

# MONEYSHOW®

INVEST SMARTER, TRADE WISER

## 2024 MEDIA KIT



**STEVE  
FORBES**



**STEPHANIE  
POMBOY**



**ED  
YARDENI**



**CHARLES  
PAYNE**

## Empowering Millions of Investors Since 1981

MoneyShow is an omni-channel financial media company that empowers millions of investors with independent, actionable advice from world-class money experts. Partner with MoneyShow and align your brand with actionable education that directly links your products and services to affluent investors.

IN-PERSON CONFERENCES | VIRTUAL EXPOS | [MONEYSHOW.COM](https://www.moneyshow.com) | WHITE-LABEL EVENTS







## TABLE OF CONTENTS

About Us & Mission .....	4
Money Experts .....	5
The Network .....	6
Audience Demographics .....	7
MoneyShow by the Numbers .....	8
Advertisers & Partners .....	9
The MoneyShow Difference .....	10
Testimonials .....	11
Conferences .....	12
Virtual Expos/Custom Solutions .....	13
Digital Marketing .....	14
MoneyShow Newswire .....	15

### HIGHLIGHTS FOR 2024

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- ▶ Investment Masters Symposium in Burlingame, CA
- ▶ Two Financial Advisor Virtual Expos
- ▶ Video Network Interviews at Conferences with Experts and Partners Distributed on YouTube
- ▶ MoneyShow One White-Label Virtual Events
- ▶ MoneyShow Newswire Press Release Service for Company News Distribution



# A Letter from Our Chair and Founder



## | OUR MISSION

MoneyShow began in the early '80s in a world where, more than ever, individuals wanted to take control of their money, but access to independent education and research was minimal.

Many critics expressed doubts that individuals stood any chance in succeeding, with big institutions controlling the market, but we saw things differently. At MoneyShow, we believed that with the right education and tools, individual investors can become effective managers of their assets.

This philosophy is the very basis for our existence—to deliver elite-caliber advice, actionable recommendations, ideas, and strategies from a network of the smartest, most highly regarded minds in the investment world.

MoneyShow's mission remains at the core of everything we do. We're here to champion the individual investor. Through our in-person, live streaming, and online educational platforms, we connect our community of investors and traders with the knowledge they need to achieve financial freedom.

For our advertisers, MoneyShow events enable businesses to go direct to consumers, bringing them together in one place and at one time to meet, discover, and educate them about the advertisers' products in a dynamic marketplace where ideas are exchanged, and business is done.

**Kim Githler**  
Chair & CEO

MONEYSHOW IS A GLOBAL  
FINANCIAL MEDIA COMPANY  
THAT EMPOWERS THE  
INDIVIDUAL INVESTOR, TRADER  
AND FINANCIAL ADVISOR TO  
BE SELF DIRECTED,  
PROVIDING THEM ACCESS  
TO WORLD-RENOWNED  
EXPERTS WHO SHARE  
ADVICE & STRATEGIES  
IN A MULTIMEDIA  
ONLINE COMMUNITY  
OF INVESTING IDEAS.

POWERFUL, INDEPENDENT ADVICE FROM  
**WORLD-CLASS MONEY EXPERTS**





## Network at a Glance

MoneyShow empowers individual and active investors with unprecedented market coverage, economic data, and perspectives from the best money experts in finance. In this trusted environment, forward-thinking companies rely on MoneyShow to leverage our connectivity and influence on our investor community to establish credibility and awareness for their products and services.



# 1.65M

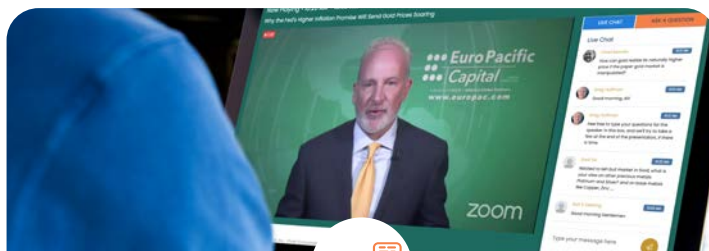
Database of Investors & Traders

# 415K

MoneyShow.com Members

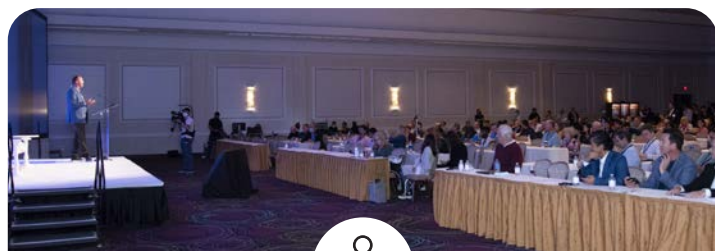
# 2,000

Hours of Education Annually



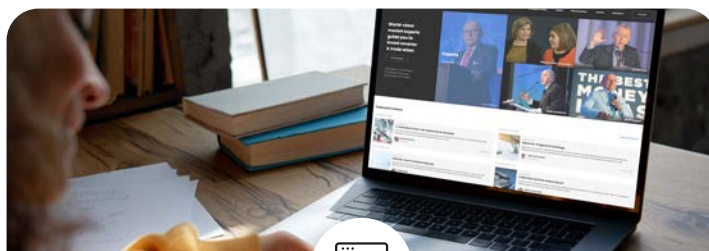
### Virtual Expos

Cost-effectively deliver your message, introduce new products, and position yourself as a thought leader while generating targeted leads from anywhere in the world.



### In-Person Conferences

Increase your brand's visibility and connect with thousands of wealthy and active investors in-person for interactive discussions and unparalleled networking.



### Digital Marketing + MoneyShow Newswire

Distribute your content and drive customer acquisition through powerful interactive digital solutions to meet your branding and lead-generation goals.



### Custom Solutions

Partner with us to create custom events and high-impact campaigns to achieve your specific marketing goals and ensure your brand stands out from the crowd.

## Demographics

MoneyShow's audience base includes some of the wealthiest people in the world. Our demographics indicate a prime audience for advertisers wishing to target high-net-worth individuals, active traders, accredited investors, and financial professionals.



### HIGH-NET-WORTH INVESTORS AND ACTIVE TRADERS

High-net-worth investors rely on MoneyShow for insightful, unbiased, and actionable research. They are searching for advice and recommendations about stocks, bonds, ETFs, options, futures, and much more! Plus, these investors are seeking access to private placements, pre-IPO companies, and tax-advantaged investments that will provide them with cashflow and diversification from traditional markets.

### Audience Average Net Worth **\$3.84m**



**39%** Are Rental Property Owners



**44%** Own Multiple Properties

\*Average of all 2023 virtual and in-person event attendees. Statistics are from MoneyShow's data matching program. Utilizing Windfall, our third-party data source, MoneyShow was able to obtain the above data on a portion of those who attended MoneyShow events from 1/1/23 - 9/1/23.

#### Audience Net Worth\*

**51%** Less Than \$2.5 Million

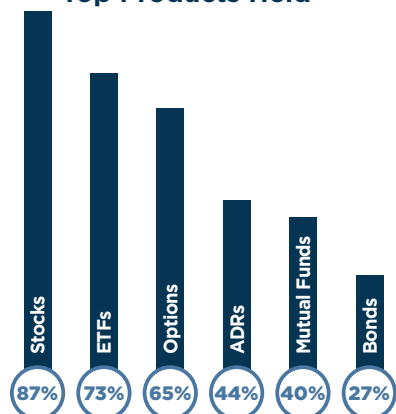
**39%** \$2.6 Million-\$7.5 Million

**7%** \$7.6 Million-\$15 Million

**3%** \$16 Million+



#### Top Products Held\*\*



\*\*Statistics from The MoneyShow Las Vegas 2023 survey



**65%**

Have HHI of \$125,000+

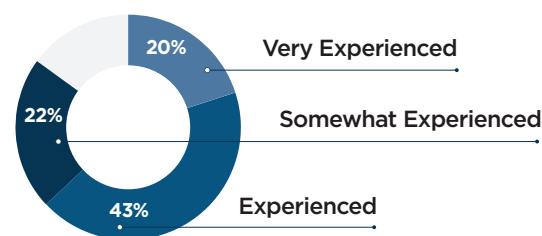
**35%**

Have a Post Graduate Degree

**67%**

Are 35-64 Years Old

#### Trading Experience



**35%**

of the Audience Make More Than 500 Trades per Year

### FINANCIAL ADVISORS

in Partnership with



Wealth management professionals rely on MoneyShow for in-depth investment ideas and strategies they can use to realize their clients' financial goals. They look for solutions and research that will help differentiate their practice and add value to their services for affluent clients.



**28**

Average Years of Experience as a Planner/Advisor



**\$370 M**

Assets Managed on Behalf of Clients



**162**

Average Number of Clients

## Attracting a Highly Qualified, Engaged Audience



### Audience

**\$3.84M**

Average Net Worth

**65%**

Have an Annual HHI of \$125,000+

**67%**

Are 35–64 Years Old



### Reach

**1.65M**

Database of Investors and Traders

**415,000+**

MoneyShow.com Members

**91,000+**

Attendee Registrations Annually



### Content

**1,000+**

World-Class Experts

**43,000+**

Articles and Videos Online

**2,000+**

Hours of Live Education Annually

## Social Media Audience

MoneyShow's reach doesn't stop with our content and events. Our investors actively engage on our social media channels, with millions of marketing impressions generated annually.



**20,000+**

Followers

**44,000+**

Post Impressions Monthly

**600+**

Engaged Readers Per Post



**30,000+**

Followers

**20,000+**

Tweet Impressions Monthly

**3,600+**

Monthly Profile Visits



**11,700+**

Followers

**3,400+**

Post Impressions Monthly

**5,500+**

Annual Profile Views



**133,000+**

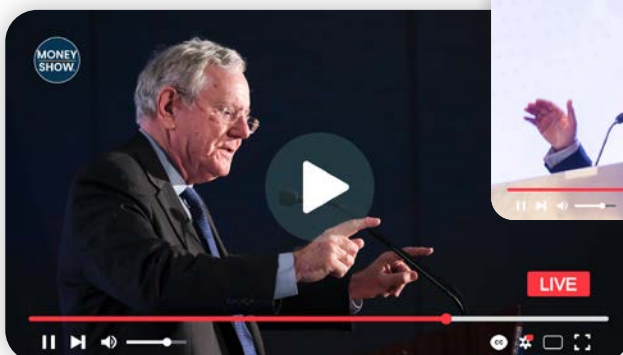
Subscribers

**2.1M+**

Unique Channel Views Annually

**6:48**

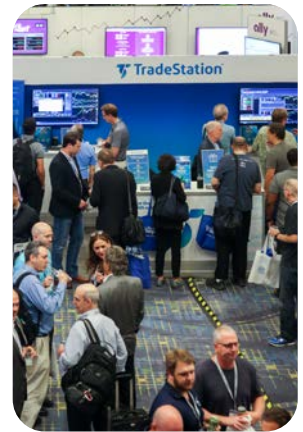
Average View Duration





## 500+ Advertisers Annually

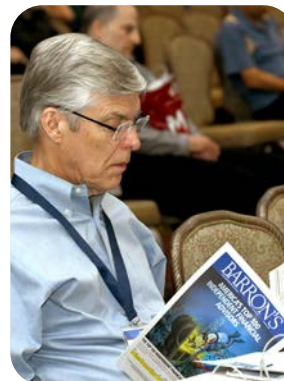
MoneyShow has clients across every segment of the financial services industry, from public companies to discount brokers, asset managers to private wealth management and exchanges to alternative investments. Advertisers rely on MoneyShow to help connect their organizations with qualified affluent investors, financial advisors, and traders—both online and in-person.



## 150+ Media Partners Annually

Over four decades, MoneyShow has developed deep partnerships with the largest and most respected financial media companies and publications in the world.

These industry stalwarts deliver more than 10M carefully crafted invitations and media impressions annually for MoneyShow, which helps attract an affluent and educated audience to each event.



# The MoneyShow Difference

MoneyShow utilizes its dynamically integrated databases, proprietary software, and RFID-tracking technology to develop targeted marketing campaigns that yield high ROI leads for MoneyShow's clients





We had never participated in an Investment Masters Symposium table-top event with the MoneyShow and were not sure how successful we would be in that type of format. We were absolutely blown away by the high caliber (financial net worth) of the attendees and their enthusiasm toward our money management services. We were able to meet with billion-dollar firms who are putting our methodologies to work for their clients, along with very large family offices; some of which are over 100 years old. In all our many years of exhibiting with various MoneyShow events, the IMS event is, without question, the single most productive event we have ever attended. And... let me add that my break-out session was standing-room only! The in-person "IMS" events are now a permanent part of our annual marketing budget. Thank you, Kim!!



**MIKE TURNER**

President and Portfolio Manager, Turner Capital Investments

For more than 10 years, National Retail Properties has made the MoneyShow an important piece of its IR program. To be able to be there face to face and tell our story and hear and answer investor questions has been very effective for us. The company has seen its stock price double over the past five years, and in 2011 moved from the S&P Smallcap 600 to the S&P Midcap 400.



**CHRIS BARRY**

Vice President of Corporate Communications and Investor Relations

**"The MoneyShow conferences are a must-attend event for individual investors looking for expert advice."**

**STEVE FORBES**

Chairman and Editor-in-Chief Forbes Media



"We are honored to be a part of the online conference and have been very successful with them generating over \$34,000 in sales. It has had a very positive impact on our business. MoneyShow always organizes top-notch events and has done a great job adapting to the recent pandemic by providing high-quality online education to their attendees."



**JEFF TOMPKINS**

President & Chief Investment Strategist



"One of the best educational experiences available today because of the 'take home' value delivered by the presenters. You know what to do when you get back home."

— J. PETERSON



**"We really appreciate the hard work MoneyShow has put into the virtual event. Our customers loved the experience, the technology worked smoothly, and we could not have asked for a better showing at an exceptional time in our history."**

**KEITH FITZ-GERALD**

Chief Investment Officer Fitz-Gerald Group



"Very impressed with the logical format of the site and the overall professionalism of the virtual event. I will not hesitate to recommend the MoneyShow to friends and colleagues."

— L. BECKFORD

## MoneyShow Conferences

The MoneyShow and Investment Masters Symposium are North America's pre-eminent conference series for high-net-worth investors, active traders, and accredited investors. Each event, held in destination locations, attracts thousands of attendees who are actively searching for expert advice, timely recommendations, and cutting-edge tools they can use to generate greater profits and minimize risk in their portfolios.



## A Proven Formula That Continues to Attract Qualified Investors

- **World-Class Money Experts:** Carefully selected financial experts who are leading authorities in their fields line up to share their best investment ideas and strategies with attendees.
- **MoneyShow Database of 1.65M Investors & Traders:** We develop personalized marketing campaigns (e-mails, digital marketing, direct-mail brochures, postcards, etc.) to inform and educate attendees about each event.
- **Leading Financial Media:** Deep partnerships with the most respected financial media companies deliver millions of invitations to their constituents, thus ensuring your perfect target audience.
- **Interactive Marketplace:** At each venue, dozens of innovative products and services await investors and traders, from cutting edge tools and software, to industry-leading research reports, publications, and newsletters. Representatives from top financial companies and funds come to network with fellow investors and industry leaders creating a dynamic marketplace to do business.



## 2024 Conference Calendar of Events



### The MoneyShow Las Vegas

Feb. 21-23, 2024

Paris Las Vegas  
Investors & Traders



### Investment Masters Symposium Miami

April 10-12, 2024

Hyatt Regency Miami  
UHNWI & FAs



### Investment Masters Symposium Silicon Valley

May 7-9, 2024

Hyatt Regency  
Burlingame  
UHNWI & FAs



### Investment Masters Symposium Las Vegas

August 1-3, 2024

Paris Las Vegas  
UHNWI & FAs



### The MoneyShow Toronto

Sept. 13-14, 2024

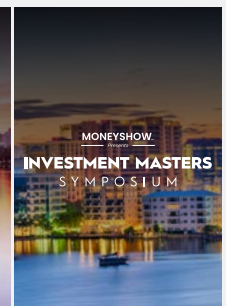
Metro Toronto  
Convention Centre  
Investors & Traders



### The MoneyShow Orlando

Oct. 17-19, 2024

Omni Orlando Resort  
at ChampionsGate  
Investors & Traders



### Investment Masters Symposium Sarasota

December 5-7, 2024

Hyatt Regency  
UHNWI & FAs



## Virtual Expos

MoneyShow has adapted the format of its in-person conference productions into a virtual, real-time online experience—a Virtual Expo—that provides attendees with powerful, profitable, and actionable investment and trading advice from anywhere in the world. The ease of access has allowed us to attract a large online audience that connects financial products and services companies with cost-effective lead-generation opportunities and education delivered to their target market.



## 2024 Virtual Expo Calendar of Events

### Q1

**VE** **Your 2024 Portfolio Playbook Virtual Expo**  
January 16-18, 2024 | Accredited

**VE** **Powerful Investing & Trading Strategies Virtual Expo**  
March 19-21, 2024 | Markets

### Q2

**VE** **The MoneyShow Canada Virtual Expo 🇨🇦**  
April 16-17, 2024 | Canada

**VE** **Mid-Year Portfolio Review Virtual Expo**  
June 11-13, 2024 | Accredited

### Q3

**VE** **Income-Generating Strategies Virtual Expo**  
July 9-11, 2024 | Accredited

**VE** **Income, Growth, and Value Virtual Expo**  
September 17-19, 2024 | Accredited

### Q4

**VE** **Alternative Investing Virtual Expo**  
November 5-6, 2024 | Accredited

**FA** **Inside Alternatives & Asset Allocation Virtual Event**  
November 7, 2024 | Wealth Management

## Custom Solutions



## MONEYSHOW ONE White-Label Virtual Expos

Bring your event online and seamlessly manage every step of the virtual experience with our all-in-one white-label platform. As a white-label customer, we will provide support from the inception of the event all the way to the end of show. As part of the white-label partnership, MoneyShow will assess a customer's event needs and construct a detailed logistics plan and roadmap including training, onboarding, pre-event communication, dedicated event support, and post-event debrief.

### PLATFORM



- White-label Branding
- Website Design
- Event Registration
- Custom Page/Ticket Options
- Gamification

### CUSTOMER SERVICE



- Training & Onboarding
- Virtual Booth Buildout
- Trained Moderators
- Dedicated Support

### ENGAGEMENT



- 1:1 Private/Group Meetings
- Personalized Agenda
- Live Chat & Polls

### CONTENT



- Live Streaming
- On-Demand Sessions
- Distribution of PDFs & Whitepapers
- Roundtable Q&A

### SPONSORSHIP



- Virtual Expo Hall
- Content Distribution
- Sponsored Sessions
- Roundtable Q&A

### REPORTING



- Secure Portal
- Real-Time Leads
- Detailed Event Metrics
- Client Lead Analytics

I wanted to thank the MoneyShow team for your professionalism in hosting the production of our IIW virtual event! Your team and technology exceeded our expectations, and we were very pleased with the online execution and outcome of this partnership.

**FA** FINANCIAL  
ADVISOR

## Digital Marketing

MoneyShow.com is a trusted online source for expert advice, strategies, and independent education curated by best-selling authors, newsletter publishers, and award-winning financial journalists. Timely content is posted daily in text and video formats where users can discover ideas and tools from Wall Street experts and financial services companies.



### Editor-in-Chief, Mike Larson

Mike Larson is a widely recognized expert on personal finance and investments specializing in interest rates, real estate, monetary policy, mortgage/banking industries, and income investing strategies. As the former editor of Weiss' *Safe Money Report* and *Under-the-Radar Stocks* newsletters, he has educated millions of readers and helped investors make sense of the markets, find safer investments with the highest returns, and grow their wealth through both good and bad times. Today, Mike Larson has joined the MoneyShow team to bring the most credible and thought-provoking content to our readers.

### Article Library

35,500+ Articles



### Educational Videos

10,000+ Interviews & Webinars



### Newsletters

103,000+ Subscribers



### MoneyMasters Courses

80+ In-Depth Courses



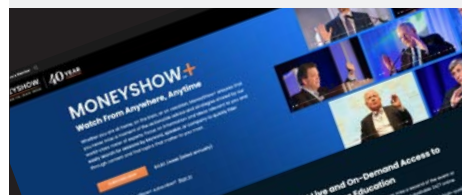
### Virtual Pass

35+ Virtual Events On-Demand



### MoneyShow+

Access to 850+ Webinars



### MoneyShow Top Picks Report, *Editors' Favorite Investment Ideas for 2024*

Each year, MoneyShow's editorial team asks the nation's leading investment newsletter editors for their favorite investment ideas for the coming year. The stock picks are then compiled into a 100+ page report that features in-depth articles, each one clearly written and well-researched buy recommendation for a specific stock.

100K+ DOWNLOADS



### Newswire

MoneyShow's Newswire service allows advertisers to reach the MoneyShow online audience, as well as the audience of branded partner sites with potential reach of

**MORE THAN 100 MILLION DAILY USERS!**



Each high-exposure package provides the opportunity to get their brand and message out to an audience of information-hungry investors. Plus, every press release that's distributed through the MoneyShow Newswire is NCVP-compatible using the recommended SHA-256 one-way cryptographic hash function to identify the original instance of the press release and compare it to every distributed or shared instance of the press release, thus eliminating press release spam.

**MoneyShow's Newswire service provides distribution through these media outlets.**



MoneyShow has been connecting self-directed investors and active traders with world-class financial experts and financial services companies for more than 41 years. With hundreds of thousands of visits each month and an excellent domain rating of 70, distribution on MoneyShow.com helps you build authority while garnering views and distribution for your press release.

### TheStreet.com

TheStreet.com is a prominent financial news and services website dedicated to providing investors with a wide range of content, from breaking news to in-depth analysis. Founded by financial journalist Jim Cramer, the platform offers insights into stock market trends, investment strategies, and personal finance advice. Catering to both novice investors and seasoned professionals, TheStreet delivers actionable market intelligence through articles, videos, and educational tools. Its team of experienced analysts and reporters ensures that readers receive timely and relevant information, making TheStreet a valuable resource for those looking to navigate the complexities of the financial world.



The USA Digital Network is one of the largest national and regional media publishers in the US. With a portfolio of over 55 brands with almost 15 million users per month, distribution in this channel is highly sought after.



Long considered the king of financial news sites, Yahoo! Finance has an incredibly large distribution, brand recognition, and following.



StreetInsider.com is a stock market news and analysis website that was founded in 1999. They give readers an "inside" look at Wall Street and focuses only on market-moving events and real-time analysis.



The G/O media network is a collection of more than a dozen websites including Quartz.com that publish content on a broad range of topics including finance.



AFP Business is a special section in the US version of the AFP News portal for readers to get free access to business and financial news content from AFP's award-winning newsroom.



The Associated Press is one of the oldest news agencies in the world. It publishes articles and pushes content out to its members, US newspapers and broadcasters.



Frankly Media pushes content to a number of highly trafficked websites including Newsweek, CNN, and others!



The G/O Invest network includes a plethora of websites focused around investing, banking, finance, technology and more! Sites include names like StreetIQ, ProfitWire and others.



QuoteMedia, a leading market data provider and aggregator, manages a network of private labeled financial content and streaming financial data solutions for branded media sites that reaches millions of investors worldwide.

**MONEYSHOW®**

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