

# Reach Investor Community Leaders and Influencers

**Investor Village** is one of the most active, loyal and engaged investor communities in North America.

Every day our platform connects **tens of thousands of seasoned market participants**, including doctors, lawyers, CPAs, money managers, business owners, and C-Suite executives.

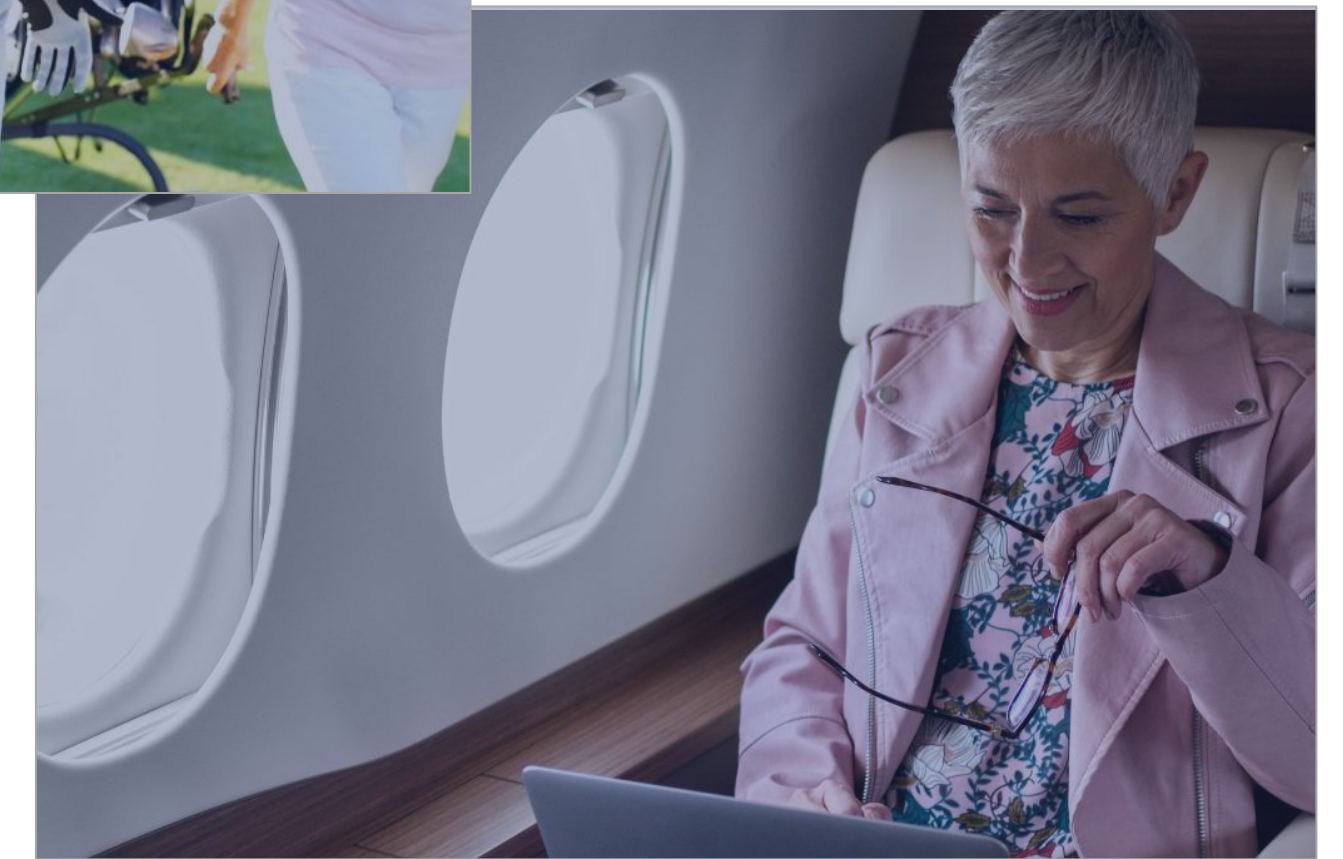
With extremely strong usage metrics, including 13+ pages per session and 11 minutes + average session duration, **our high-end demographic makes Investor Village the perfect audience for the promotion of your premium product and brand.**

*Contact: [advertising@investorvillage.com](mailto:advertising@investorvillage.com)*



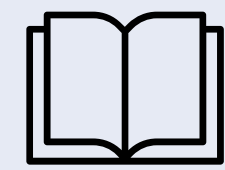
# The Investor Village Audience

- High Net Worth
- Investment Community Leaders & Influencers
- Focused on Fitness & Healthy Living
- Avid News Readers
- Political Enthusiasts
- Business & Leisure Travelers
- High End Hobbyists & Collectors



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# Traffic & Audience Summary



**10MM**

Monthly Page Views



**95K**

Monthly Users



**11 mins**

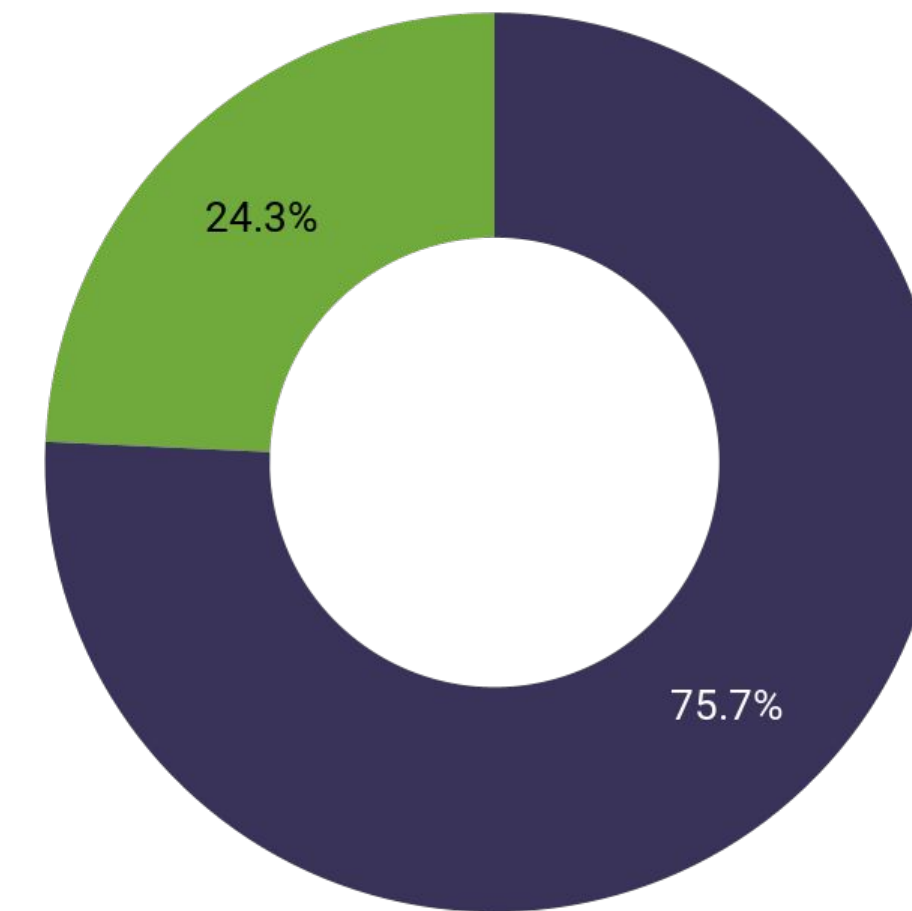
Average Session Duration



**20K**

Opt-In Email Subscribers

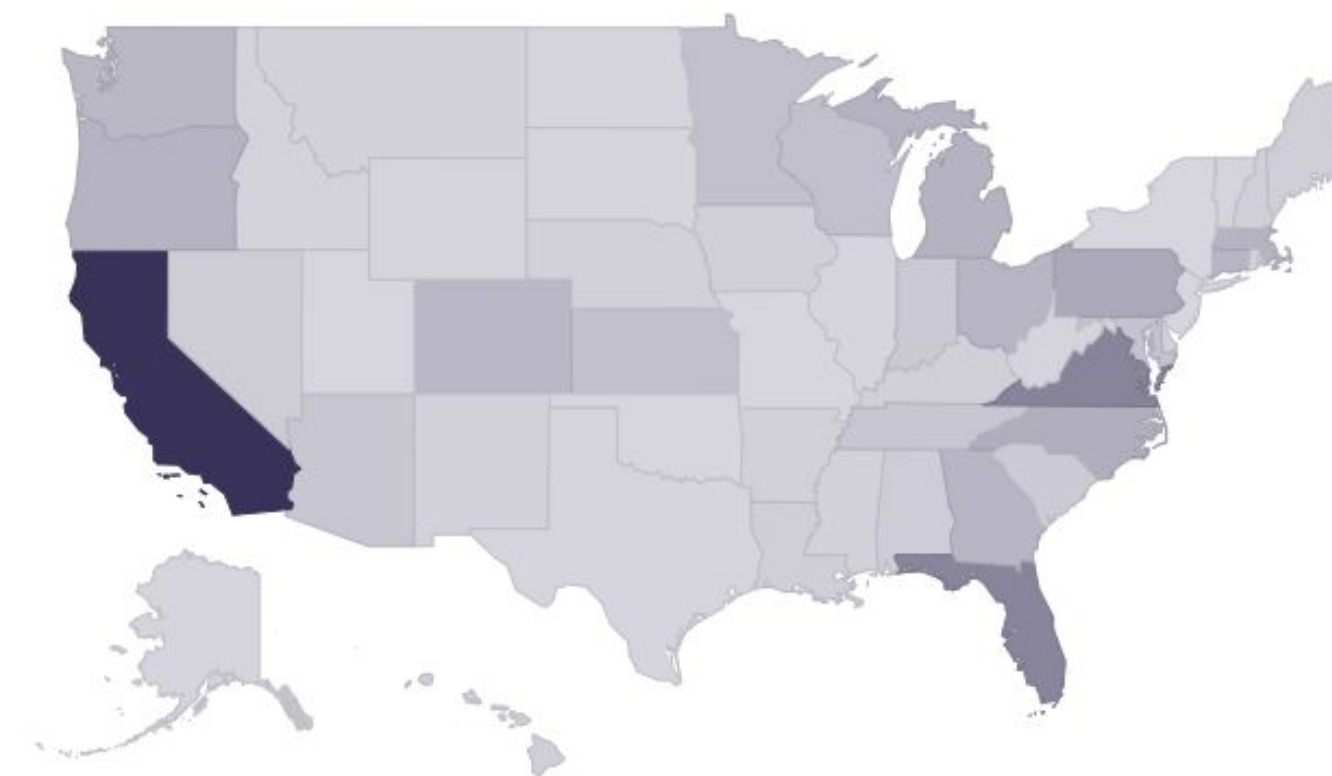
## Gender



● male ● female

**75.7% Male**  
**24.3% Female**

## Geography



1 7,847

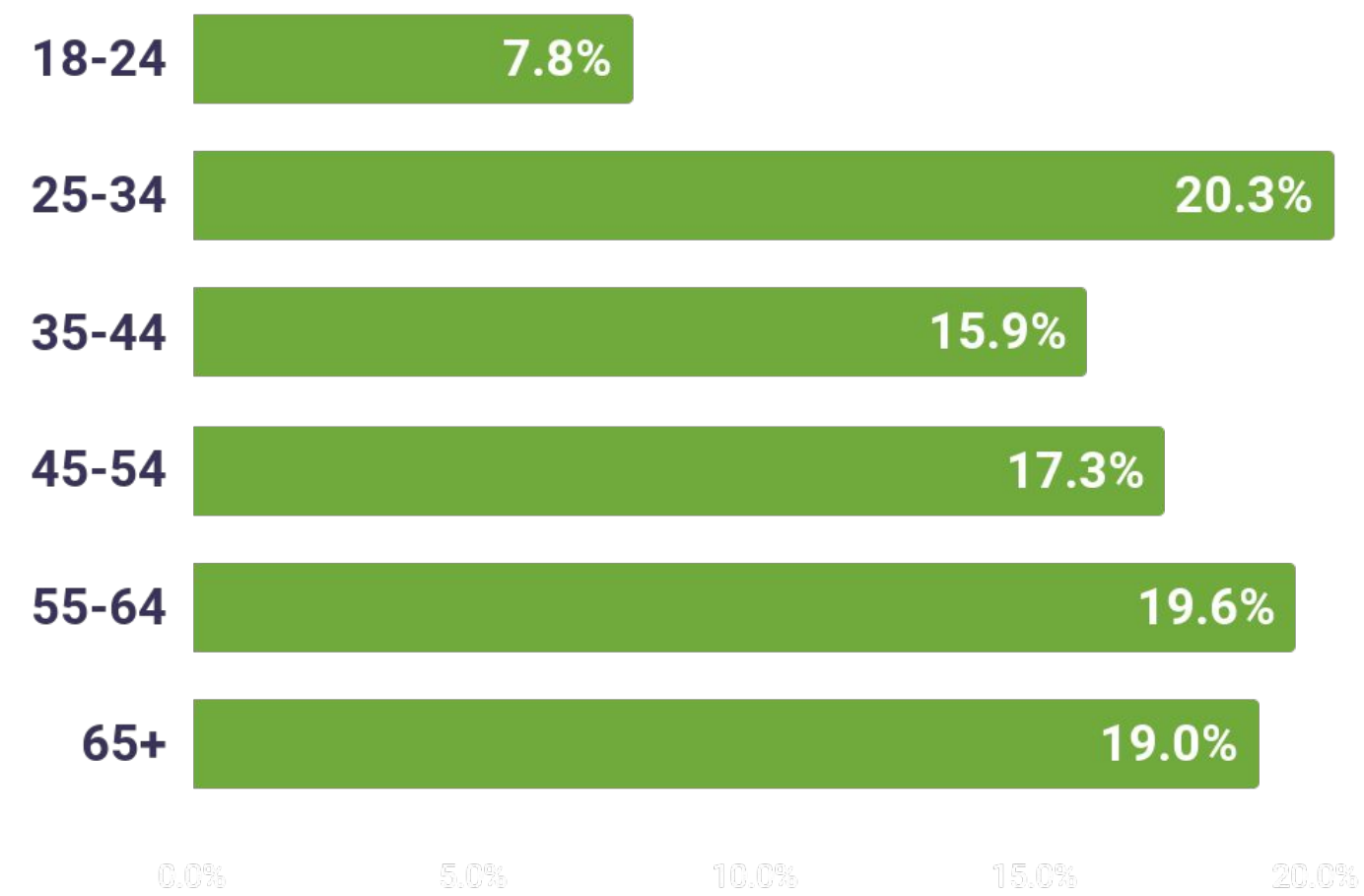
**85.6% U.S**  
**11.1% Canada**

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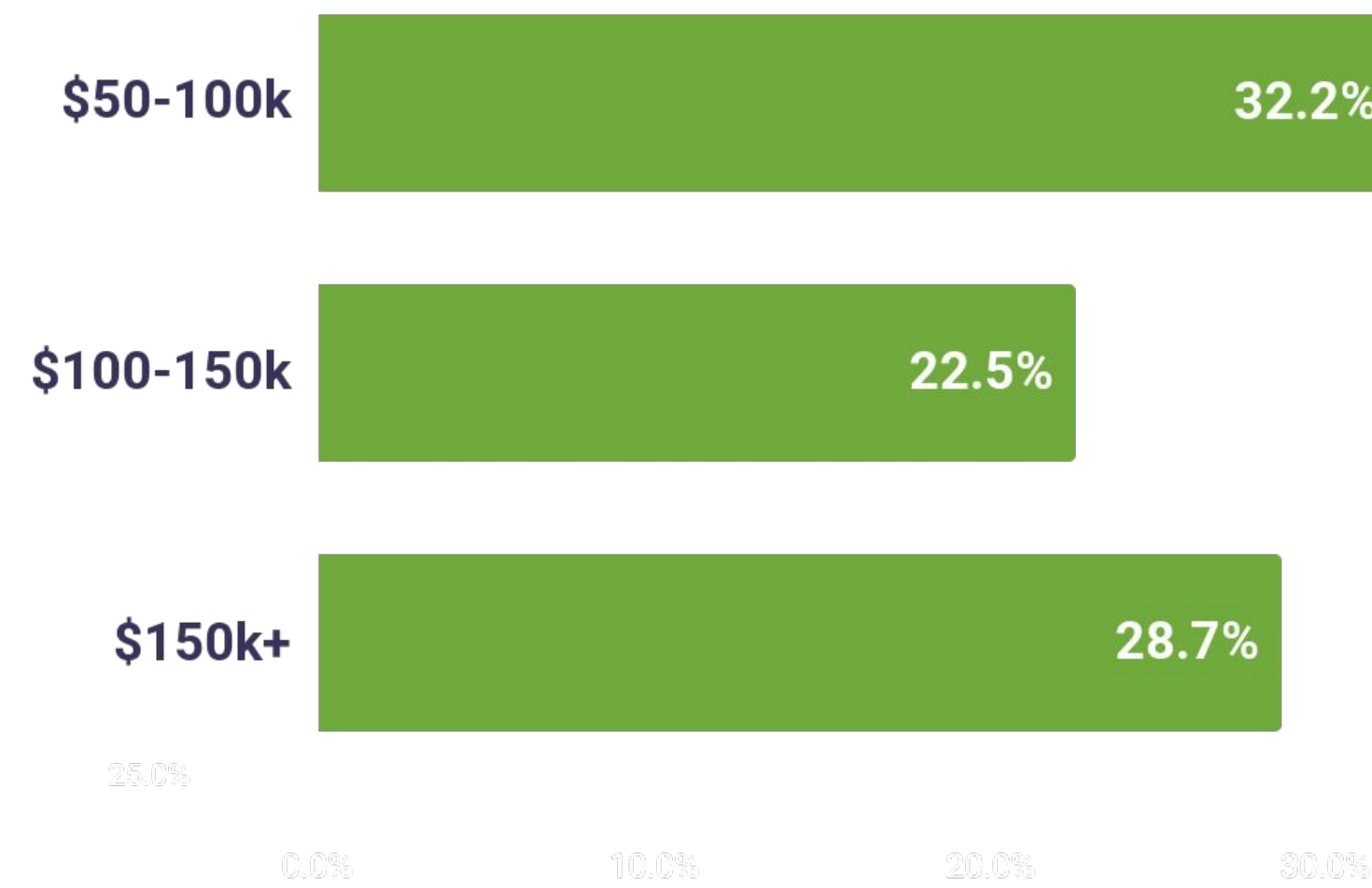
Source: Google Analytics 2020

# Traffic & Audience Summary Cont'd

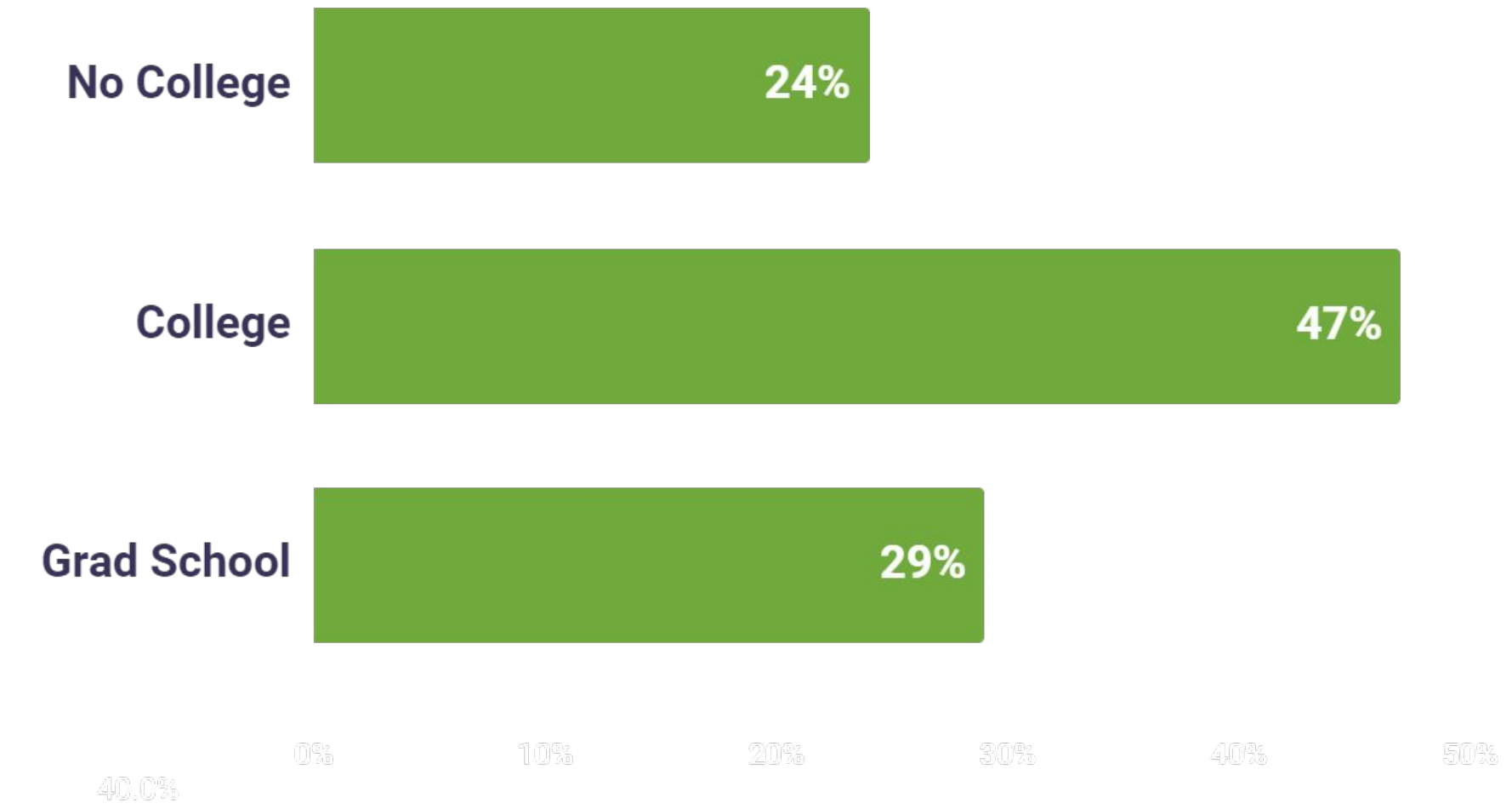
## Age



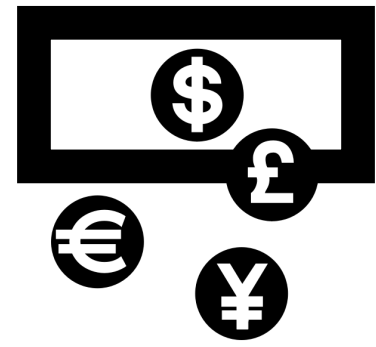
## Household Income (HHI)



## Education



# Audience Interests *Indexed vs general population*



Personal Finance

**3.5x**  
INDEX

Investing / Stocks

**13.2x**  
INDEX

Investing / ETFs

**11.7x**  
INDEX



Sports

**1.7x**  
INDEX

Golf

**3.6x**  
INDEX

Tennis

**2.6x**  
INDEX



Business

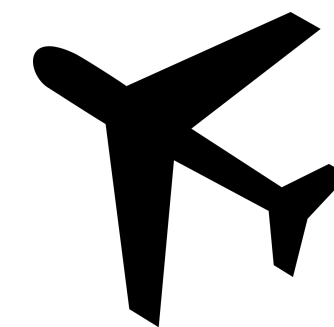
**1.4x**  
INDEX

Economics

**1.8x**  
INDEX

Small Business

**1.2x**  
INDEX



New York

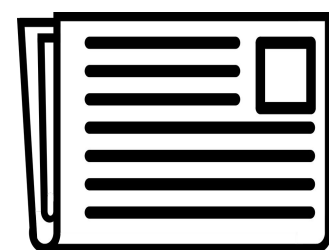
**1.3x**  
INDEX

Car Rental

**1.2x**  
INDEX

Air Travel

**1.1x**  
INDEX



News

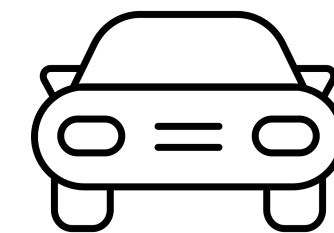
**1.6x**  
INDEX

US & Canada

**1.7x**  
INDEX

Government

**1.7x**  
INDEX



Automotive

**1.4x**  
INDEX

Vehicles/Hybrid

**1.9x**  
INDEX

Vehicles/EV

**1.8x**  
INDEX

# Standard Run-Of-Site Advertising Packages

## Starter

**100,000**

Impressions

**\$1,000.00**

## Bronze

**250,000**

Impressions

**\$1,875.00**

25%  
Discount

## Silver

**500,000**

Impressions

**\$2,500.00**

50%  
Discount

## Gold

**1,000,000**

Impressions

**\$3,500.00**

65%  
Discount

# Custom Advertising Solutions

- Sponsored Email Newsletter: \$150 per 1000, up to 15,000
- Targeting by time or location
- Board Sponsorships
- Page alerts
- Interstitials
- Site-Wide Pricing
- Guaranteed Section or Screen Position

Contact Investor Village for more information: [advertising@investorvillage.com](mailto:advertising@investorvillage.com)