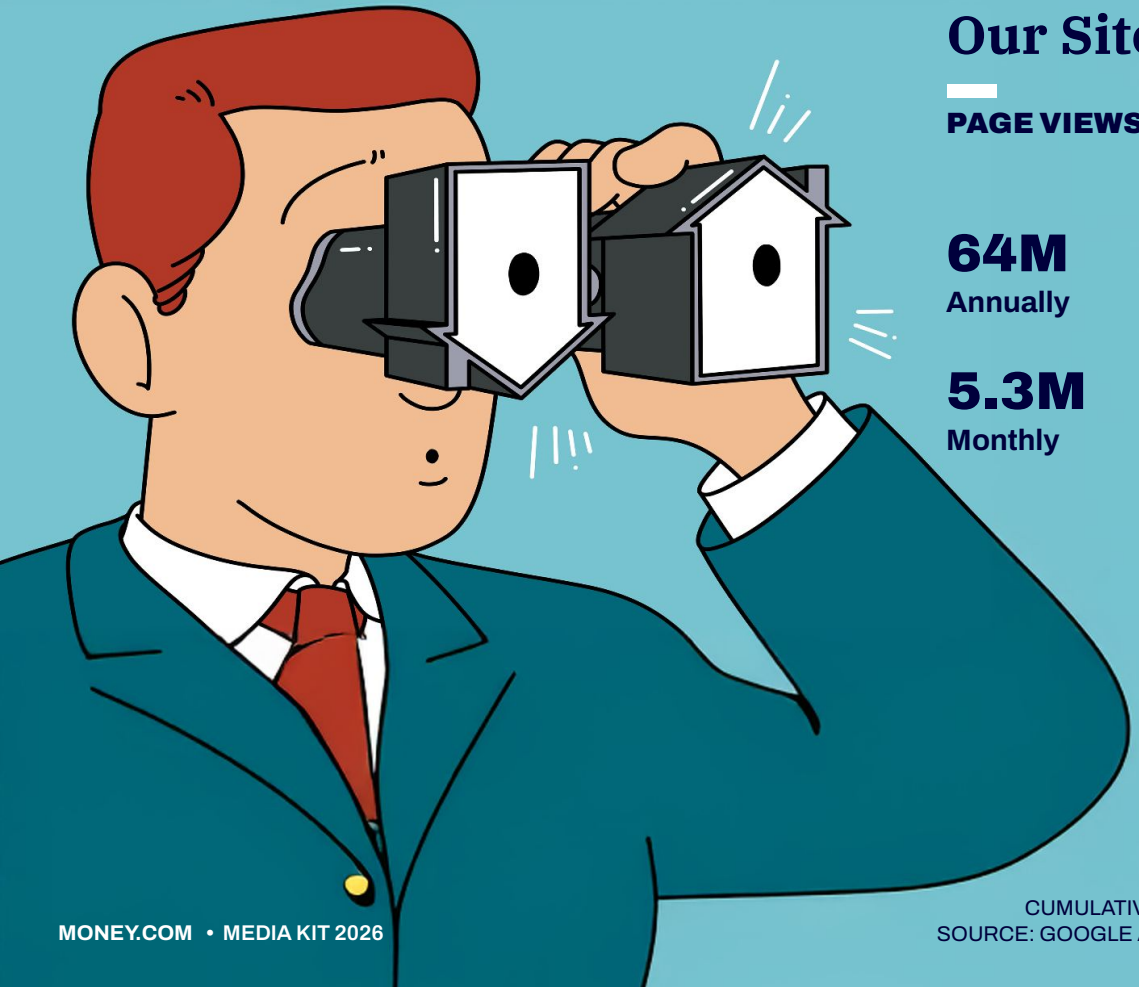
120+
Team members supporting your business goals





Money.com consumersadvocate.org DECISIONS MADE EASY

* SOURCE: AHREFS.COM JAN 1, 2025 - DEC 31, 2025 CUMULATIVE ACROSS GOOGLE AI OVERVIEWS & AI MODE, CHATGPT, GEMINI, PERPLEXITY AND COPILOT.
** REPRESENTS AD SPEND SINCE 2016 THROUGH DEC 2025.
*** JAN 1, 2025 - DEC 31, 2025 INCLUDES ACTUAL VIEWS FOR OWNED AND OPERATED WEB PROPERTIES AND DATA-BACKED ESTIMATES OF VIEWS OF MONEY GROUP CONTENT ACROSS OUR PUBLISHER NETWORK.



Our Sites

PAGE VIEWS

64M
Annually

5.3M
Monthly

NEW USERS

38M
Annually

3.2M
Monthly

TRAFFIC SOURCES

33%
Referral

32%
Organic

27%
Paid

Money.com

consumersadvocate.org
DECISIONS MADE EASY

CUMULATIVE METRICS ACROSS OWNED AND OPERATED WEB PROPERTIES.
SOURCE: GOOGLE ANALYTICS; DATE RANGE: JANUARY 1, 2025 – DECEMBER 31, 2025

Ads by Money

260M+

Helping people learn more about their finances.

Ads by Money partners with both renowned large publishers and vetted small publishers to deliver high-intent, high-converting traffic to advertisers. By connecting quality publishers with leading personal finance institutions, Ads by Money drives exceptional 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.

Financial & News Publications	Paid Media Publishers
100+ Publishers	**100+** Partners
Creator Network	**Newsletters & Email Network**
250+ Creators	**40+** Email Lists

Content Creator Support

Over 250+ Creators

500M+

Discover. Search.
Utilize. Captivate

Ads by Money creator network unites 250+ vetted experts to refine institutional brand authority.

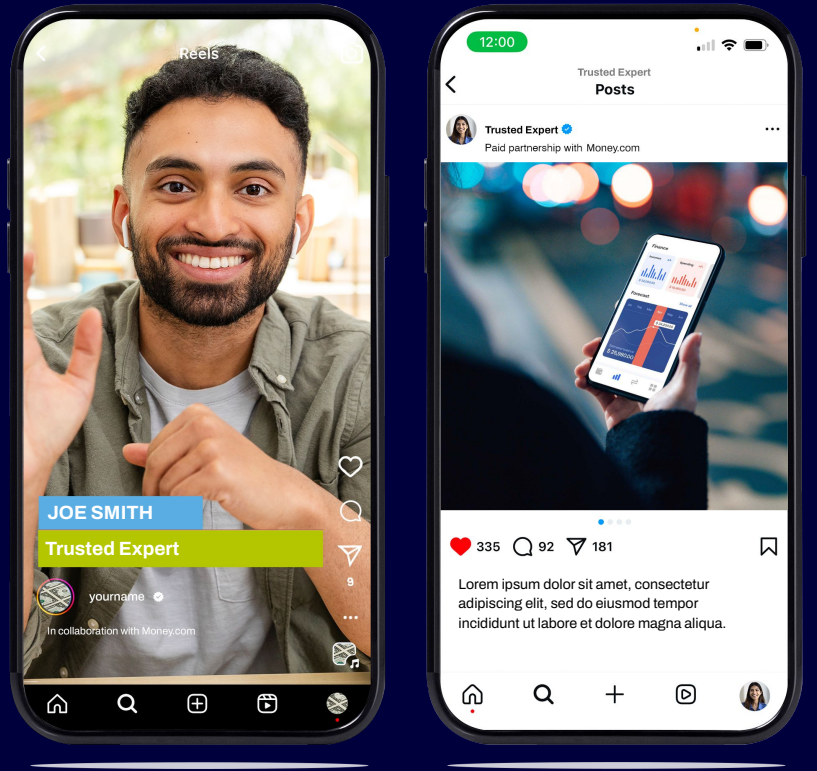
We act as the translation layer, humanizing complex products through authentic narratives building consumer trust. Partnership through our creator network encourages behavior led volume and credibility across the financial ecosystem.

Incrementality

Optimize through the incremental search engine of creators and position your brand as the cited answer in social feeds & AI search.

Compliance First

Feel comfortable with enterprise level safety.



Across multiple channels

Newsletters & Email Network

Over 40+ Email Partners

26M+

Subscribers

Ads by Money's newsletter and email network gives advertisers access to 40+ trusted email partners, including the Money.com's 1M subscribers, reaching engaged subscribers across personal finance, business, investing, and lifestyle content.

This program offers premium newsletter placements and dedicated email sends that connect brands directly with opted-in audiences at moments of high attention and intent.

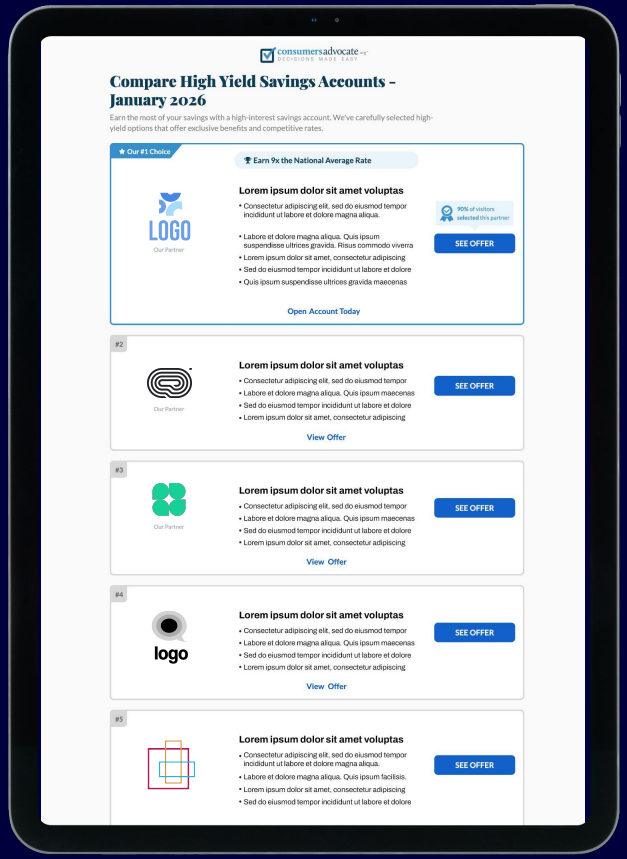
Engaged

Opted-in subscribers with strong open rates and repeat readership.

Targeted

Contextual alignment, audience segmentation, and customizable landing pages.





Paid Media

Qualified Consumers, Proven Incrementality

Leading comparison websites help high-intent consumers make informed decisions.

200M+

In annual paid search budget under management

200+

Hours per category in research

23M+

Clicks sent to advertisers over a year

80+

Active Verticals driving **High-Intent** customers to advertisers

Across money.com, consumersadvocate.org, and the Ads by Money Paid Media Network

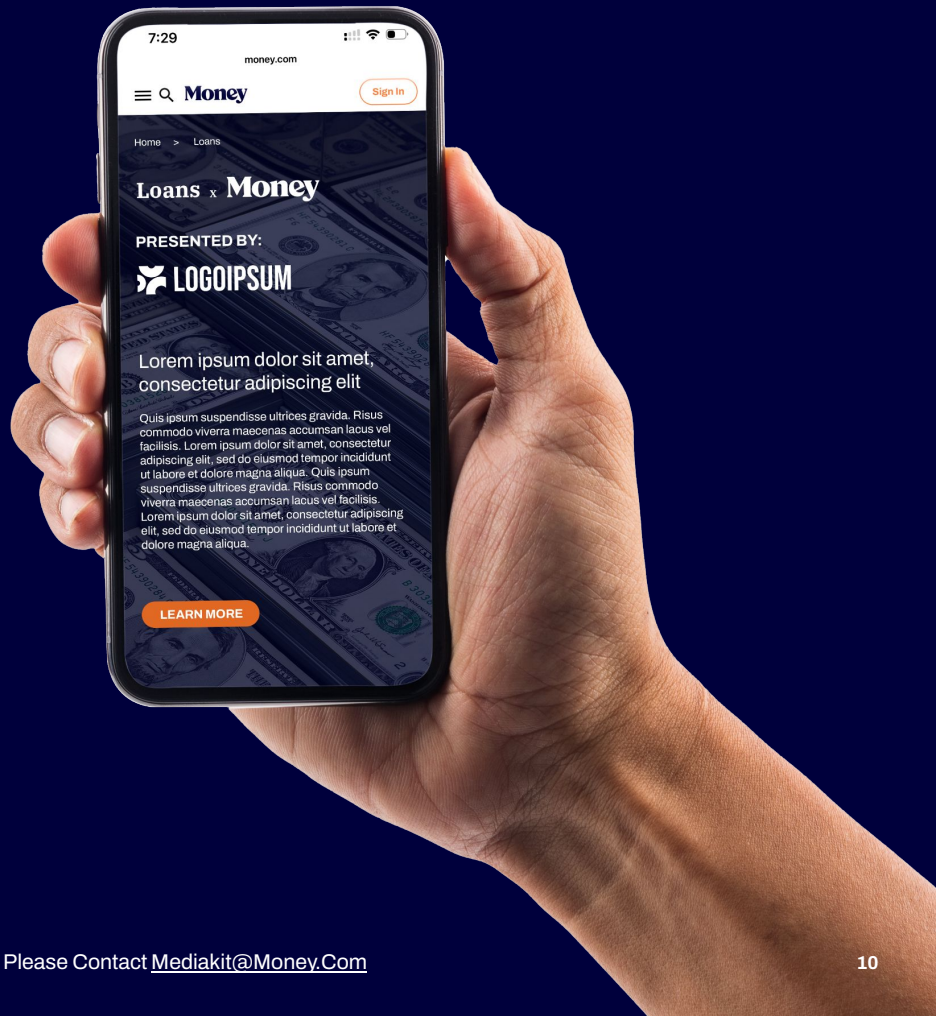
JAN 1, 2025 - DEC 31, 2025 OWNED AND OPERATED WEB PROPERTIES

Sponsored Content

Premium placements and brand mentions boost expertise, authority, trust and AI visibility.

Participating Publishers:

Money · yahoo! finance · CNBC SELECT · NEW YORK POST · BUSINESS INSIDER · CBS · McCLATCHY · LEE ENTERPRISES



If You're A Publisher Interested In Learning More, Please Contact Mediakit@Money.Com

Build Authority for the Future of Search

Search is evolving rapidly. In AI-powered experiences like ChatGPT, brands gain visibility by earning credible mentions in trusted sources. As a full service media partner, Money helps ensure your message is part of the narrative when and where decisions are made.

Amplify Your Brand's Influence at Scale

Nationally recognized news outlets continue to shape consumer understanding. Presence within Money's publishing network not only enhances credibility, but embeds your brand into the editorial framework that audiences and algorithms rely on.

Bottom line: If you're not being mentioned, you're not being seen.



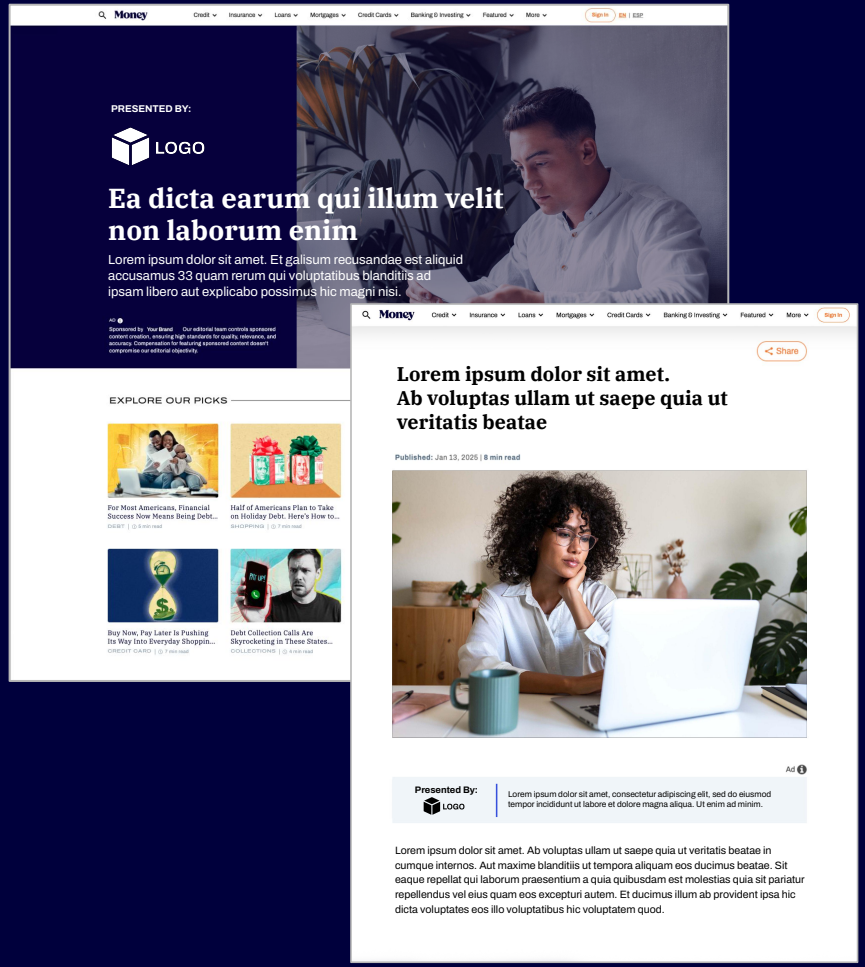
Content Hub & Sponsored Content

HUB

Content Hubs contain well researched, unbiased editorial resources for readers. They are a unique opportunity to associate your brand with expert financial news and information on websites favored by LLMs. Advertisers can choose from over 50 different financial products, services, and industries that Money covers.

CONTENT

- Sponsored by “Your Brand” Treatment:
- Opportunity to sponsor all news-related content on Money.com, including approximately 225 trending news stories per quarter.
- Minimum of 10 sponsored articles crafted by Money’s Editorial Team, featuring partner-related content.
- Placement in Money.com’s weekly newsletters, aligning your brand with Money.com’s audience.
- Widgets and affiliate links integrated into multiple stories to drive web leads.
- Social Media Support to amplify reach and engagement.
- Impression tracker to monitor campaign performance.





2.5M

Total audience

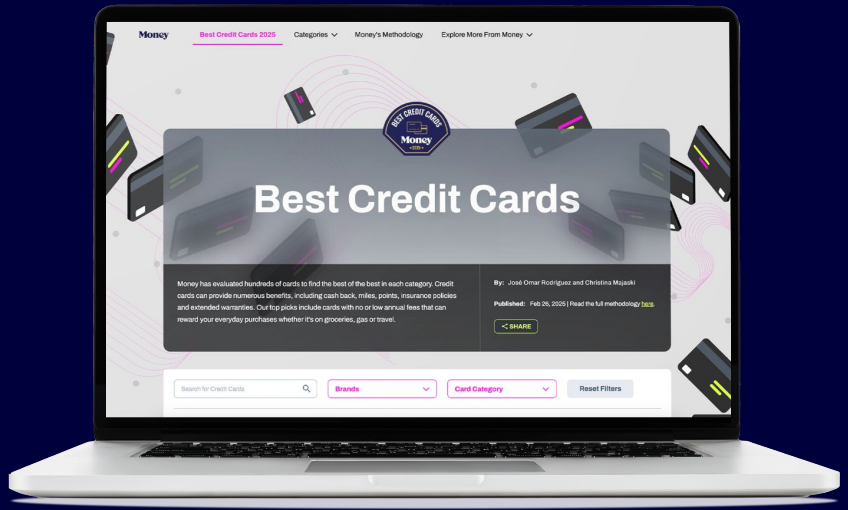
4.6M

Average monthly Impressions

We are on

Money Logo & Badge Licensing

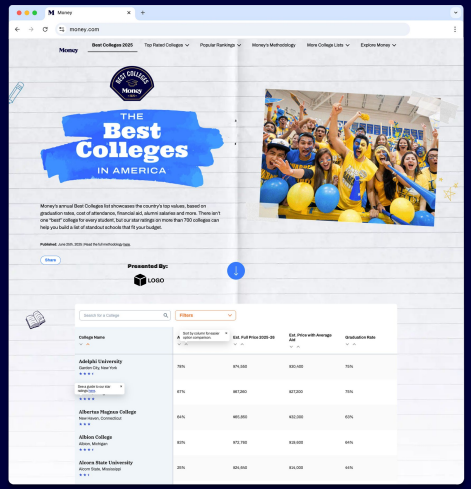
Award logos, accolades, and headlines from Money.com bring a new dimension to your website, online and offline marketing, social media campaigns and more. To license our logo or accolades, reach out via email to mediakit@money.com and we'll get back to you within 1-2 business days.

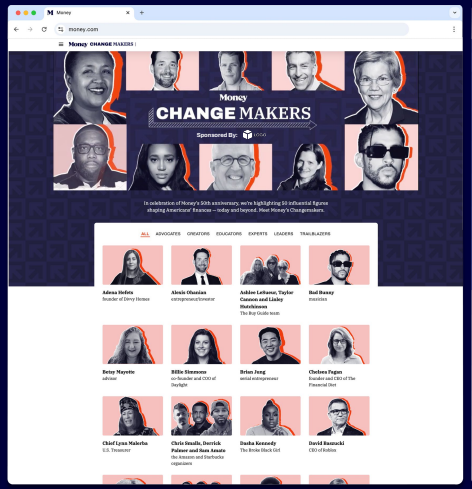


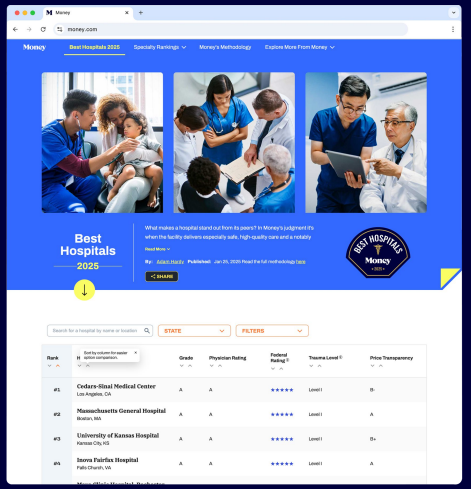


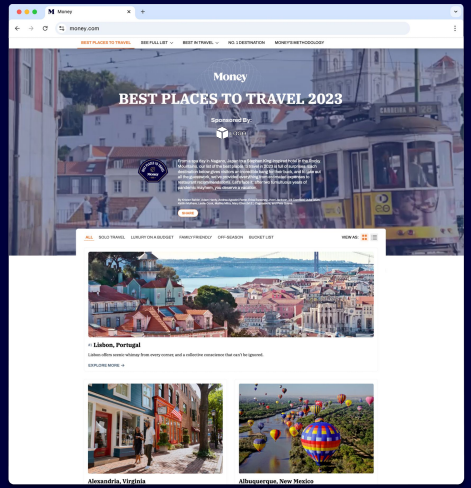
Money's Flagship Franchises

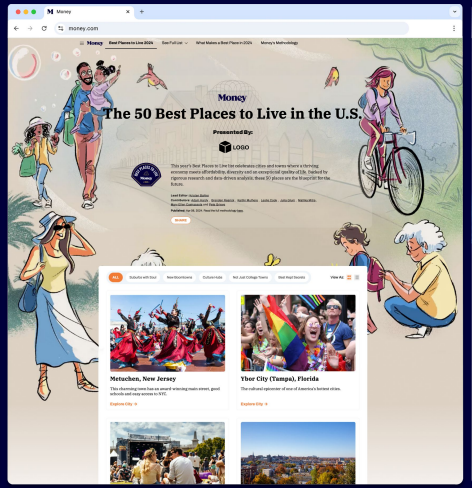
For decades, Money has been an leader in providing consumers expert knowledge to make decisions. In 2026, the need for unbiased, expert advice on the internet is paramount; Money's educational hubs flagship stories and educational hubs have guided readers through their most important financial decisions.

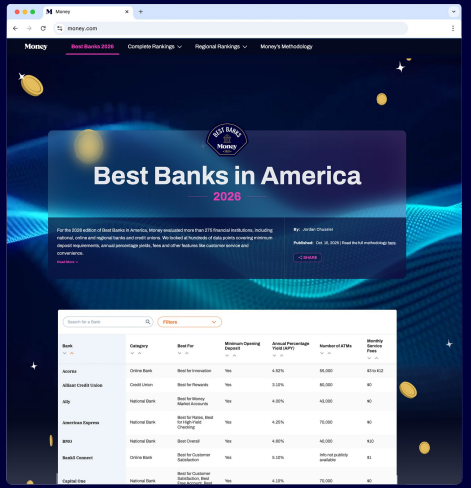














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Interested in learning more? Let's talk.

mediakit@money.com

