The first personal finance brand

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

Kiplinger's Personal Finance
(Published since 1947)
715,000
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

Kiplinger welcomes our new *Money* subscribers

- Only the most engaged, most responsive readers
- ‘Direct to publisher’ subscribers
- Intentional readers who paid for their issues
- Personal finance enthusiasts

**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!
Quality editorial for a dedicated, financially savvy audience

“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

Winner of multiple awards for editorial excellence and ethics
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
Delivering wealthy, engaged and responsive investors

Channel

- Wealth: 34%
- Business: 11%
- Tax: 6%
- Retirement: 5%
- Money: 30%

34 million page views per month
4.5 million unique visitors per month
$93k average HH income
84% own a brokerage account

71% portfolio $250,000+

47 average age
73% own an IRA
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
Delivering wealthy, engaged and responsive investors

97% pay for their issues

715k
Average monthly subscribers
Kiplinger's Personal Finance

Delivering wealthy, engaged and responsive investors

- 94% take action as a result of the content
- 95% consider themselves active managers of their personal finances

- 45% female, 55% male
- $128k median HH income
- 56 average age
- $1.5m average investible assets
- 95% median HH income

WE RANK THE TOP MUTUAL FUNDS

Surprise! You Can Still Save Hundreds On Your Taxes

We help you navigate the ins and outs of the new tax law to get the biggest refund—or pay the lowest tax bill.

PLUS

What’s next for the market? Home values in 100 cities.
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
- **$1.7 m** average investment portfolio
- **$157 k** average HH income
- **80k** total paid subscribers

Kiplinger’s Retirement Report
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, income streams and future expectations with other Americans. Do you have a nationwide poll by Kiplinger's Personal Finance and wealth-management firm Pershing LLC. Cautious, informed benchmarks you need to know.

1. SAVING

Some laws and trends are only a part of your retirement plan. You may want to consider the big picture: the future of Social Security, Medicare, and other programs that affect your financial planning.

HOW DO YOU COMPARE?

$420,860

Americans' median household net worth outside of their homes

$93,760

Median household income

LANDSCAPE

6 MONTHS LAWN CARE

SOIL INSTALLATION

UPGRADES

Average cost

Typical return at resale

$330

$1,000 (200%)

$700

$1,001 (43%)

$4,750

$4,988 (109%)

BOOSTING YOUR HOME'S VALUE

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

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.
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.
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

Results: 12k+ Calls-to-action

2019 Renewal

Summary: 

Brand awareness, brand lift, targeted reach, and conversions

2018 Custom Integrated Media Campaign

Retirement, Financial Planning

Kiplinger custom content and cross-platform native advertising

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 Custom Content Retail Marketing

**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)

**Results:**

**Record-setting engagement levels,** including high open rates, time spent per reader, and higher-than-expected sharing
Expanded **reach** with *The Week*

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>715,000</td>
<td>550,000</td>
<td>More than 1.2 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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<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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