The first personal finance brand

For more than 70 YEARS, Kiplinger has provided expert, trusted advice

Kiplinger’s Personal Finance
(Published since 1947)
875,000
Avg monthly subscribers

Kiplinger.com
4.5+m
Monthly unique visitors

Kiplinger’s Retirement Report
(Published since 1994)
80,000
Avg monthly subscribers

Kiplinger’s Retirement Planning Guide
Newsstand only, annual special interest publication

Kiplinger Emails
600,000+
Opt-in subscribers
Now, the only personal finance magazine in the US

Kiplinger grows under its new owner, UK-based Dennis Publishing

Feb 2019
Dennis acquires the Kiplinger family of digital and print publications – including Kiplinger’s Personal Finance magazine

Jun 2019
Kiplinger’s acquires premium subscribers to Money magazine

Aug 2019
First Kiplinger’s issue published with a combined subscriber list!

Kiplinger welcomes our new Money subscribers

- Only the most engaged, most responsive readers
- 320,000 'direct to publisher' subscribers
- Intentional readers who paid for their issues
- Personal finance enthusiasts
Winner of multiple awards for editorial excellence and ethics

"Kiplinger’s MISSION is to provide clear, accurate, and valuable information readers can act on—always keeping to the high standard readers have come to expect."

—Mark Solheim, Editor of Kiplinger’s Personal Finance

Quality editorial for a dedicated, financially savvy audience
Readers trust Kiplinger... so they’ll trust you, too

97% Near-perfect trust score in a recent reader survey

BRAND
SAFE

INDEPENDENT
Original, expert content readers can’t find anywhere else
Kiplinger readers are your best prospects

They engage with the content

5.5 minutes
average time spent online per visit

73 minutes
average time spent reading each print issue

They have resources to invest

$1.5 m
average investable assets for print subscribers

$750 k
average investable assets for online readers

The result: You gain access to impressive purchasing power

$1.4 trillion
number of engaged print subscribers x average investable assets

$3 trillion
number of engaged digital readers x average investable assets
Kiplinger readers take action after seeing your ads

A magazine reader opened a $300,000 high yield savings account with an online bank.

A digital reader funded a $525,000 account with a major asset manager.

A newsstand reader moved a $1 million portfolio to a wealth management firm.
How Kiplinger drives your prospects to take action

Your goals

- Awareness
- Education
- Action

Kiplinger ad solutions

- Display & Sponsorships
- Native & Custom Content
- Custom Promotions & Lead Generation

Financial Action
$93k average HH income
84% own a brokerage account
71% portfolio $250,000+
46% 54%
47 average age
73% own an IRA
Your Money’s Worth

Your Money’s Worth is a new personal-finance podcast from Kiplinger that delivers timely, actionable guidance to help you earn, keep and make the most of your money. Each new weekly episode has down-to-earth insights on saving for retirement, cutting your tax bill, investing for growth and income, maintaining good credit, and much more.

POPULAR EPISODES

- What You Should Know About ETFs
- Travel Like a Pro: How to Overcome Delays, Lost Bags and More
- Undervalued Stocks Worth a Look
- The Future of Retirement
- Tax Day 2019: Money-Saving Tips (Even If You Already Filed)
- The Best College Values
- Couples and Money

Most downloaded episode ever
Kiplinger’s Personal Finance
Delivering wealthy, engaged and responsive investors

ANNUAL FORECAST ISSUE
WHERE TO INVEST IN 2019
- Best moves for your stocks in a volatile market...
- Why you should hold on to your bonds...
- 8 stocks to buy now... and 5 to sell...
PLUS
- When to claim Social Security...
- Smart borrowing strategies...
- Choose a cheaper wireless plan...

97% pay for their issues

875k Average monthly subscribers

13 GREAT TECH STOCKS TO BUY NOW
70 Ways to Build Wealth
Follow our time-tested advice to achieve financial security and enrich your life...
Delivering wealthy, engaged and responsive investors

95% consider themselves active managers of their personal finances

94% take action as a result of the content

$128k median HH income

56 average age

$1.5m average investible assets
Delivering wealthy, engaged and responsive investors

- 95% are seeking professional financial advice
- 53% invested in a NEW mutual fund or ETF during the past year
- 85% made a securities transaction during the past year
- $157k average HH income
- $1.7m average investment portfolio
- 80k total paid subscribers
Kiplinger’s Custom Content Studio creates content highly relevant to your target audiences

100% ownership of all content created

Co-branded with Kiplinger or your brand only

Visual and interactive formats
- Articles & Listicles
- Guest Columns
- Videos
- Podcasts
- Infographics
- Social Graphics
- Microsites
- Newsletters
- eBooks
- Webinars
- Slide Shows
- Quizzes
- and More

Native Advertising Opportunities
Integrating your brand content within Kiplinger platforms

"Consumers gave Kiplinger custom content our highest scores ever in focus groups."
- Fortune 500 insurance company
**Interactive Portfolio Samples**

**ARE YOU RETIREMENT-READY?**

Compare your savings, investing strategies and future expectations with other Americans. Ask yourself: Are you preparing financially for retirement? Would you consider it financially savvy to allocate your resources in a way that creates a more secure financial future? Are you prepared to live on a fixed income? Do you have a plan in place to receive Social Security benefits?

**NATIONAL POLL RESULTS**

**FUTURE SECURITY**

**RETIREMENT LIVING**

What percentage of Americans do you think are saving for retirement? Are you planning for retirement? Do you have a plan in place to receive Social Security benefits?

**LANDSCAPE**

- **6 MONTHS LAWN CARE**
  - Average cost: $330
  - Typical return at resale: $1,000 (300%)  
- **SOIL INSTALLATION**
  - Average cost: $700
  - Typical return at resale: $1,001 (43%)  
- **UPGRADES**
  - Average cost: $4,750
  - Typical return at resale: $4,988 (10%)  

**DIY or hire it done?**

- **32%** Of homeowners take on projects themselves  
- **32%** Hire a professional for the whole job  
- **21%** Hire the labor but purchase the materials  
- **14%** Contribute some DIY labor during the remodel

**10 Great Places to Retire Abroad**

More Americans than ever before are retiring overseas. Why? Affordability is often the overriding factor, as the cost of living is lower in many countries.

But the decision on where to move often depends on many factors, from the quality of healthcare and housing to how easy it is to become a resident. Many retirees are also in search of the "perfect" climate.

**THINKING ABOUT MAKING THE LEAP?**

Click on the postcards below for destinations ranked highly by multiple websites covering overseas living. You’ll find a quick overview of what makes these countries so appealing.

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**SPANISH**

- **413,428** Number of Americans receiving a Social Security retirement benefit abroad in 2018. That's up 40% since 2008.  
- **Costa Rica**
- **Portugal**
- **Costa Rica**  
- **Spain**
- **Costa Rica**

**INVESTING**

- **$420,860** Americans' median household net worth  
- **$93,760** Median household income

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**Kiplinger's Personal Finance**

- **Future Security**
- **Retirement Living**
YOU’RE GETTING A TAX REFUND! NOW WHAT?
5 smart ways to put your dollars to good use

GOOD NEWS: The IRS expects more than 70% of taxpayers to receive a refund after filing their 2018 returns. And with a little planning, this cash windfall can do more than provide extra spending money. Here are five ways a refund could make a meaningful difference in your financial life.
Summary: Annual custom advertorial branding and response campaign, created for Personal Capital

Goals: Brand awareness, brand lift, targeted reach, and conversions

Targeted Audience: Retirement, Financial Planning

Format: Kiplinger custom content and cross-platform native advertising

Results:
- 12k+ Calls-to-action
- 3.5 minutes Average time spent
- 2019 Renewal
Summary: Year long native campaign including newsletters and dedicated emails.

Goals: Interactions, landing page visits, conversions.

Targeted Audience: Retirement, Financial Planning

Format: Native Ad

Results: 100k+ Landing Page Visits

On-site engagement above internal benchmarks

2018 Native Newsletter Campaign

These are Your 3 Financial Advisors Near You

Ready to kick your retirement plan into high gear this year?

See your 3 fiduciary financial advisor matches.
**Summary:** Ongoing retention campaign providing custom Kiplinger content that can be “pushed” to retail customers

**Goals:** Engage existing customers, leverage the reputation and independence of the Kiplinger brand, and ease compliance

**Targeted Audience:** High-net worth savers with substantial disposable cash holdings; ages 35 to 65

**Format:** Quarterly digital newsletter (+ mobile friendly platform)

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**Results:**

**Record-setting engagement levels,** including high open rates, time spent per reader, and higher-than-expected sharing
Target even more wealthy, engaged and responsive subscribers with Kiplinger’s sister platform

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<thead>
<tr>
<th></th>
<th>Kiplinger's</th>
<th>THE WEEK</th>
<th>COMBINED</th>
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<tbody>
<tr>
<td>Average print circulation</td>
<td>875,000</td>
<td>550,000</td>
<td>Almost 1.5 million</td>
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<tr>
<td>Monthly unique visitors</td>
<td>4.5+ million</td>
<td>7.4+ million</td>
<td>More than 12 million</td>
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<tr>
<td>Monthly page views</td>
<td>34+ million</td>
<td>14+ million</td>
<td>Almost 50 million</td>
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<tr>
<td>Opt-in email subscribers</td>
<td>600,000+</td>
<td>350,000+</td>
<td>More than 950,000</td>
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## HEADQUARTERS

1100 13th St. NW, STE 750, Washington, DC 20005

### INTEGRATED ADVERTISING & CONTENT SALES

<table>
<thead>
<tr>
<th>Region</th>
<th>Contact Details</th>
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| NORTHEAST, DETROIT, SOUTHERN CALIFORNIA | **Jim Marron, Sales Director**  
  (917) 621-6627  | jmarron@kiplinger.com                                      |

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<tr>
<th>Region</th>
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</table>
| NORTHWEST, SOUTHWEST, MIDWEST, SOUTHEAST, MID-ATLANTIC | **Paul Vizza, Associate Publisher of Kiplinger’s Personal Finance**  
  (202) 266-3624  | pvizza@kiplinger.com                                      |

### DIGITAL ADVERTISING & CONTENT SALES

<table>
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<tr>
<th>Region</th>
<th>Contact Details</th>
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| NEW ENGLAND, SOUTHEAST, MIDWEST, WEST COAST | **Maggie Kinsky, Regional Account Manager**  
  (202) 266-3624  | mkinsky@kiplinger.com                                      |

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</table>
| NEW YORK, MID-ATLANTIC | **Stevie Lee, Regional Account Manager**  
  (202) 266-3620  | slee@kiplinger.com                                      |

### KIP CUSTOM CONTENT

<table>
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<tr>
<th>Contact Details</th>
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</table>
| **Barbara Clark, Kip Custom Content Director**  
  (202) 887-6515  | bclark@kiplinger.com                                      |