



June 2017

MEDIA KIT

ENGAGE WITH OVER 1 MILLION HIGH-NET WORTH INVESTORS AND BROKERS ON CANADA'S LEADING FINANCIAL MARKET NEWS AND QUOTES PROVIDER.

Connect with Active and Engaged Investors in Canada



Professional Investors ■ Casual Investors ■ Day Traders ■ Stock Brokers

Our Visibility is Your Opportunity



Leading Provider of Financial Quotes and News in Canada



Top 1000 for **Website Traffic in Canada**, Alexa.com Ranking

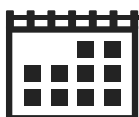
100 M

Over 100 MILLION Page Views per year

85%

Loyal and Returning Users

Audience Engagement*



12,000+

Daily Email
Subscribers



12+ MINUTES

Average Time
On Site



6 PAGES

Average Pages
Per Session

80% OF USERS
45 AND UP

= Mature Audience

20% OF USERS
18 - 44

Reach an audience of mature professional users that are
actively monitoring their market portfolio on Stockwatch.com

Our Audience*

Stockwatch offers the most comprehensive
daily news coverage and real-time quotes
for experienced investors and brokers
across Canada.

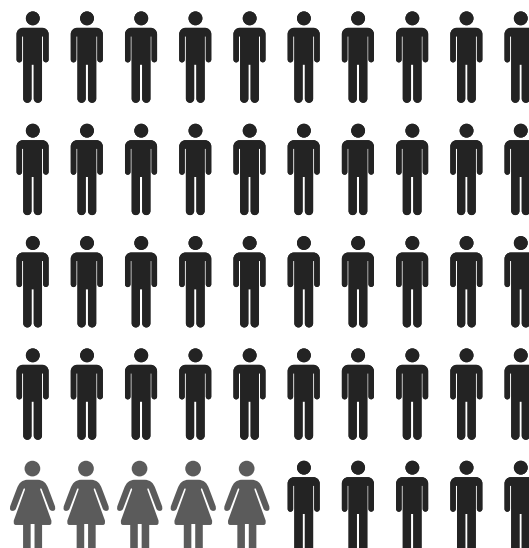
90%

MALE



10%

FEMALE

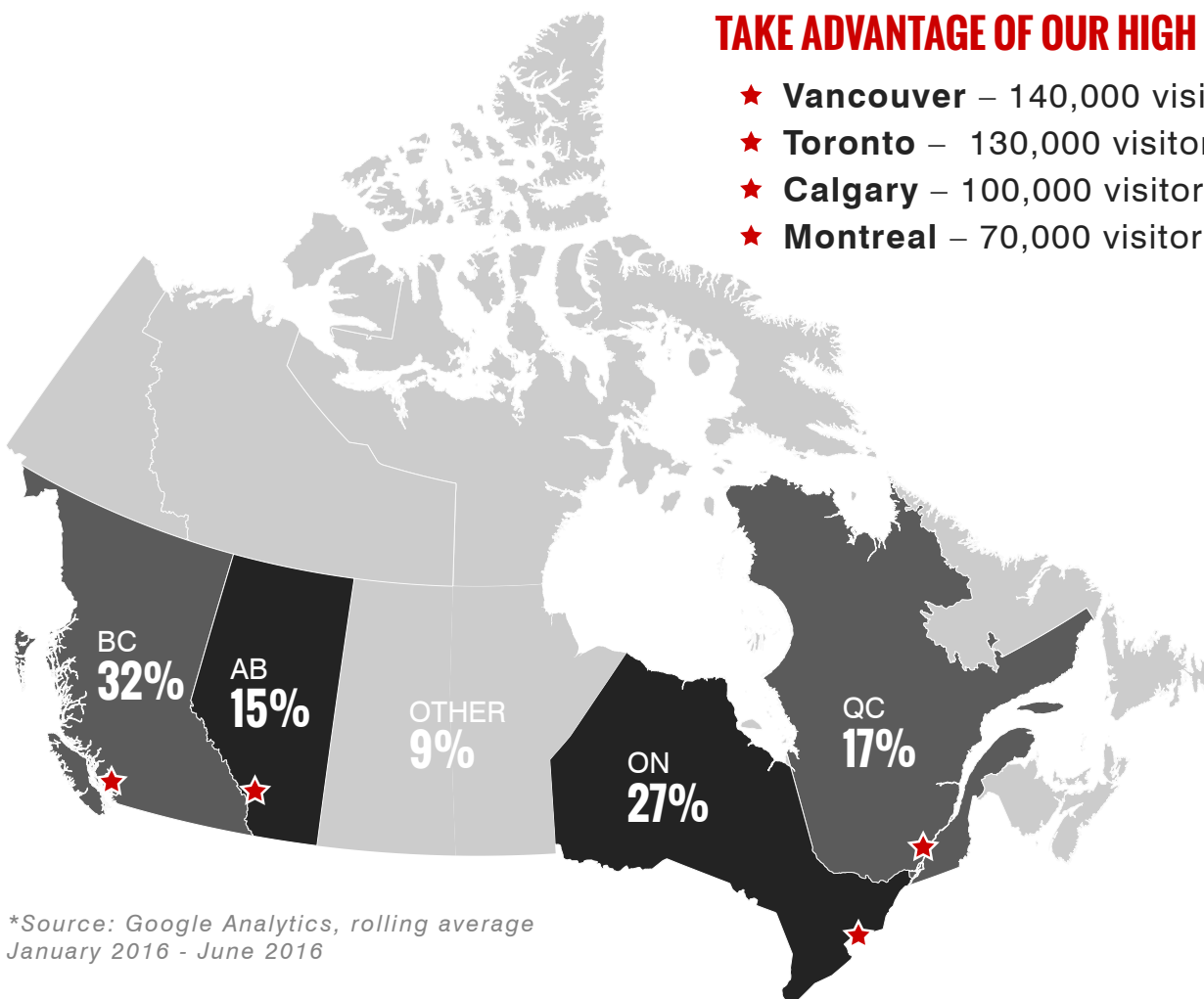


*Source: Google Analytics rolling average, January 2016 - June 2016

Site Traffic

TAKE ADVANTAGE OF OUR HIGH TRAFFIC AREAS

- ★ **Vancouver** – 140,000 visitors per month
- ★ **Toronto** – 130,000 visitors per month
- ★ **Calgary** – 100,000 visitors per month
- ★ **Montreal** – 70,000 visitors per month



**Source: Google Analytics, rolling average
January 2016 - June 2016*



9,400,000

Pageviews
Per Month*



1,400,000

Visitors
Per Month*



1,400,000

Mobile Pageviews
Per Month*

Reach Your Audience

by Your Parameters



WEBSITE DISPLAY ADVERTISING

Present your advertising campaign in your target locations
at the most ideal times.

GEOGRAPHY

City
Province
Country

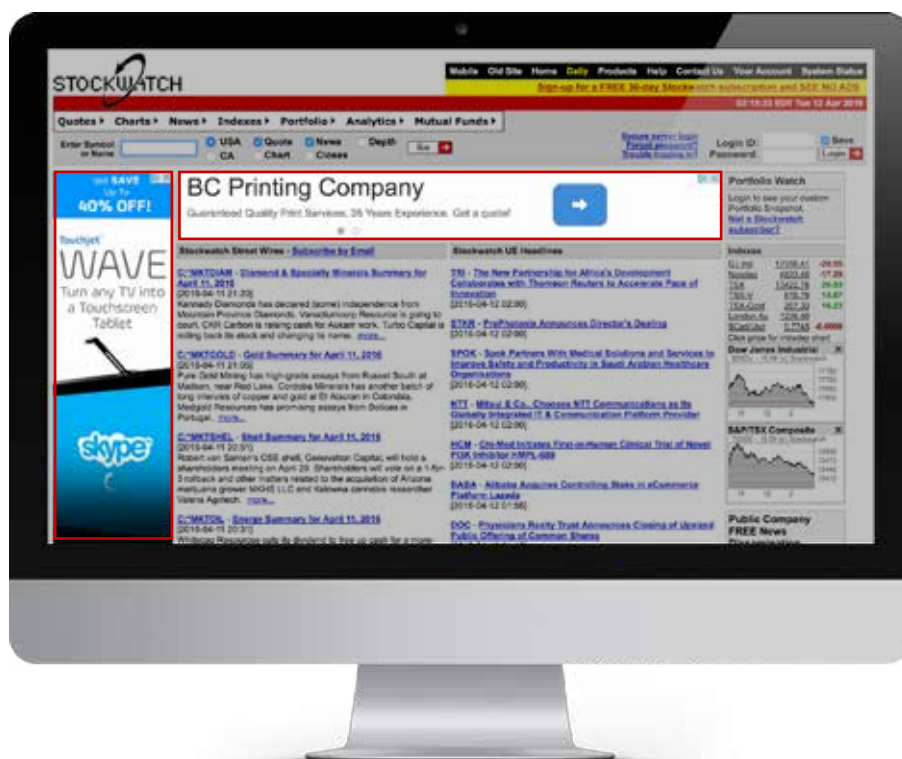
LOCATION

Home page
Quote Pages
News Pages

SEASONALITY

Time
Date
Holidays

Website Display Advertising



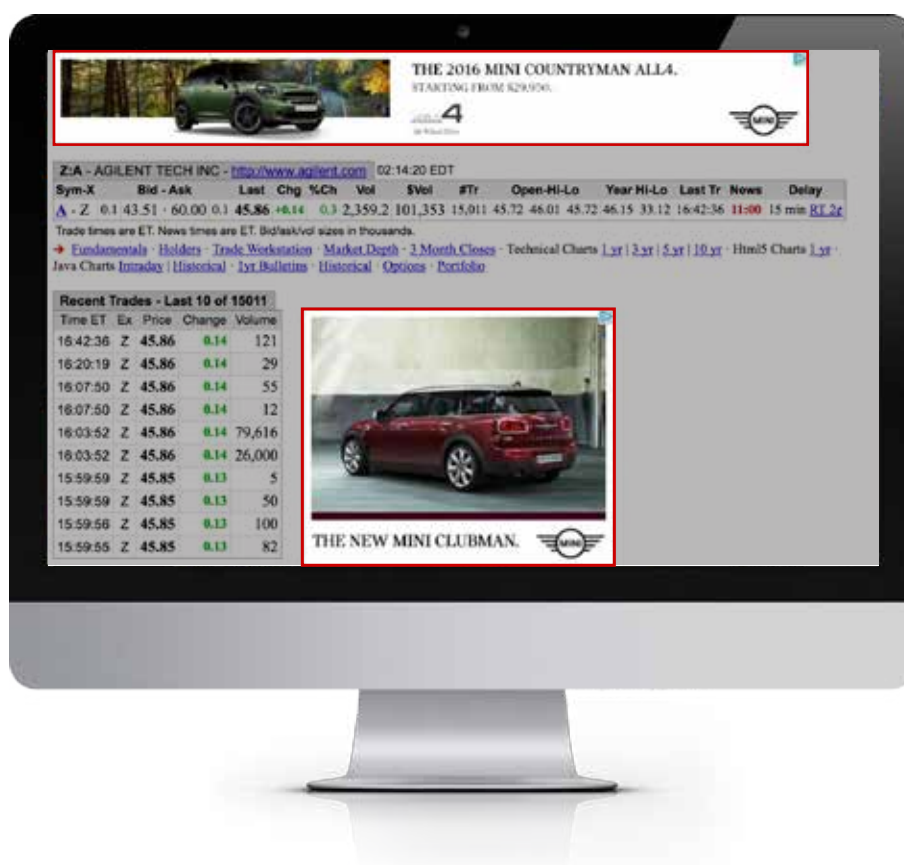
RUN-OF-SITE AD PLACEMENTS

Increase brand awareness with display advertising on Stockwatch's run-of-site placements. These placements include the home page, news pages, and throughout the Stockwatch website.

PRICE: \$10 CPM

Website

Display Advertising



HIGH-IMPACT AD PLACEMENTS

Take advantage of our high visibility ad placements on Stockwatch's highest traffic pages. These pages include both US and Canadian symbol quote pages.

PRICE: \$15 CPM

Capture the Interest of Engaged Investors



SPONSORED EMAIL

Stockwatch Sponsored Email features original and unique content that is delivered to over 12,000 consented email receivers.

This product is exclusive to select advertisers and only delivered once per day.

Sponsored emails can create awareness for your financial products, solutions, and special offers or inform your target audience about breaking news.

Stockwatch advertising is highly effective for public companies and companies opening a public offering.

SPONSORED EMAIL	1 EMAIL	2-4 EMAILS	5+ EMAILS
Send your custom eblast content to interested investors subscribed to Stockwatch Articles	\$1,250	\$1,125	\$1,000

Pricing is per email and is subject to change without notice.

Boost Campaign Reach to High-value Audiences



EMAIL DISPLAY ADVERTISING

Stockwatch Email Display Ads are a cost-effective way to get your message out to over interested investors and boost the effectiveness of your campaigns.

Connect your brand with Stockwatch Articles, emailed to over 12,000 subscribers each market day.

EMAIL DISPLAY ADS	1 AD	2-4 ADS	5+ ADS
Include your custom display ad with Stockwatch Articles (Size: up to 560px X 400px)	\$300	\$270	\$240

Pricing is per email and is subject to change without notice

Digital Advertising

Specifications

STANDARD ADS	PIXELS*	MAX FILE SIZE	FORMAT REQUIREMENTS
LEADERBOARD	728 x 90	50K	png, gif, jpg, html5
SKYSCRAPER	160 x 600	40K	png, gif, jpg, html5
MEDIUM RECTANGLE	336 x 280 or 300 x 250	40K	png, gif, jpg, html5
HALF PAGE	300 x 600	40K	png, gif, jpg, html5
HIGH-IMPACT ADS			
LEADERBOARD	728 x 90	50K	png, gif, jpg, html5
MEDIUM RECTANGLE	336 x 280 or 300 x 250	40K	png, gif, jpg, html5
SPONSORSHIP PRODUCTS			
WEBSITE SPONSORSHIP	728 x 90, 160 x 600, 336 x 280, 300 x 250	50K	png, gif, jpg, html5
HOME PAGE TAKEOVER	728 x 90, 160 x 600	50K	png, gif, jpg, html5
QUOTE PAGE TAKEOVER	728 x 90, 336 x 280, 300 x 250	50K	png, gif, jpg, html5
SPONSORSHIP EMAIL			
COMPLETE CUSTOM CONTENT	560 wide x variable	150K	png, gif, jpeg, HTML5 as required for complete email content
EMAIL DISPLAY ADVERTISING			
CUSTOM CREATIVE	up to 560 x 400	50K	png, gif, jpeg

**All pixel sizes are width x height.*

About Stockwatch

Reaching Active and Engaged Investors

With over 100,000,000 page views a year, Stockwatch is a leading source of Canada's market information.

Stockwatch has been covering Canada's Market News since 1984 and is an established and trusted source of market news and data for investors.

For over 30 years, we have published 250 issues of the Stockwatch Daily, including company news releases, closing prices, historical price charts and the day's most interesting highlights in our Market Summaries – with insight you won't find anywhere else.

The Stockwatch site, launched in 1995, was among the first Internet-based stock information services.

To this day, our site is one of the best, offering a comprehensive package of real-time price quotes, interactive charting, portfolio tracking, investigative reporting and timely news.

Call **604-687-1500** or 1-800-268-NEWS or email **sales@stockwatch.com**

Visit **sales.stockwatch.com**

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Visit sales.stockwatch.com