



ValueWalk

MEDIA KIT

Everything hedge funds and value investing

Current as of March 2018

www.ValueWalk.com

About ValueWalk

Providing a framework to improve your investing PROCESS, while providing newsworthy information about trends in the investing world.

Many investment researchers and industry professionals claim that investing is a “random walk”. We believe that to be only partially true. It is our core belief that value investing can outperform the market, hence the name **“ValueWalk”**.

Since its inception in 2010, ValueWalk.com has grown to become a global leader in breaking financial industry news- with a focus on value investing, hedge funds, large asset managers- in addition to technology industry news, business news, and political news. We have provided beneficial information for the purpose of value investing for value investors.

ValueWalk.com is well known throughout the value investing community to be a key source for both current and continuously relevant content. The site has gained in popularity around the investment world due to its breaking stories regarding hedge funds and investigative reports on investments by major funds. ValueWalk has also broken major political and economic news.

The latest in ValueWalk.com news is read each day by senior executives at Fortune 500 companies, banks, asset management firms, and the like. The site has received national and global recognition in the financial and business industries.

Breaking and evergreen news and analysis on hedge funds and value investing

Very high demographics - our core audience: rich American males aged 25-65 with a very large percentage working in the financial industry - mostly in private equity and hedge funds, but we get from all departments - wealth management, asset management, investment banking etc.

*3-4M organic views a month probably 10 million when we include third-party sites and apps
– we do not purchase traffic except on rare occasions for special campaigns*

*We are a top news source for hedge fund information and value investing oriented content.
We also do a decent amount of personal finance so these offers should appeal to them.*

**Easy to work with, no software, no bureaucracy, can update quickly.
We deal extensively with financial compliance issues with big institutions on
a day-day basis so we understand the seriousness of compliance.**

**Great brand which is read and respected by top industry insiders.
See what this CEO of a \$4.5 billion hedge fund says (ON THE RECORD) for example**

“ValueWalk provides an invaluable service—bringing together the best and most important commentary in the world of value investing, all in one place. I can’t imagine starting my day without reading ValueWalk.”

Mitch Kuflik - Co-founder of Brahman Capital

Media Properties

ValueWalk.com

ValueWalkPremium.com

Our subscription website

HiddenValueStocks.com

Subscription content with
in-depth analysis and interviews
with emerging managers focused
on under the radar small-cap value stocks

www.ValueWalk.com

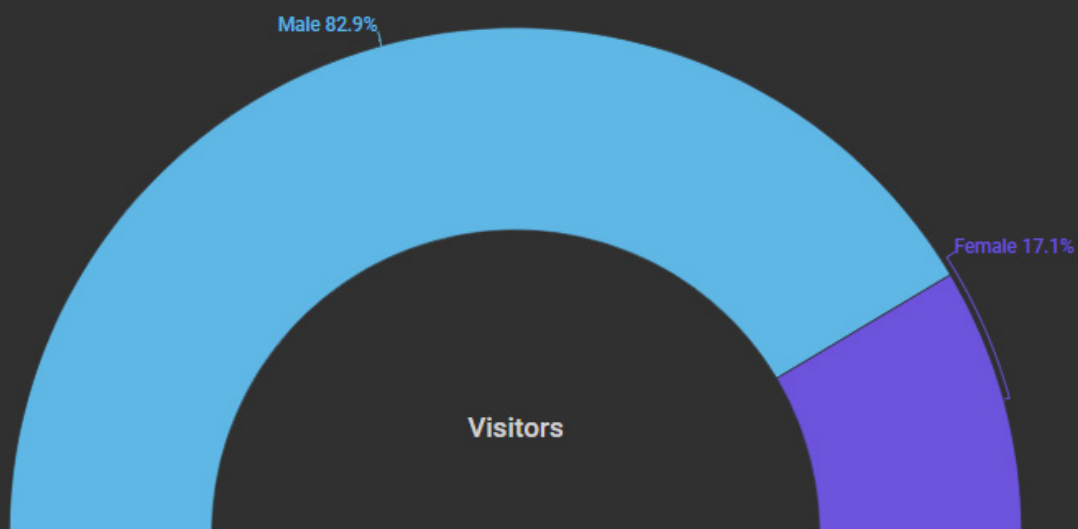
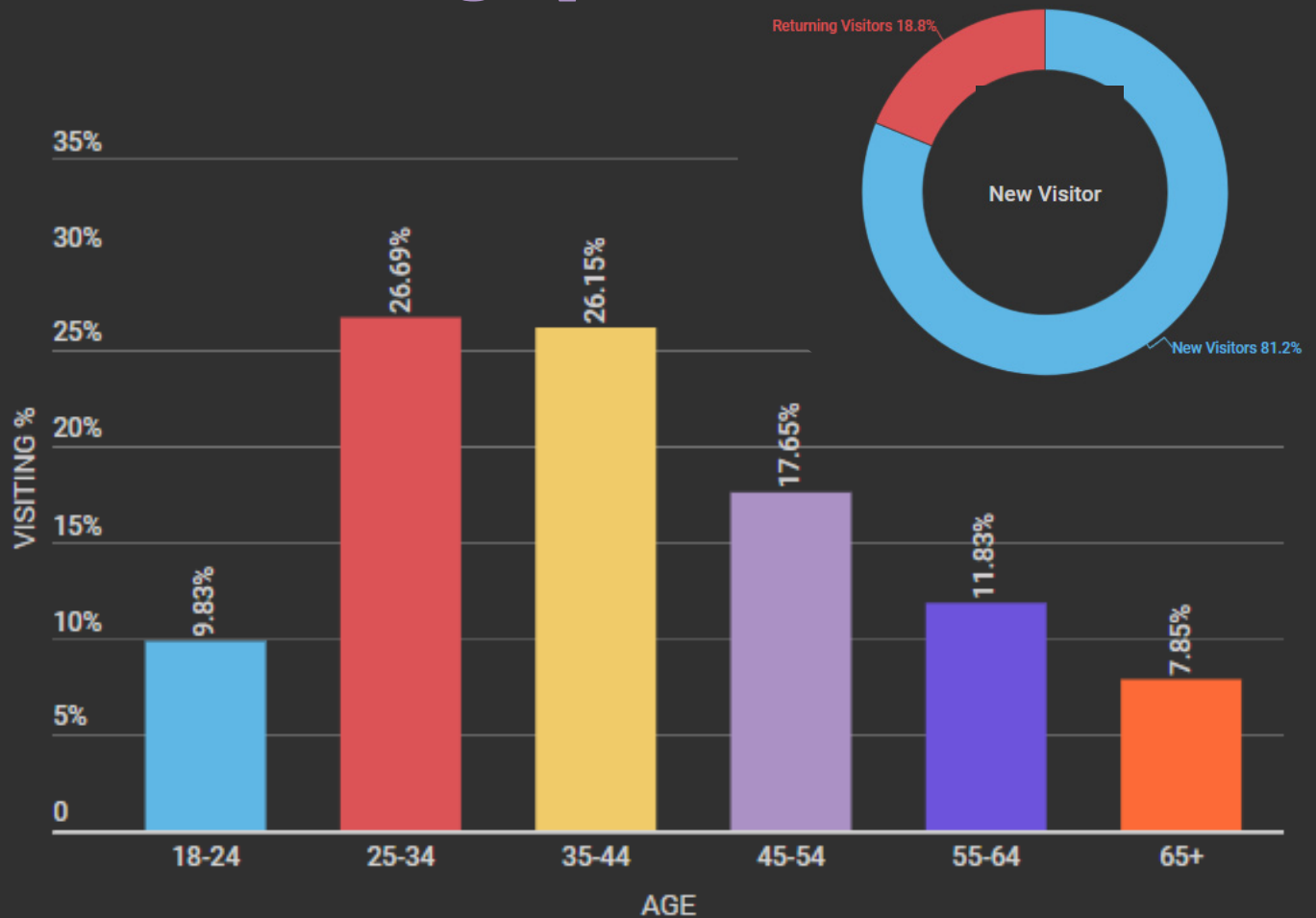
ValueWalk.com's Accolades:

- Considered one of the top 50 investing blogs by The Daily Reckoning.
- Listed in Barron's in an article titled "Stock Websites That Warren Buffett Could Love"
- Listed in a CNBC article titled "3 ways to invest like Warren Buffett"
- Based on StreetEye's algo we are THE top twitter account to discover financial news.
- Named by value investing guru Dr. Wesley Grey among his four favorite value investing sites
- Listed by famous investor, author, thinker etc. Tobias Carlisle's blog as one of the "50 best investing blogs on the planet"
- And listed again in 2017
- Listed by Wall Street Survivor as one of "10 Value Investing Blogs You'd Be Crazy Not To Follow"
- Listed several times under Old School Value's prominent list of "60 of My Favorite Value Investing Resources You'd Be Crazy to Miss"
- Listed under TraderHQ under 50 Blogs Every Serious Trader Should Read
- Listed by Investing501 as one of eight sites to read for "insightful value investing commentary"
- Listed by Insider Monkey under "The 10 Best Value Investment Blogs that Every Investor Must Read"
- Syndicated by Google News, Apple News or here, Syndication agreements with AOL Finance, TheStreet.com, SeekingAlpha, The Fiscal Times, and other prominent financial websites
- A member of Yahoo Finance Contributors
- included in Bloomberg's Terminal VIP Twitter list.
- named a "Must-Follow" for fundamental investors by Stocktwits,
- named a "Must-Follow" by Business Insider in 2012, 2013, and 2014.
- listed as one of "The 22 best chart-heavy Twitter feeds you should follow—right this instant" by Quartz.
- Ranked the 17th most influential Financial account on Twitter
- Named by Frances Horodelski Ex-BNN journalist/anchor as one of the best sources for market information.
- Ranked by Klout as #2 investment banking expert
- Ranked among top Top 20 Investing Blogs
- Sentieo ranks us among the best accounts to follow for financial news and for aggregation
- Sentieo also ranks us (using their algorithm) as 17th most influential account on 1twitter for financial news and data.
- Again for 2017 we are ranked #23, and our CEO's personal twitter is ranked at 32

Regarding Bloomberg Terminal VIP list, NYMag states:

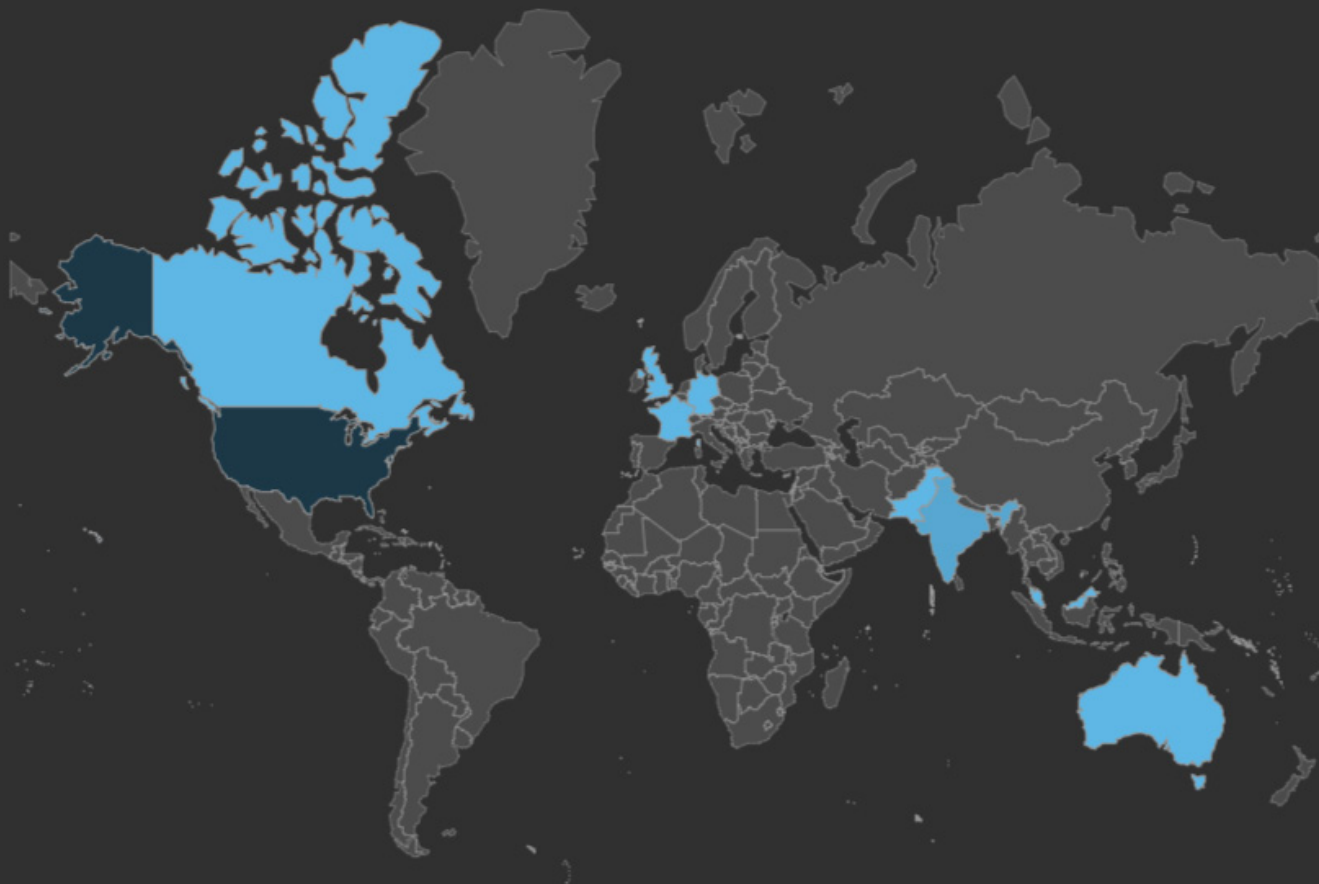
'Being on Bloomberg's VIP list isn't just a meaningless status symbol. (Although it is that, too.) It's tantamount to being able to broadcast your thoughts into every firm on Wall Street, and each person on the list gets more than 300,000 silent followers, who may or may not be trading millions of dollars based on their 140-character musings.'

Website demographics



SOURCE: GOOGLE ANALYTICS 2017

www.ValueWalk.com



52.9%



7.34%



5.77%



5.59%



2.56%



1.39%



1.26%



1.26%



1.22%

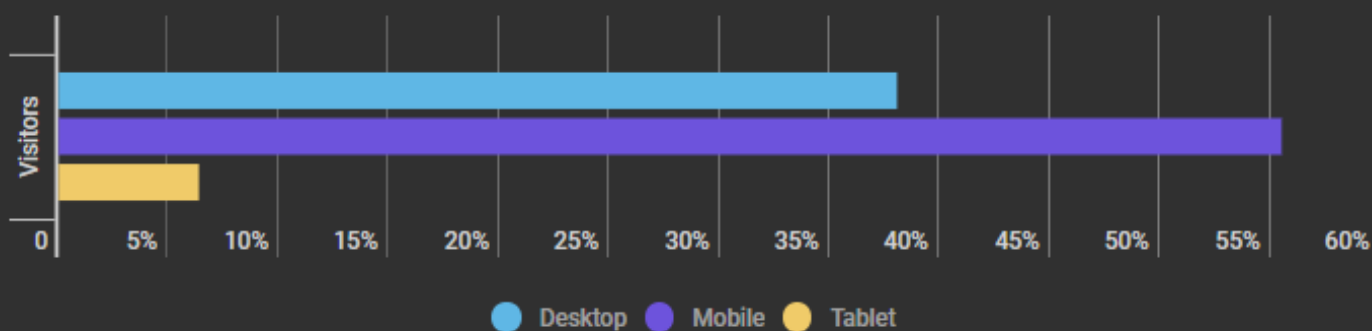


1.05%



19.66%

United States India Canada United Kingdom Australia Singapore France Germany Pakistan Malaysia Other



Desktop Mobile Tablet

SOURCE: GOOGLE ANALYTICS 2017

www.ValueWalk.com

ValueWalk Visitor Annual Household Income*

| | |
|--------------------|-------|
| Less than \$25,000 | 2.4% |
| \$25,000- \$34,999 | 7.9% |
| \$35,000- \$49,999 | 1.9% |
| \$50,000- \$74,999 | 14.6% |
| \$75,000- \$99,999 | 29.0% |
| \$100,000+ | 44.1% |

Over 73-percent of ValueWalk visitors' annual household income exceeds \$75,000. This confirms the fact that individuals with the means to invest are turning to ValueWalk for information. Additionally, a significant percentage of our visitors earn in excess of \$150,000/year.

SOURCE: COMSCORE, 2013

www.ValueWalk.com

ONLINE ADVERTISING

Promotional Opportunities

We can drive extremely high quality traffic to that page from some of our partners like DealBreaker, TheStreet, Yahoo Finance etc.

Can run dedicated campaigns for high quality traffic

Our email list (details below) has even higher demographics than our website

Flexible and open to win win partnerships

Display

Sponsorships

Contests

Guest posts

Sponsored posts

Is the cannabis industry really the next gold rush? (Sponsored)

From DealBreaker, by @dealbreaker

A new profile of cannabis is being built, and it's not just about the plant itself. It's about the people who are growing it, the people who are using it, and the people who are investing in it. The cannabis industry is a multi-billion dollar industry, and it's growing rapidly. It's a new gold rush, and it's here.

With the new high cannabis use comes a new of market looking to make it big in cannabis. As more states legalize, the industry is expected to grow rapidly. It's a new gold rush, and it's here.

DealBreaker is a leading source of information on the cannabis industry. It's a multi-billion dollar industry, and it's growing rapidly. It's a new gold rush, and it's here.

ValueWalk
Building Wealth, Reducing Risk, Increasing Returns

FutureAdvisor Offers Asset Management Services In A Low-Fee World

By Michael Lee

Active asset management has come under attack in recent years, as individual investors have started to realize that for all the fees in the way, or underperforming the market, they've not really benefited from the services. The problem is that the fees are too high, and the services are not good enough. FutureAdvisor is a new company that is trying to solve this problem. It's a new gold rush, and it's here.

Let's start with your target portfolio

Your Target Portfolio

Target Portfolio: 60% Stocks, 40% Bonds

Projected Performance: 7.5% Annual Return

Why this asset mix?

Here's how your portfolio is doing

Actions to take to improve your portfolio

ValueWalk is a leading source of information on the cannabis industry. It's a multi-billion dollar industry, and it's growing rapidly. It's a new gold rush, and it's here.

ValueWalk
Building Wealth, Reducing Risk, Increasing Returns

The Led Startup Designed For Small Investors, Its Eye Of Big Institutions

By Michael Lee

A new startup is designed for small investors, and it's called 'The Led'. It's a new gold rush, and it's here.

The Led is a new startup that is designed for small investors. It's a new gold rush, and it's here.

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\$699-\$4,999
depending on nature of the post

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Above the fold ADS

above the fold



\$7,000/month
desktop only

300x250

Above the fold sidebar
unit 100% of inventory

\$10,000/month
desktop only

300x600

Above the fold sidebar
unit 100% of inventory

\$10,000/month
desktop only leaderboard

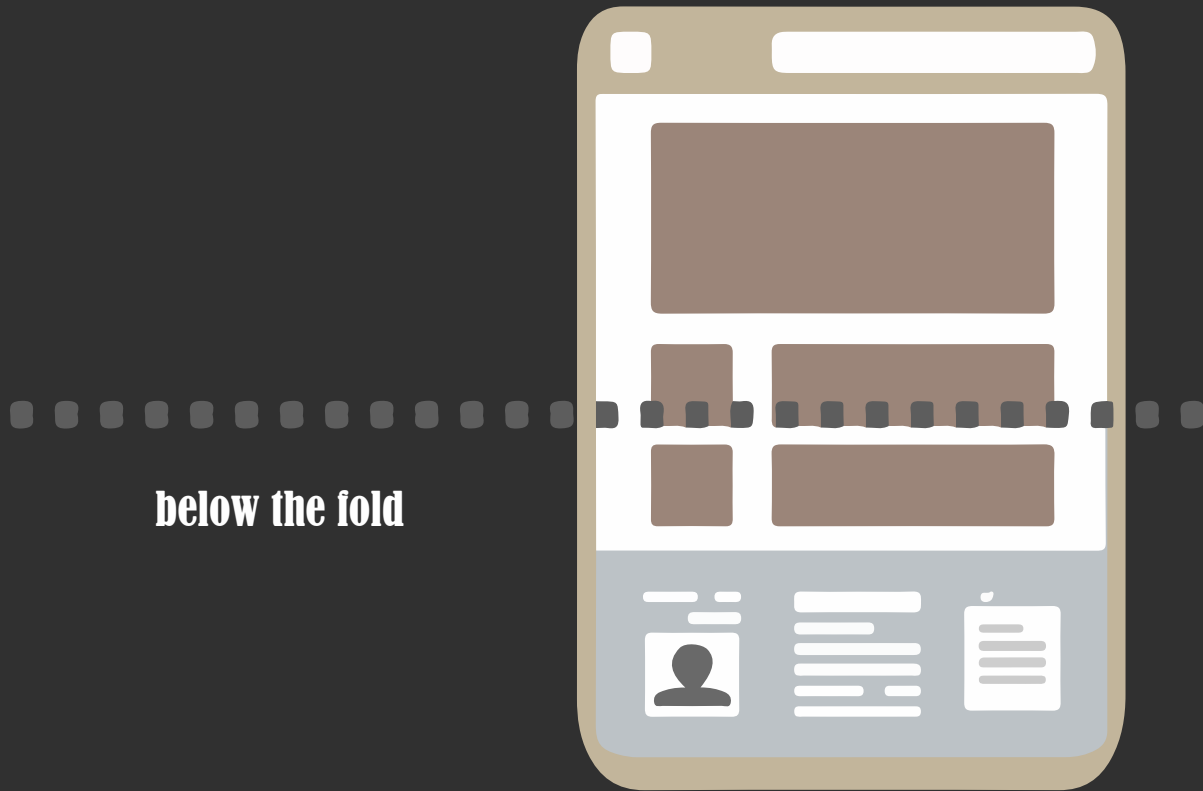
728x90

Above the fold banner
unit 100% of inventory

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www.ValueWalk.com

Below the fold ADS



below the fold

\$3,000/month
desktop only

300x250

Below the fold banner
unit 100% of inventory

\$4,000/month
desktop only

300x600

Below the fold banner
unit 100% of inventory

\$5,000/month
desktop only

Right below articles
unit 100% of inventory

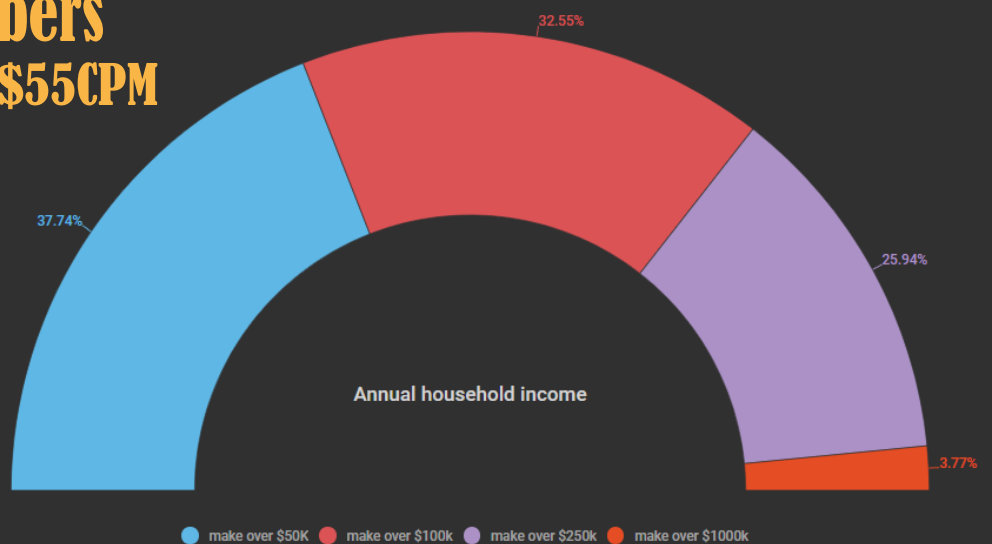
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Email Blast



60,000 subscribers
open rate of 15%+ ~ \$55CPM



SOURCE: WWW.VALUEWALK.COM

www.ValueWalk.com

Custom Content Sponsorships Package deals



**Other advertisement
opportunities**

Native/Sponsored

We accept sponsored/native ads and have inventory available.

Sponsorship

Sponsorship is available for certain areas of the site, including the investor resources pages and the book pages.

Contests

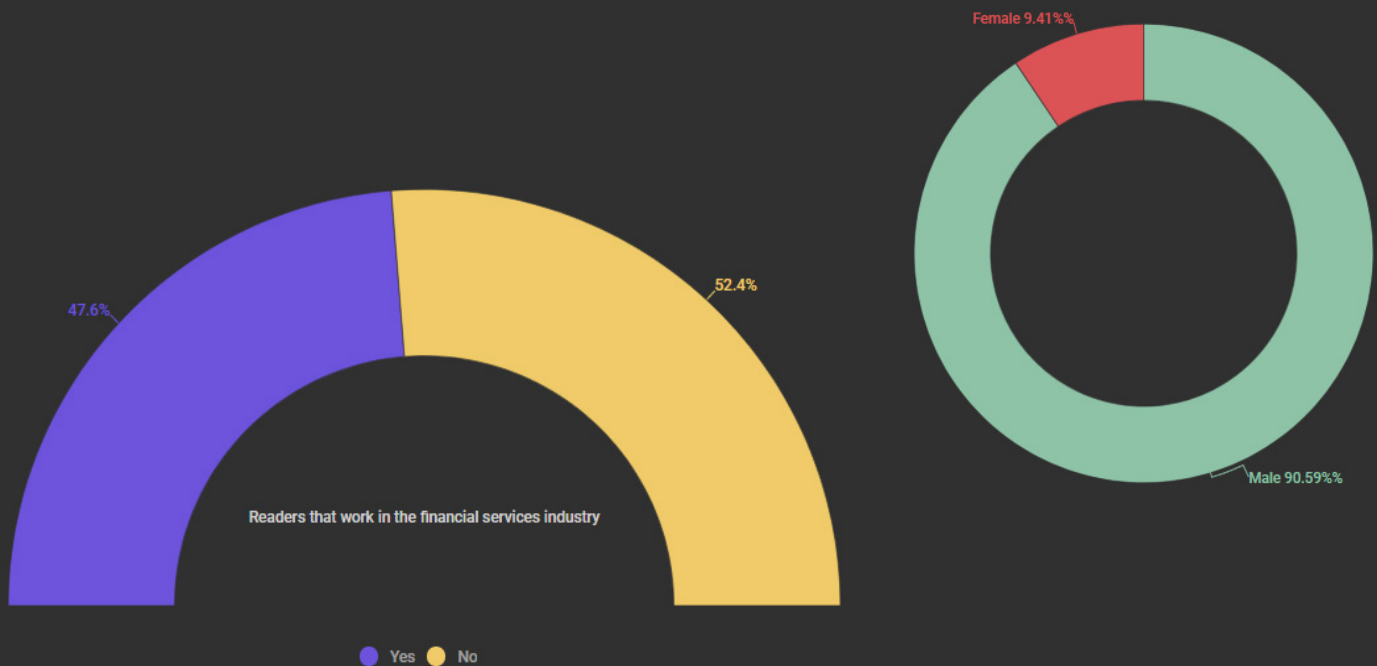
We accept free contests (only cost is item you giveaway) .
Contests are a good way to promote your product and drive engagement to your site, social media accounts etc.

Email advertise@valuelwalk.com for customized quotes

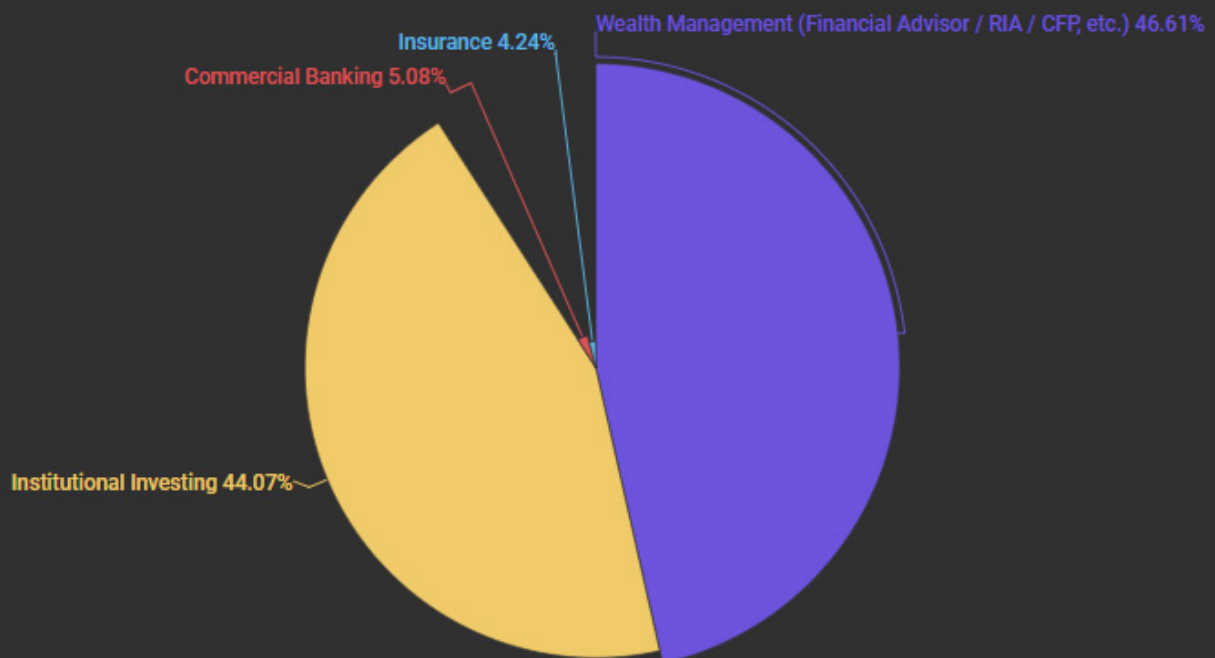
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Recent survey of our email audience



Work sector

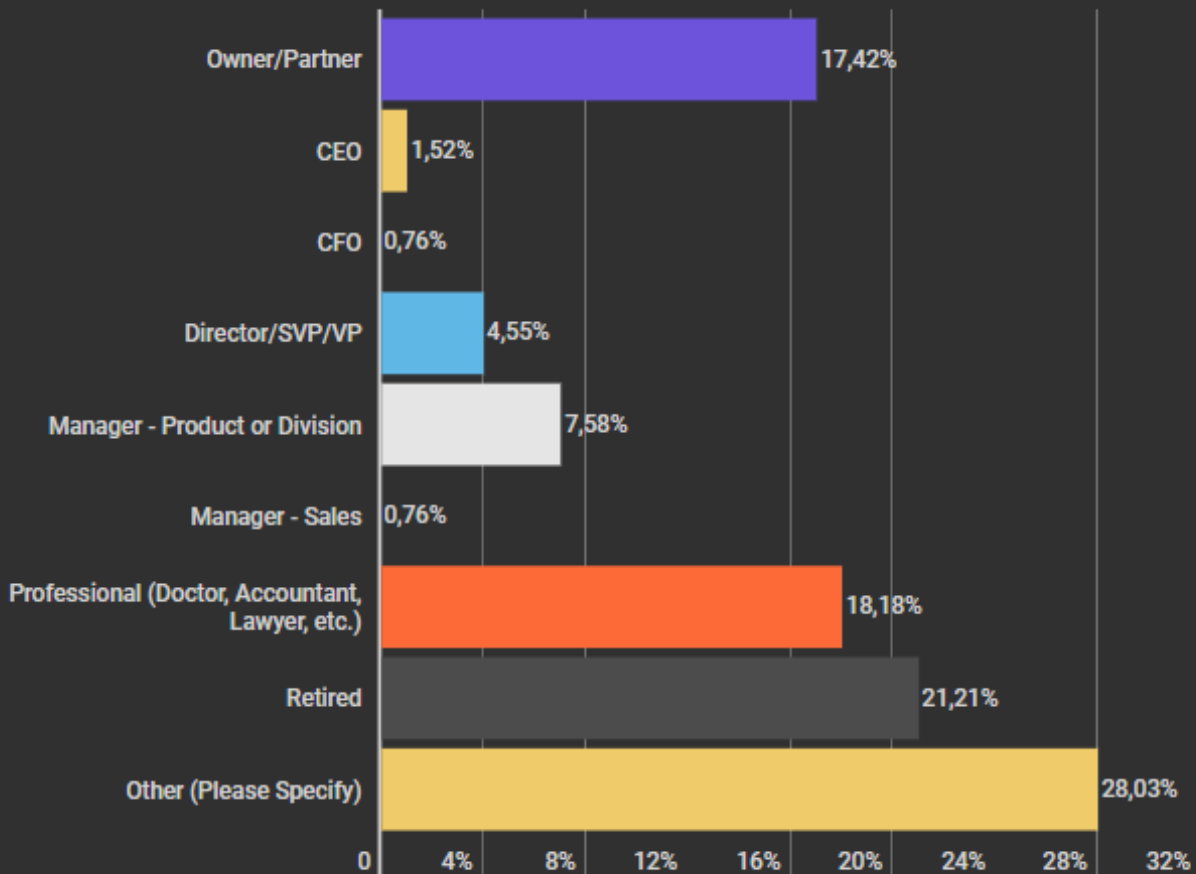


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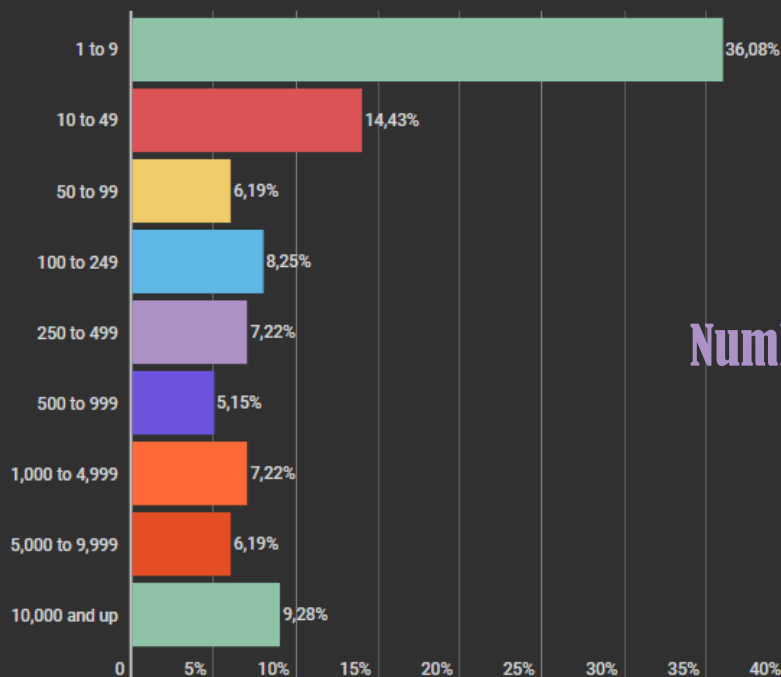
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Email demographics

Position



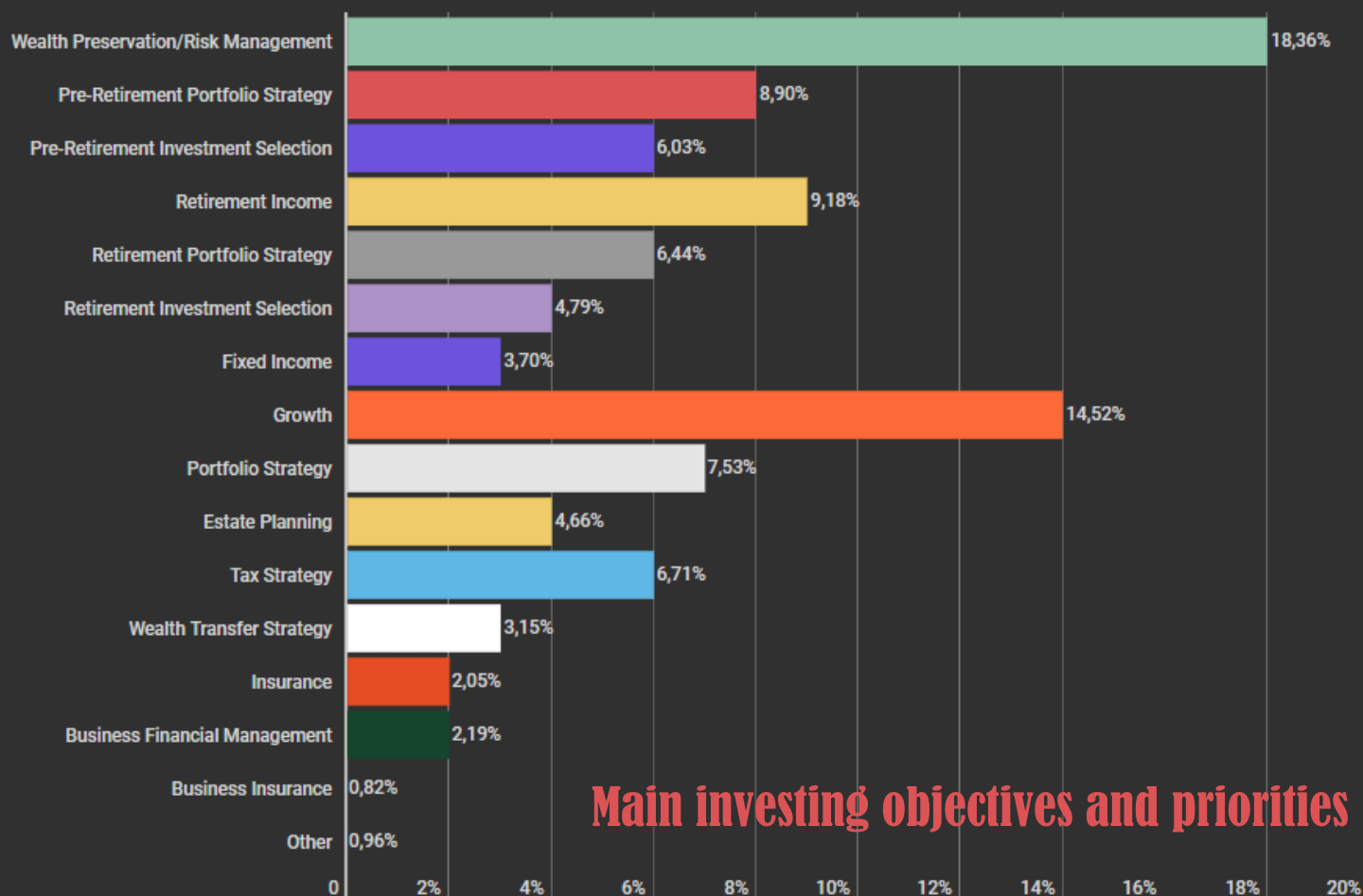
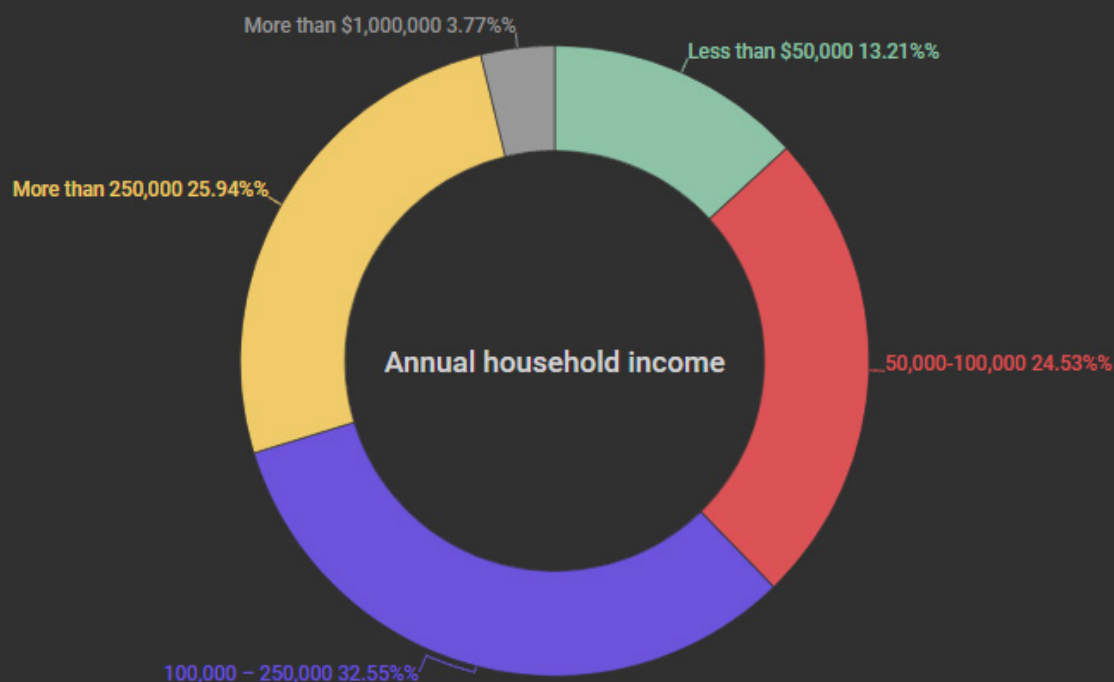
Number of employees



SOURCE: WWW.VALUEWALK.COM

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Email demographics



SOURCE: WWW.VALUEWALK.COM

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ValueWalk

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