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's

**Retirement Report**  
(Published since 1994)  
80,000  
Avg monthly subscribers

Kiplinger.com

4.5+m  
Monthly unique visitors

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 acquires premium subscribers to *Money* magazine

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

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**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
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
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

$1.5m  average investable assets for print subscribers
$750k  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
Kiplinger.com
Delivering wealthy, engaged and responsive investors

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

Kiplinger.com ...continued
Kiplinger’s fast-growing emails

Delivering wealthy, engaged and responsive investors

- Kiplinger Today
- Closing Bell
- Tax Tips
- Building Wealth
- Investing Insights
- Great Tips for Retirement

3%
Click through rate

80%
Read 4+ emails each week

600,000+
Opt-in subscribers

20%
Open rate
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 **Most downloaded episode ever**
- 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
Kiplinger’s Personal Finance

Delivering wealthy, engaged and responsive investors

Annual Forecast Issue

97% pay for their issues

715k
Average monthly subscribers
Kiplinger's Personal Finance

Delivering wealthy, engaged and responsive investors

- 45% female, 55% male
- 94% take action as a result of the content
- 95% consider themselves active managers of their personal finances
- Median HH income: $128k
- Average age: 56
- Average investible assets: $1.5m
- Median HH income: $128k
- Average age: 56
- Average investible assets: $1.5m
Kiplinger’s Retirement Report

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

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

ARE YOU RETIREMENT-READY?

Savings

Investing

National Poll Results

Future Security

Retirement Living

LANDSCAPE

DIY or hire it done?

6 MONTHS LAWN CARE

6 MONTHS LAWN CARE

(1,000 SQ. FT.)

(1,000 SQ. FT.)

SOD INSTALLATION

SOD INSTALLATION

(1,000 SQ. FT.)

(1,000 SQ. FT.)

UPGRADES*

UPGRADES*

Average cost

$330

$700

$4,750

Typical return at resale

$1,000 (300%)

$1,001 (43%)

$4,988 (109%)

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

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BOOSTING YOUR HOME'S VALUE

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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413,428

Number of Americans receiving a Social Security retirement benefit abroad in 2018. That's up 40% since 2008.

Source: Social Security Administration, SSA.gov

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Spain

Costa Rica

Panama

Portugal

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More on the postcards below...
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

2019 Renewal

Average time spent: 3.5 minutes
2018 Native Newsletter Campaign

**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
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

<table>
<thead>
<tr>
<th></th>
<th>Kiplinger’s</th>
<th>THE WEEK</th>
<th>COMBINED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average print circulation</td>
<td>715,000</td>
<td>550,000</td>
<td>More than 1.2 million</td>
</tr>
<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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