



MEDIA KIT 2010

Where over 4.5 million investors come to learn every month.

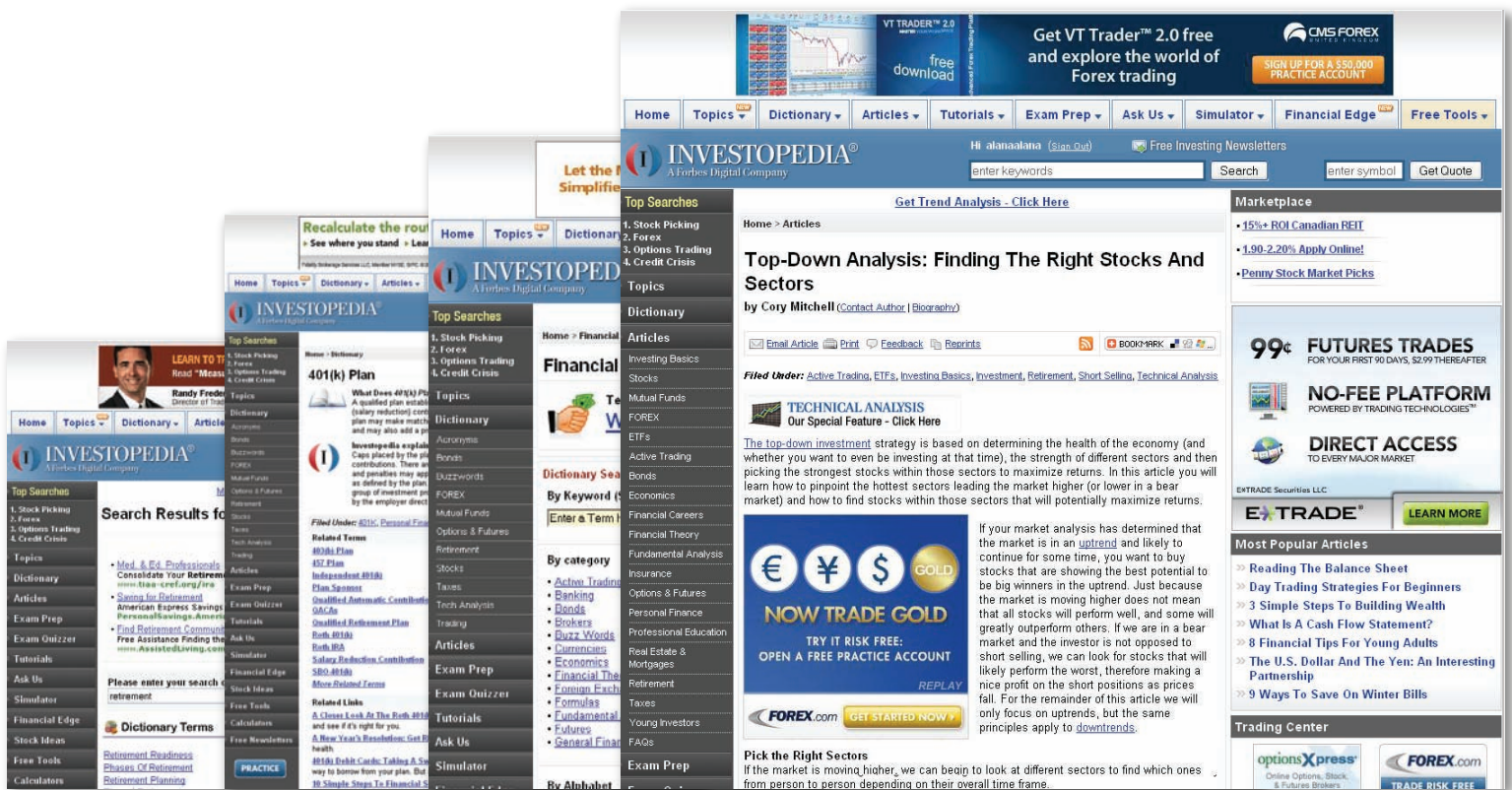
R e s e a r c h . L e a r n . E d u c a t e .

I. Mission Statement

Investopedia is the leading online portal for investor education and is widely praised by financial media outlets. We educate more than 4.5 million investors each month and have built a brand synonymous with expert and unbiased investor content.

Investopedia is committed to delivering up to date financial information to all investors; our content appeals to both beginner and seasoned investors as well as retirees, active traders, and financial professionals.

Our broad financial audience allows for highly effective targeting opportunities.



Educating Over 4.5 Million Investors Every Month

II. Growing Need for Investor Education

The need for investor education has rapidly increased in recent years as more and more investors have taken an active approach to investing. According to Robert Glauber, CEO and Chairman of the NASD

“More Americans are participating in the market than ever before, through mutual funds, individual stocks, and through 401(K) and college savings plans”

As the range of investment products and services grows every year, investors are increasingly demanding educational resources to make informed decisions. At Investopedia we focus on everything from “What is a Stock?” and “What is a Bond?” to very detailed day trading strategies. Our mission is to be all things to all investors; we are one of the few financial sites that attracts every level of investor.

Only 5% of investors believe they know everything they need to know to make good investment decisions.

Source: Office of Investor Education and Assistance, SEC.

55% of American workers have no idea how much they will need to save to make their retirement dreams a reality.

Source: Office of Investor Education and Assistance, SEC.

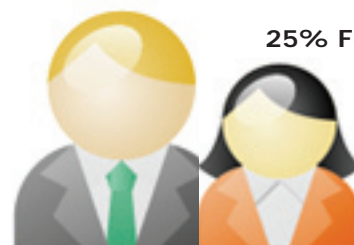
III. Demographics/Metrics

Brief Stats On Investopedia Users

- 75% Male, 25% Female
- 75% are over 25 years of age
- 79% are college grads; 41% have post grad degrees
- 48% earn \$50,000+ annually; 23% earn over \$100,000
- 62.8% - U.S.; 5.9% - Canada; 5.2% - U.K.; 26.1% - Other

Source: ForeseeResults 2009

75% Male

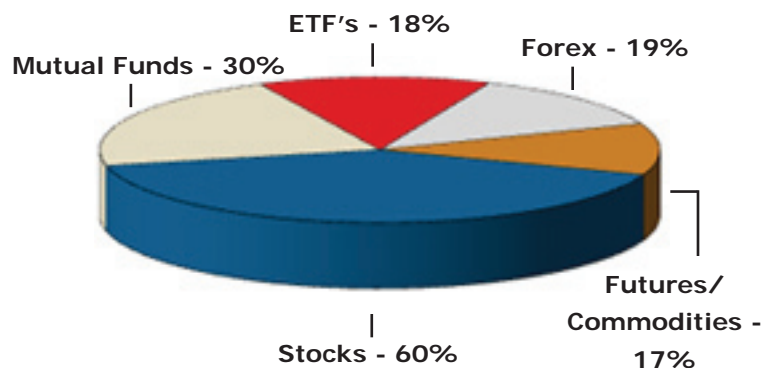


25% Female

Investing Background

- 38% have a broker, 62% do not
- 60% interested in Stocks, 30% Mutual Funds, 18% ETFs, 19% Forex, 17% Futures/Commodities
- 84% are personal investors, 15% financial advisors, 7% professional investors
- 30% make more than 6 trades per month
- 34% work in the financial industry

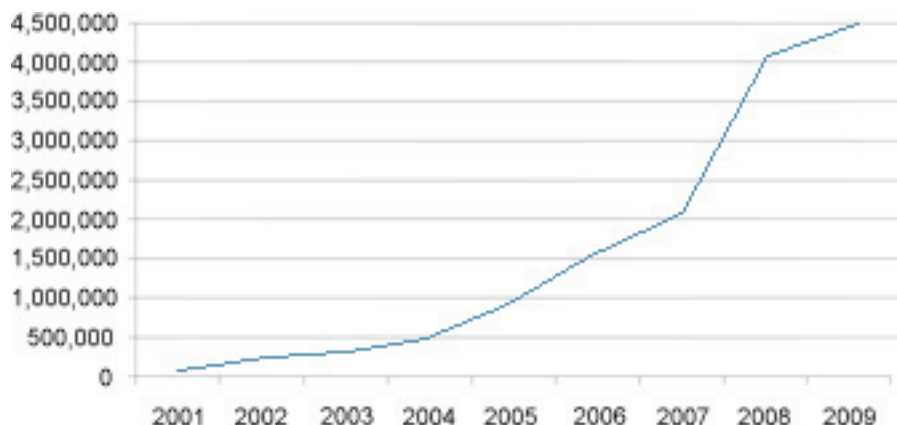
Source: ForeseeResults 2009



Investopedia in the Media

- **CNET** – *"It's that good."*
- **CNBC TV** - Named as "site of the week"
- **Barrons** - "some of the best, most illuminating investment-oriented content we've seen on the Web."
- **Online Investor Magazine** - "#1 for Investor Education"
- **Financial Times** - "Outstanding"
- **New York Post** - "Unbiased...and best of all it's free!"

Investopedia Traffic Metrics



Investopedia is currently educating over 4.5 million unique visitors every month.

Source: Omniture

IV. Targeting

The screenshot displays the Investopedia website interface. At the top, there is a banner for Fidelity with the text "Recalculate the route to retirement" and "Contextually Targeted Leaderboard 728x90". Below this is a navigation bar with links like Home, Topics, Dictionary, Articles, Tutorials, Exam Prep, Ask Us, Simulator, Financial Edge, and Free Tools. The main content area features a search bar and a sidebar with navigation options. The central article is titled "401(k) Plan" and includes sections for "What Does 401(k) Plan Mean?", "Investopedia explains 401(k) Plan", "Filed Under", "Related Terms", and "Related Links". On the right side, there are several targeted advertisements: a "Contextually Targeted Skyscraper" ad for Fidelity, a "Targeted Medium Rectangle" ad for MetLife, and a "Contextually Targeted Skyscraper" ad for Fidelity. The ad for MetLife includes the text "Let the Variable Annuity Simplified Tool Help You Maximize Your Savings Potential" and "300x250".

Editorial

Investopedia provides extensive editorial coverage of all major and minor financial subjects. We have everything from the basics to education for financial professionals.

Ad Opportunities

There are many highly targeted and contextually relevant opportunities which can be customized to meet your needs.

Areas to Target:

- ✓ Active Trading
- ✓ Bonds
- ✓ Community/Stock Research
- ✓ Financial Professionals
- ✓ Foreign Exchange
- ✓ Fundamental Analysis (Accounting)
- ✓ Insurance
- ✓ Mutual Funds
- ✓ Options & Futures
- ✓ Personal Finance
- ✓ Retirement Planning
- ✓ Real Estate
- ✓ Stocks
- ✓ Taxes

V. Rate Card

Display Advertising

- Leaderboard
- Skyscraper
- Medium Rectangle
- Square
- Textlink
- Welcome Ad
- Half Page

Display Advertising Sponsorships

- Special Features
- Simulator

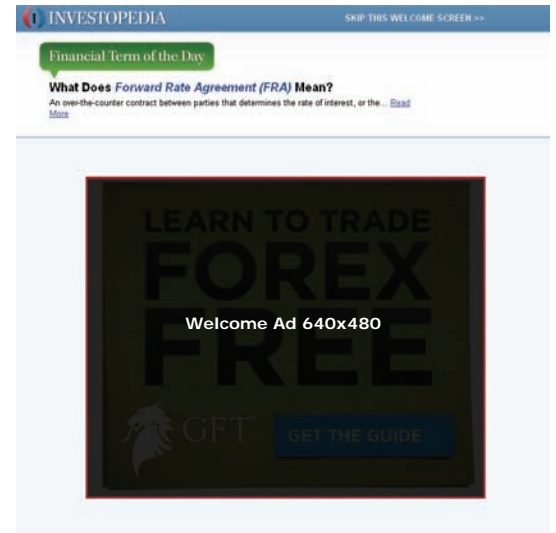
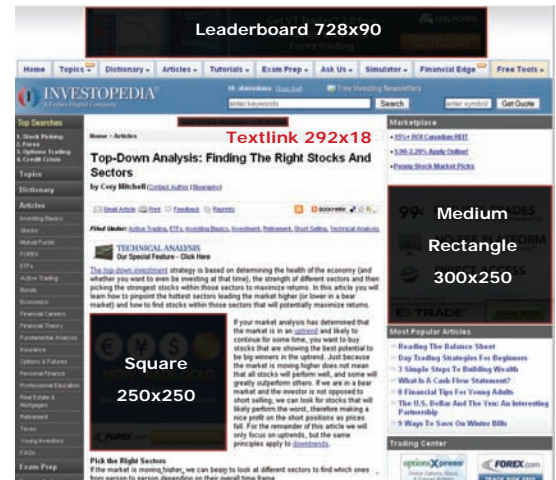
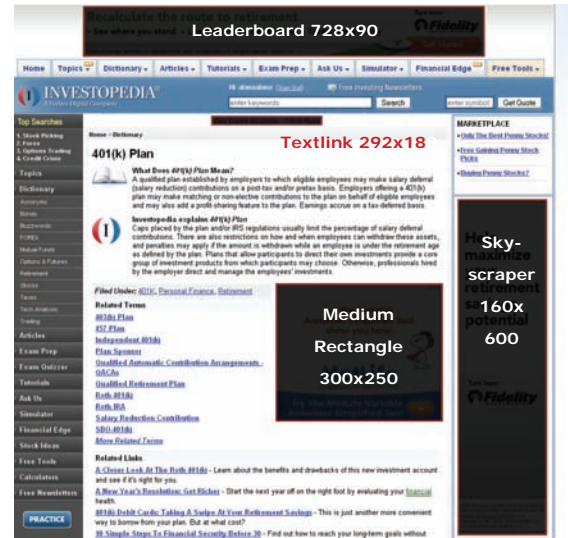
Newsletter Sponsorships

- News to Use
- Term of the Day
- Chart of the Week
- Investing Basics
- Professionals in the Money
- Stock Watch Weekly
- Warren Buffett Watch

Dedicated (Standalone) Email Advertising

- Investopedia Offers
- ChartAdvisor Offers
- Stock Watch Offers
- Forex Advisor Offers
- Investopedia Professionals

- All contracts are subject to a minimum \$5,000/month buy
- Discounts for multiple and bulk buys (ask for details)
- We are Unicast and Eyeblaster certified, ask for details on specific units
- Prices are in US dollars
- Geographic and contextual targeting opportunities are subject to a 20% premium over posted rates.



VII . Contact

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