



# MarketBeat<sup>®</sup>

2024 Media Kit

# About MarketBeat

MarketBeat empowers individual investors to make better trading decisions by providing real-time financial data and objective market analysis.

Whether you are looking for analyst ratings, corporate buybacks, dividends, earnings, economic reports, company financials, insider trades, IPOs, SEC filings, or stock splits, MarketBeat has the objective information you need to analyze any stock.

MarketBeat operates a network of financial news websites and offers a series of free investment newsletters, including CryptoBeat, MarketBeat Daily Ratings, DividendStocks.com, Earnings360, InsiderTrades.com, and The Early Bird. MarketBeat also sells a premium subscription product: MarketBeat All Access (\$399/year).

MarketBeat offers a wide array of opportunities for advertisers to reach financial decision makers:

**20** Million  
Monthly Page Views

**4.5** Million  
Active Email Subscribers

## Brands



## Recognition



2014, 2015, 2016,  
2017 and 2018.



2016, 2017, 2018,  
2019, 2020, 2021,  
2022, 2023, 2024



Recognized as one of the most entrepreneurial companies in America in 2019.

## As Featured By:



BARRON'S

Entrepreneur

Forbes

Inc.

Investing.com

PRAIRIE  
business

Seeking Alpha<sup>α</sup>

# Customer Testimonials



Robert T.



"MarketBeat provides an excellent picture of the investment marketplace. The service provides up to date information on business activities and is an exceptional tool assisting investors in making timely stock market purchase and sale decisions."



Kevin H.



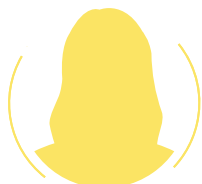
"MarketBeat is the best resource I have found for research. Unlike most similar services it is not pushing their agenda or trying to up sell you on a premium membership to get in on a "hot tip". This membership is a great value for a great service."



Bob A.



"The information provided on my holdings everyday and the texts help me keep on top of my holdings and work as a guide to changes needed."



Lynn F.



"First, I rarely give any company 5 stars, but felt compelled to here because of the customer service, I have corresponded with them on several occasions, none real serious. Twice because the news AI that supplies their News Alerts for \*\*\*\*\* picked up more stories on BB guns than on the bank and an AI thinks SO (\*\*\*\*\*), a Georgia power company was anything about any southern company or about anything southern California. Both were responded to promptly and filters were added to those two stocks, Any time I've had correspondence with them the reply was also prompt, professional, and solved the situation. The big thing that gets high marks from me is the customer service, so far at least 3 of their team have personally responded with emails well beyond business hours, once as late as 10PM Eastern time. The information they supply is vast and good stuff, almost to the point of being overwhelming. If there is anything negative it would be that I have been around trading for 20 plus years and am familiar with a lot of the "partners". I guess you could call it personal experience, but there are several I do not trust their products, nor their opinions. In total, I feel MarketBeat does a good job and a good value."

# Advertising Channels

Native display ads, newsletter sponsorships, email blasts, SMS and web push notifications are effective ways to connect directly with financial readers looking for timely news and financial solutions.

## Email Marketing

### EMAIL BLASTS

Email blasts offer a powerful way to communicate your custom message to our wide audience of individual investors, financial advisors, and research analysts. Use a dedicated email blast through MarketBeat to promote a new product or service, generate leads, invite readers to an event or webinar, or promote investing guides, whitepapers, and industry reports. Email blasts are sold on a cost-per-click basis with half-list sends possible, making them a cost-effective way to reach active investors.

**4.5** Million  
Email Subscribers

**23.6%** <sup>\*</sup>  
Average Open Rate

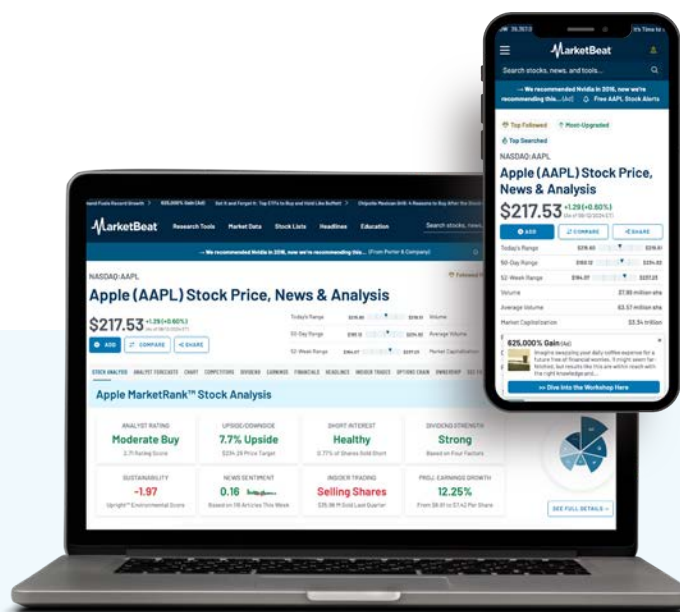
**99.7%**  
Deliverability Rate

\*Average email open-rate after automated pixels (such as Apple's MPP pixel) are filtered out.

### EMAIL NEWSLETTER SPONSORSHIP

MarketBeat publishes a daily stock newsletter called MarketBeat Daily, that contains a daily update of the most important financial news for each subscriber's individual stock portfolios. Newsletter sponsorships are sold on a cost-per-click basis, making them a cost-effective way to reach engaged user in their inbox and recruit customers for your company's products and services.

## See What MarketBeat Has To Offer



## Native Display Ads

MarketBeat operates a unique advertising platform on MarketBeat-owned websites that serves up more than 300 million ad impressions each month. MarketBeat Native Display ads deliver 550,000 clicks to advertisers each month, providing advertisers a way to promote offers to a tightly targeted audience in a highly-scalable manner.

Our network of websites covers nearly every publicly traded company in the United States, United Kingdom, and Canada. MarketBeat's news network also covers a host of different topics, such as credit ratings, equities research, earnings forecasts and reports, dividends, hedge fund positions, insider trades, IPOs, and same-store sales.

Native display ads can be customized to target user interests, geographical regions, and content specific pages. Ads are sold on a cost-per-click model and can be tuned for any budget.

**20** Million  
Pageviews Per Month

**250** Million  
Monthly Ad Impressions

**550k**  
Clicks Delivered Monthly

## SMS Text Campaigns

More than 120,000 investors have opted into receiving SMS text messages from MarketBeat. With a uniquely powerful SMS audience, MarketBeat can quickly drive a large volume of users to online webinars and other events. Ads to MarketBeat's SMS distribution list are sold on a flat-fee or cost-per-click basis. MarketBeat's text messaging program is fully TCPA compliant and all subscribers double opt-in to receive text messages from MarketBeat.

## Web Push Notifications

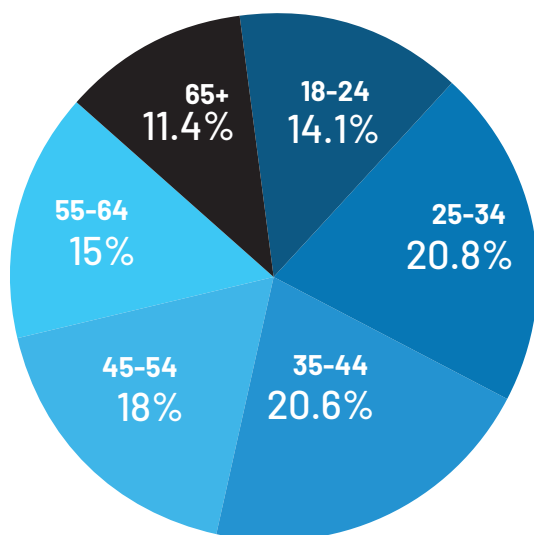
More than 730,000 investors have opted in to receiving web push notifications (also called browser notifications) from MarketBeat. With one of the largest web push distribution lists in the financial marketing industry, MarketBeat provides a unique opportunity to market time-sensitive webinars and other events to financial decision makers. Ads to MarketBeat's web push distribution list are sold on a cost-per-click basis.

## Custom Packages

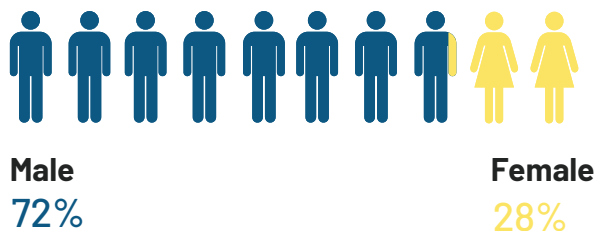
If you are not sure what ad placement or combination of placements is right for your business, we're happy to help. MarketBeat can develop a customized advertising package to drive prospects to your business, providing fixed cost campaigns as well as cost-per-click campaigns.

# Demographics

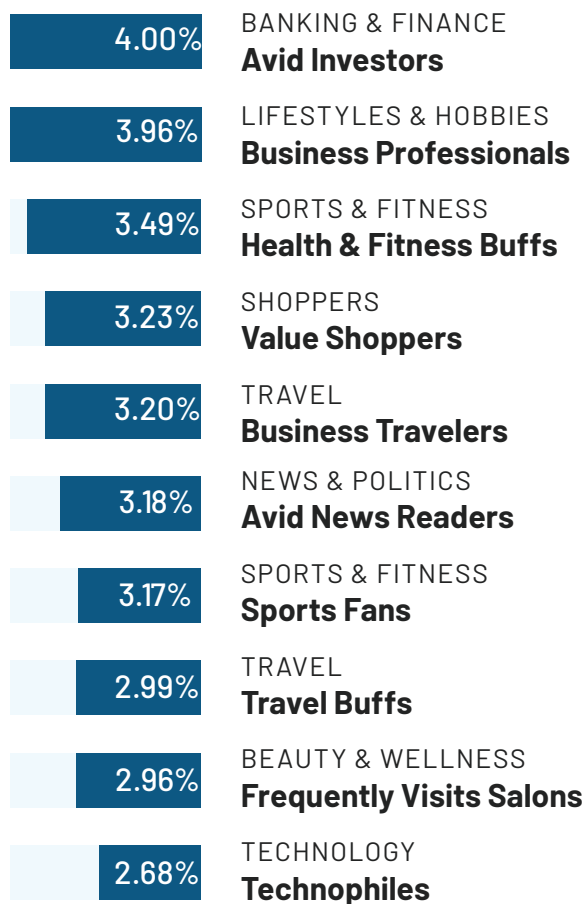
## Age



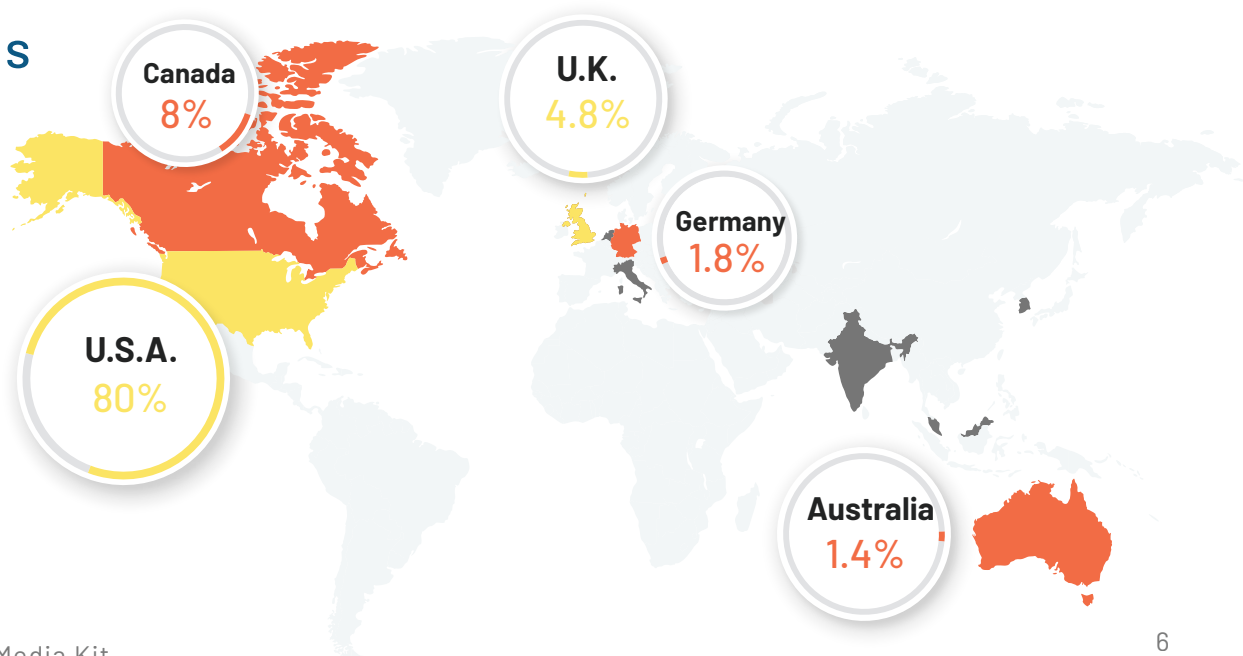
## Gender



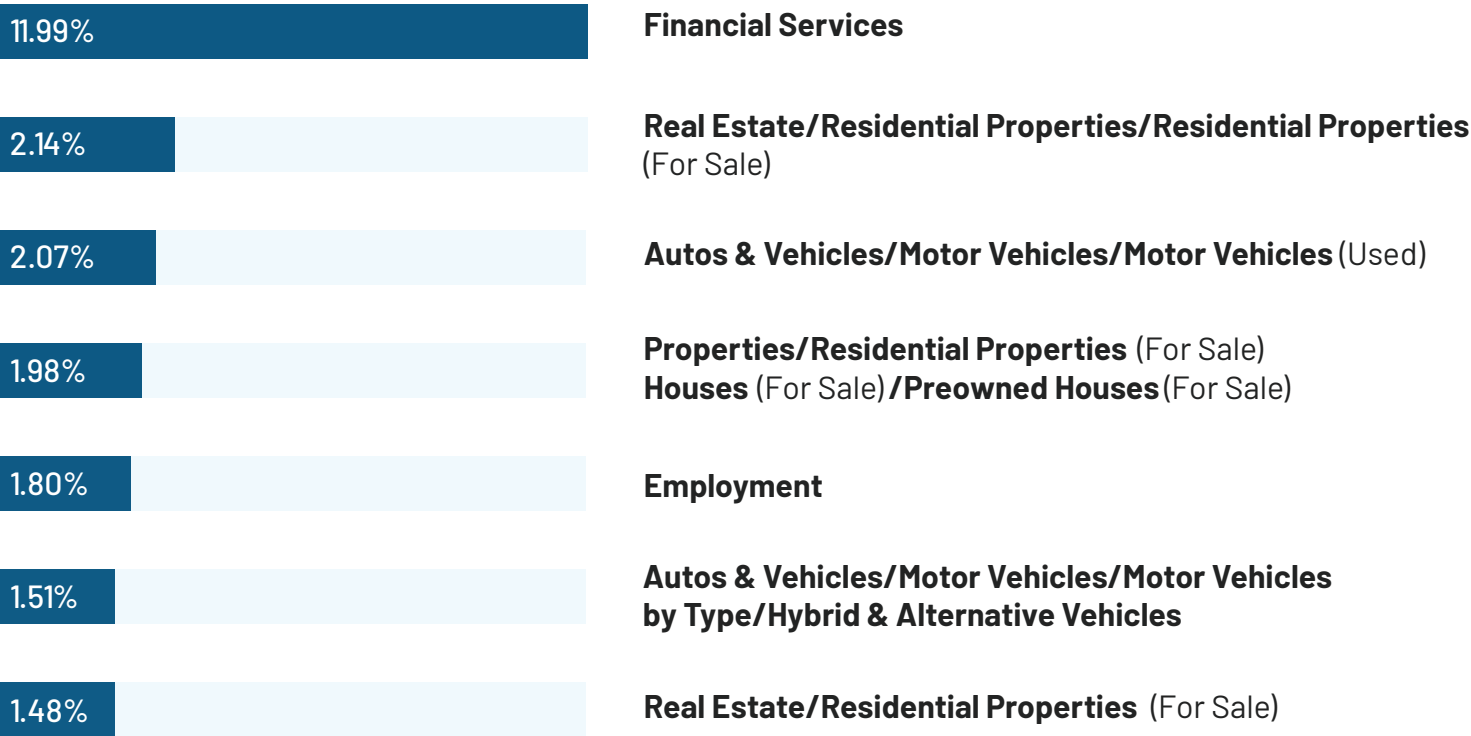
## Affinity Categories



## Countries



# In-Market Segment



# Devices

