

**TheStreet.**

**2022**

**MEDIA KIT**

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**TS**

## THE BRAND

### WHO WE ARE

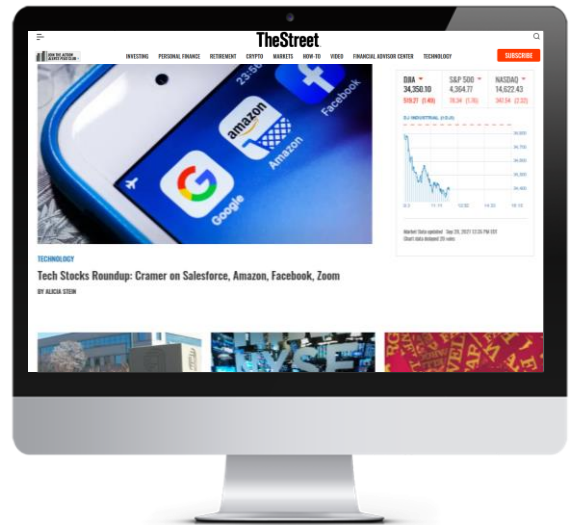
For over 25 years, TheStreet has been a trusted and reliable source for interactive, in-depth coverage of the financial markets, economy, sector trends, investing and financial planning.

### MISSION

TheStreet breaks down information barriers, levels the playing field and helps individual investors and organizations grow their wealth by providing financial news, data and analyses across every platform. A 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.

**16MM**  
MONTHLY USERS

**24MM**  
MONTHLY TOTAL VIEWS



### FIRST-CLASS EDITORIAL COVERAGE

A dedicated full-time editorial staff delivering content across:

- Trading Strategies
- Financial Advisor Center
- Investing
- ETFs
- Options
- Crypto
- Futures
- Retirement
- Taxes
- Personal Finance

### TIMELY, ENGAGING CONTENT



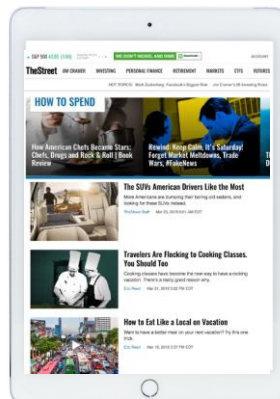
Centralized, 24-hour Newsroom



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.



**59/41**

MALE/FEMALE RATIO

**55**

AVERAGE AGE

**\$140K**

AVERAGE HHI\*

**\$1.3MM**

AVERAGE PORTFOLIO SIZE\*

### THE STREET USERS HAVE HIGH INTEREST ACROSS ALL AREAS OF FINANCE...

Retirement Planning	Index 173	Hedge Funds	Index 231
Mutual Fund	Index 238	The Economy	Index 129
Stocks and Bonds	Index 176	Private Equity	Index 168
Commodities	Index 211	Mergers & Acquisitions	Index 114
Currencies	Index 128	Personal Investing	Index 134
Housing Market	Index 238	Personal Taxes	Index 122

### ... ARE WORKING HARD...

Business Owner	Index 150
Involved in Business Purchase Decisions in Past 6 Months	Index 128
Involved in Investing Company/Pension Funds	Index 193
Involved in Business Consulting Services Decisions	Index 298

### ...AND LIVING THE GOOD LIFE

Visited Resort/Spa in Past Year	Index 231
Likely to Buy a Prestige Luxury Vehicle in Next 6 Months	Index 127
Home Value \$1MM+	Index 122
Bought Vacation/Investment Property in last Year	Index 152

## PREMIUM FRANCHISES

TheStreet breaks down information barriers, levels the playing field and helps both individual investors and organizations to grow their wealth by providing financial news, data and analyses across every platform.

### THE FINANCIAL ADVISOR CENTER

#### Written For Financial Advisors, By Financial Advisors -

TheStreet's Financial Advisor Center is the go-to destination for financial advisors to keep current on key industry trends and the latest developments that may impact clients. From the need to collaborate with other advisors to discussions of new technology, TheStreet explores all the ins and outs of the industry.

### CRYPTO DAILY

Recorded from The Street's studio on the floor of the New York Stock Exchange, **Crypto Daily**, TheStreet's newest daily video series, will continue its tradition of leveling the playing field by providing credible insight and analysis to help experienced and novice investors to navigate the cryptocurrency space.

### BUY THE DIPS

Buying the dips can be risky, especially for new day traders, with a reliance on being able to predict how a stock's price will change in the future. Each week, the experts at **The Street will provide momentum traders with insight on the stocks to watch** because while they may have had a bad few days, this may just be the beginning of a comeback story for the ages.

### MOVERS OF THE DAY

Each morning, *The Street's experts* share their **perspective on the hot stocks moving U.S. stock market** across the Dow Jones Industrial Average, Nasdaq Composite and the S&P 500, with exclusive insight and analyses of what the latest news developments mean and how investors should play

### LEADING WITH ACTIVE TRADERS

#### 100+ ONLINE BROKERAGE

#### TRANSACTIONS – PAST 6 MO

TRANSACTIONS – PAST 6 MO	INDEX
<b>THESTREET.COM</b>	<b>1289</b>
WSJ.com	169
Forbes.com	152
Fool.com	151
Bloomberg.com	141
Yahoo Finance	125
Business Insider	117
Seeking Alpha	101
CNBC.com	98
Investors.com	88

#### CHECK STOCK QUOTES

#### MULTIPLE TIMES PER DAY

MULTIPLE TIMES PER DAY	INDEX
SeekingAlpha.com	402
<b>THESTREET.COM</b>	<b>398</b>
NASDAQ.com	364
Investors.com	185
Fool.com	138
MarketWatch.com	135
WSJ.com	126
Forbes	124
CNBC.com	122
BusinessInsider.com	115
Yahoo Finance	112

# PREMIUM FRANCHISES

## SPORTS + MONEY

THE LEADERS IN SPORTS MEDIA TEAM UP WITH WALL STREET'S FINEST TEACHERS

Sports Illustrated's award-winning video production team will join forces with the financial experts of TheStreet in an exciting new series of video franchises highlighting the intersection of Sports + Money.

### SECOND SHOTS

Planning for retirement is a concern for everyone, athletes included. In this video series, SI and TheStreet will feature various athletes who swapped sports for business. Whether it was age or injury that led to their retirement, several athletes have proved to be even more successful in their second careers.

### SIDE HUSTLES

SI + TheStreet will spotlight several athletes who are surprisingly as successful off the field as well as on. This video series will share the stories and secrets of those athletes who have mastered the art of a successful side hustle.

### MONEY DIARIES

TheStreet and Sports Illustrated invite you to see how the other half lives with a series of videos analyzing the salaries and spending across sports. From minor leaguers to stars, to nutritionists, equipment managers, turf specialists and more, *Money Diaries* will explore how the sporting world operates and how money is spent, saved, earned and squandered.

## AUDIENCE INSIGHTS

### THESTREET'S SPORTS FANS

- 96% are Interested in Sports
- 3.6 Million or 3 in 5 are a Sports Super Fan
- 2.2x More Likely to Watch Sports Regularly
- 2.6x More Likely to Play Fantasy Sports

### SPORTS ILLUSTRATED INVESTORS

- 97% or 19 Million are Interested in Personal Finance
- 82% or 16 Million are Interested in Personal Investing
- 5.8 Million Interested in Personal Financial Planning
- 1 in 3 Own an Investment
- 1.8x More Likely to Be Interested in Retirement

\*comScore Plan Metrix Oct 2020

# TheStreet<sup>®</sup>

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