

The Brand

TheStreet provides actionable ideas with an unbiased approach.

WHO WE ARE

Since its inception in 1996, TheStreet has distinguished itself as a trusted and reliable source for interactive, multimedia coverage of the financial markets, economy, sector trends, investing and financial planning.

MISSION

TheStreet breaks down information barriers, levels the playing field and helps both individual investors and organizations grow their wealth by providing financial news, data and analyses across every platform. Our robust suite of services provides the tools and insights to help our audience of affluent, active investors make sound decisions about earning, saving (and spending!) money.

FIRST-CLASS EDITORIAL COVERAGE

Trusted editors delivering insights on a range of topics:

- Trading Strategies
- Financial Advisor Center
- Investing
- ETFs
- Options
- Futures
- Cryptocurrency
- Mutual Funds
- Insurance
- Personal Finance
- Retirement
- Tech

TIMELY, ENGAGING CONTENT



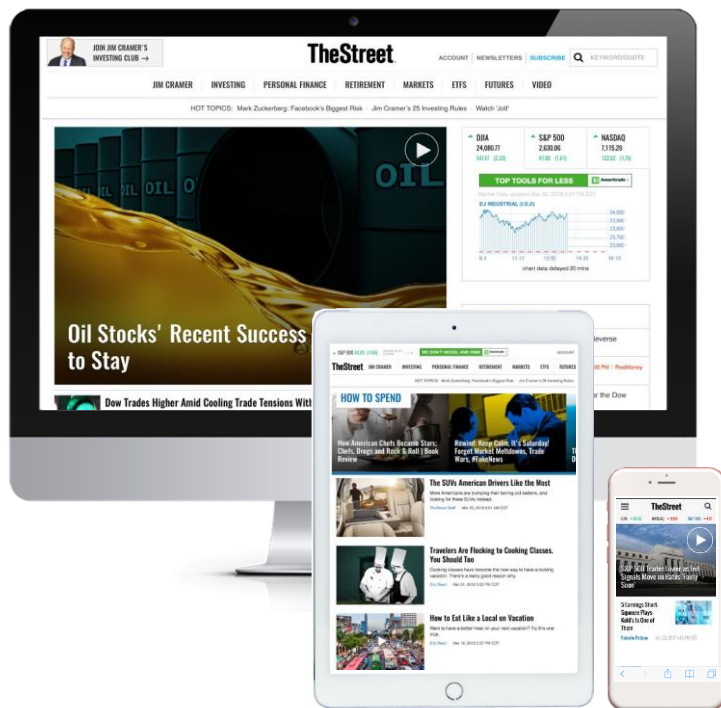
Centralized, 24-hour Newsroom



World Markets Coverage



Cross-Platform Engagement



The Audience

Reach your target audience via TheStreet's affluent, active and influential investors and business professionals to drive your brand's ROI.



8.8M
MONTHLY USERS

\$1.2M
AVERAGE PORTFOLIO SIZE**

53
AVERAGE AGE

73%
MALE

27%
FEMALE

58%
HHI \$100K+

92%
SAVING FOR OR
ALREADY ENJOYING
RETIREMENT**

AFFLUENT, ACTIVE INVESTORS

Investment portfolio of \$250,000 or more (#1 vs Comp Set) **Index 170**

Home value \$1,000,000 or more (#2 vs Comp Set) **Index 186**

IAB Interest: Personal Investing* **Index 138**

Checks stock quotes multiple times per day (#1 vs Comp Set)* **Index 148**

100+ online stock transactions in past 6 months (#1 vs Comp Set) **Index 399**

IAB Interest: Angel investing (#2 vs Comp Set) **Index 736**

PLANNING FOR RETIREMENT

IAB Interests: Retirement Planning* **Index 264**

Own IRA Account (#1 vs Comp Set) **Index 116**

INFORMED FINANCIAL PROFESSIONALS

Certified Financial Advisor (#1 vs Comp Set)* **Index 264**

Financial Professional/C-Level Executive (#2 vs Comp Set) **Index 132**

Advise on Financial Information **Index 172**

IAB Interest: Financial Planning (#1 vs Comp Set)* **Index 177**

FOR MEDIA INQUIRIES

James Freiman

Senior Vice President
Media Revenue, Audience and
Business Development

James.Freiman@thestreet.com

212.321.5488