



MarketWatch

The past year generated an unprecedented surge of net- new investors & market entrants



10MM

New brokerage accounts opened
(most ever in a year)



2X

Growth in composition of retail investors in daily market activity
(20% v. 10% YoY)



15%

of all current U.S. investors say they began in 2020

MarketWatch met the moment and the demand

In 2020 our growth surged...

+79%

unique visitors
YoY

+84%

page views
YoY

...we continued the momentum in 2021

nearly

+10

avg monthly
unique visitors
vs. 2H 2020

nearly

+20%

avg monthly
page views
vs. 2H 2020

Reaching over 50MM uniques monthly

However, these tectonic shifts led many to view the new landscape in a simplistic, binary way:

Emerging Investors

.....

Making waves on Reddit, they're casually playing the market but with minimal guidance (or desire for it) and long-term perspective.

Experienced Investors

.....

They have years, or perhaps decades of experience operating with conviction and confidently understanding how to manage their assets.



But our sustained success is driven by the belief
to not paint **investors** with a broad brush

Ultimately they're **people** with
varied motivations but a common
ambition

They're striving to be better and more secure

Our primary mission at MarketWatch is to help people achieve this collective ambition

To empower **you** to take control of **your** financial decisions in order to lead a richer, happier, and more meaningful life



How We Deliver:

A green circle with a white border, containing the text "Money News" in white. It is the first of three circles in a row, positioned on a dark green background.

Money
News

A green circle with a white border, containing the text "Insight" in white. It is the middle of three circles in a row, positioned on a dark green background.

Insight

A green circle with a white border, containing the text "Tools" in white. It is the last of three circles in a row, positioned on a dark green background.

Tools


MarketWatch Latest Commodities Watchlist Markets Investing Research Personal Finance Economy More

US	Europe	Asia	FX Rates	Futures	Crypto
Dow	34,609.36	79.71	0.22%		
S&P 500	4,306.35	4.64	0.21%		
Nasdaq	12,768.47	0.93	0.20%		
Bitcoin	4,083.01	0.76	0.60%		
Gold	1,904.36	-0.06	-0.01%		
Oil	47.71	0.53	0.60%		

Latest News

- Inflation has risen higher than Fed's baseline expected, but the odds it will fade back to 2% or less
- SEMI's Stock Gains Lose Steam After Another Inflation Red Flag
- SEMI's The FDA's Biogen Decision Will Cause Waves Across Biotech
- U.S. stocks turn higher as Fed officials reiterate inflation is temporary

Want to get in on hot energy stocks? Wall Street favors these 20 picks for gains up to 40%



Stocks to buy and those to avoid as U.S. economy runs faster than the July 500

Options: Why stocks could tumble even as the post-pandemic U.S. economy grows

U.S. stocks turn higher as Fed officials reiterate inflation is temporary

What dilution? AMC can't stop raising capital by selling more of its movie stock, and the market can't stop buying.

- AMC sells 5.5 million shares at near 4% premium to Mubin Capital, stock surges
- Opinion: These cool, high-quality stocks are just right for this overheated, overvalued market

Trade price increases caused by major issues sourcing critical parts, Stan Mink says

Critics are finally returning to U.S. ports — here's what will be different post-COVID

Soft stock gains in first trading day after SPAC merger

JEC cyberattacks could contribute to rising metal prices as getting season heats up

THE MONEYVIST

No financial advisers used to think they would recommend bitcoin and dogecoin to clients — here's how many now suggest buying crypto

- What are crypto credit cards and should you use them?

Moderna seeks full FDA approval for its COVID vaccine — will this move the needle on vaccine hesitancy?

- More than half of U.S. adults are fully vaccinated, but a majority of people are still hesitant

My elderly mother-in-law has progressive dementia. My sister-in-law changed her \$70K in rent. Is this ethical?

- My mother, 85, passed away and left her estate to my sister-in-law. Is this ethical?

Trading Tickets Higher volume than normal

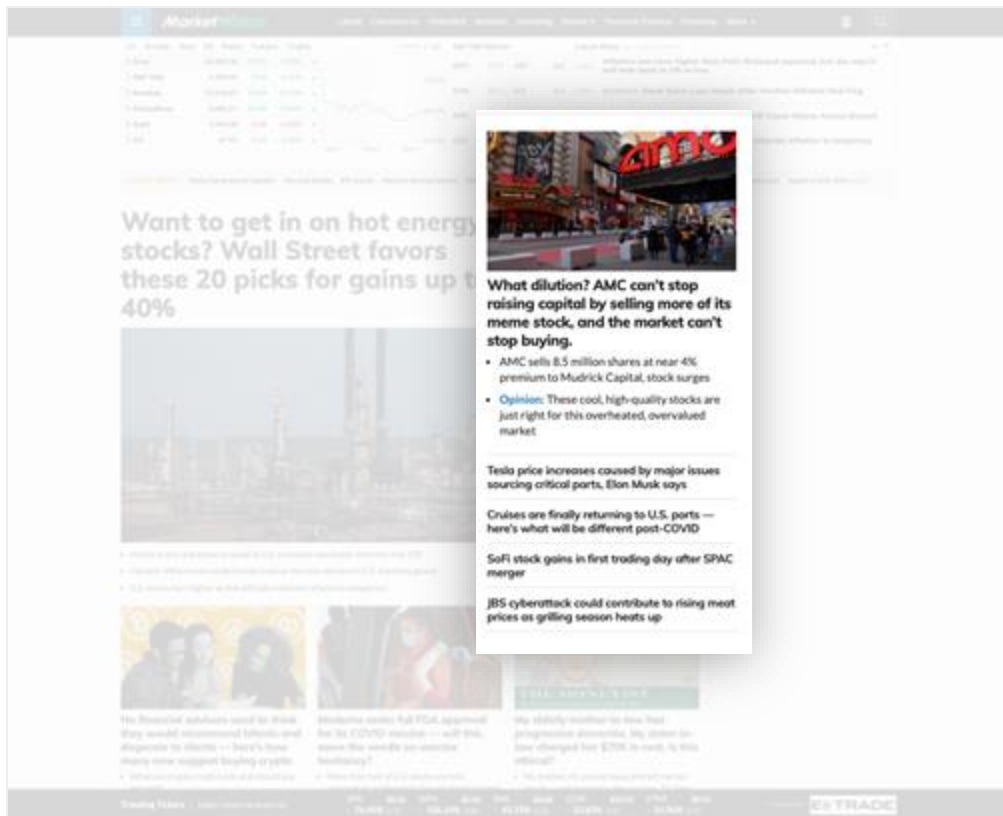
SPY	QQQ	IWM	VTI	VOX	VOIG	VTHR	VOXX
34,609.36	12,768.47	12,768.47	12,768.47	12,768.47	12,768.47	12,768.47	12,768.47

E*TRADE

Bringing the market to life

It's the engine powering our financial lives, and the gateway to MarketWatch exemplifies this fact.

Our front page offers the perfect distillation of our core brand tenets...

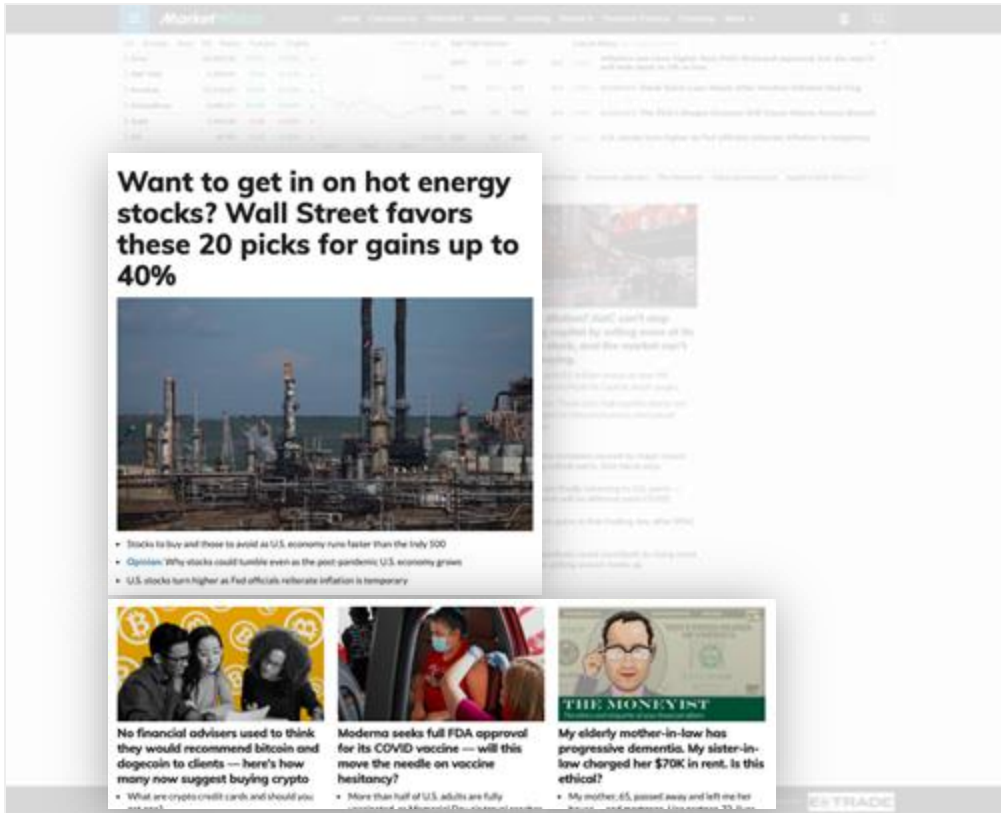


Money News

Helping make sense of the day's events in order to generate rapid understanding and guide swift action

4 in 5

inspired by a MarketWatch feature **to take action**



Insight

Contextualizing the news of the moment & offering thoughtful perspective to shepherd smarter decisions

2 in 3

say MarketWatch helps them **make informed decisions**

At its core, money is
personal

It's what makes our
community so engaged

Each MarketWatch experience
is unique...

because each **person** is unique



Meet The Market Watchers

Intenders

2/3

Direct Visit &
Organic Search

Engagers

more than

1/2

All site page views
are to quotes pages

Deciders

78%

Used MW to make a
personal investment

**And no matter one's life-stage,
MarketWatch serves**



Meet: **The Aspirational Professional**

Characteristics:

Age: Late 20s / early 30s

Unmarried

Well-established in career, but still climbing the ladder

Begun investing, though highly debt conscious

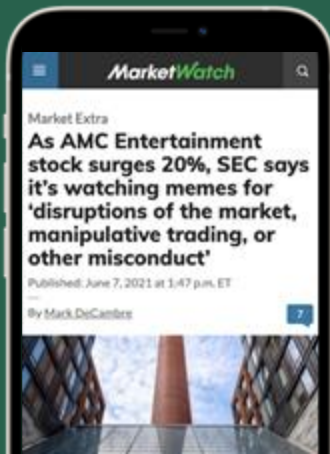
What are their primary needs / motivations?

To develop a plan for financial control

Cultivating a long-term investment strategy

Balancing short-term wants against expected future needs

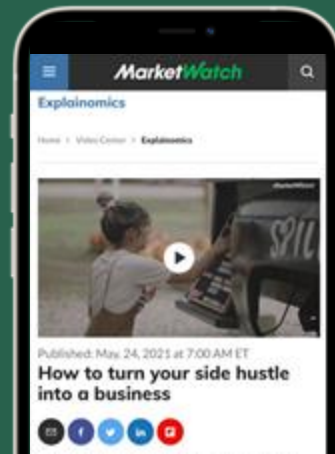
How do we serve them?



Market Coverage



How to Invest



Explainonics

Meet: The Established Professional

Characteristics:

Age: Mid 30s-40s

Married with children

High salary, with growing responsibilities

Diverse investments / work with an advisor



What are their primary needs / motivations?

Building wealth while
balancing increased
responsibilities

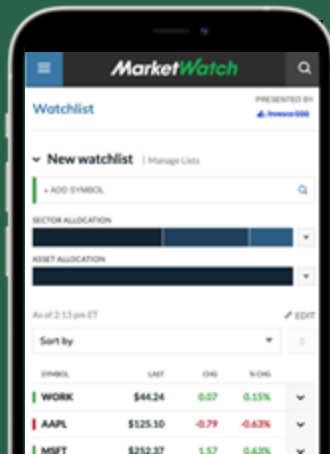
Striving to save
enough for college
& the road ahead

Advice on home / car
buying -- what's
financially prudent

How do we serve them?



Market Coverage



Watchlist



Life Stage Content



Meet: **The Retiree To Be**

Characteristics:

Age: Mid 50s-60s

Married, empty-nester

Financially comfortable, but anxious about next step

What are their primary needs / motivations?

Balancing own responsibilities and caring for aging parents

Anxious about their investments as they approach retirement

Taking stock of their assets (home, car) -- should they downsize?

How do we serve them?



Market Coverage



Moneyist



Help Me Retire

Intenders. Engagers. Deciders.



The Aspirational Professional
Nearly 1 in 4 MW readers are A21-34

1 in 4 plan to start a new business in the next 12 months (170 index)

.....



The Established Professional
Age 35-54

Nearly 30% plan to refinance a mortgage in the next 12 months (149 index)

.....



The Retiree To Be
Age 55+

Plan to retire full/part time in the next 12 months (138 index)

Our Solutions



High-Impact Sponsorships

Section Fronts
Video Opportunities
Podcasts
Newsletters



Audience & Contextual Targeting

MarketWatch Active Trader (1p)
Retirement Planners (1p)
Personal Finance Enthusiasts (1p)
Watchlist Users (1p)



Performance Ad Products

Partner Center Modules

Thank You!