

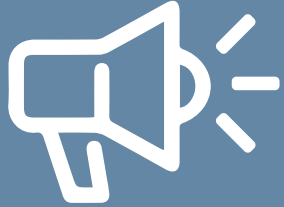


**StocksDigital**

# **Attract and Grow Your Investor Audience**



# StocksDigital, by the numbers



Trusted by over  
**500** Clients  
to be their voice  
to an engaged  
investor group



Get coverage on over  
**10** investor  
focused  
brands



**150K+**  
subscribers  
nationally



**3,500**  
articles published  
across our national  
network, and growing



**2.5**  
Million  
investor views  
every year

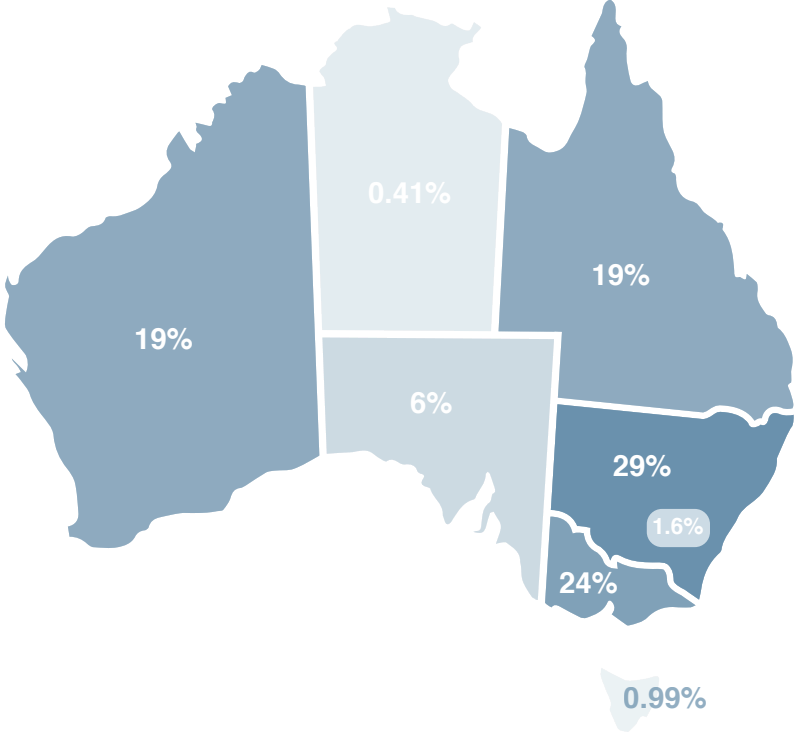
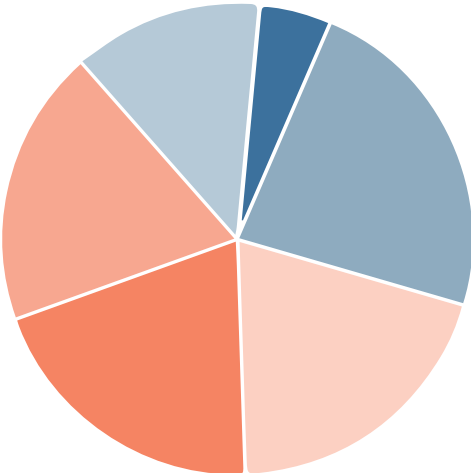


**4 min**  
**37sec**  
is the average  
time on page

# Our Audience Profile


## Ages

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+




80%  20% 


46.22%



41.08%



12.71%



 **INVESTORS**

90% own small cap stocks (market cap < \$100M)

65% have a stock portfolio over \$50,000

# At StocksDigital we...



## Write

compelling content designed to engage investors



## Publish

to investor focused websites



## Drive

profiled investors to your story using our sophisticated technology platform



Our work is all delivered using ICAT (Investor Content Amplification Technology) Australia's only digital marketing platform that allows you to utilize our national publication network and drive investors to act.



# Campaign Example

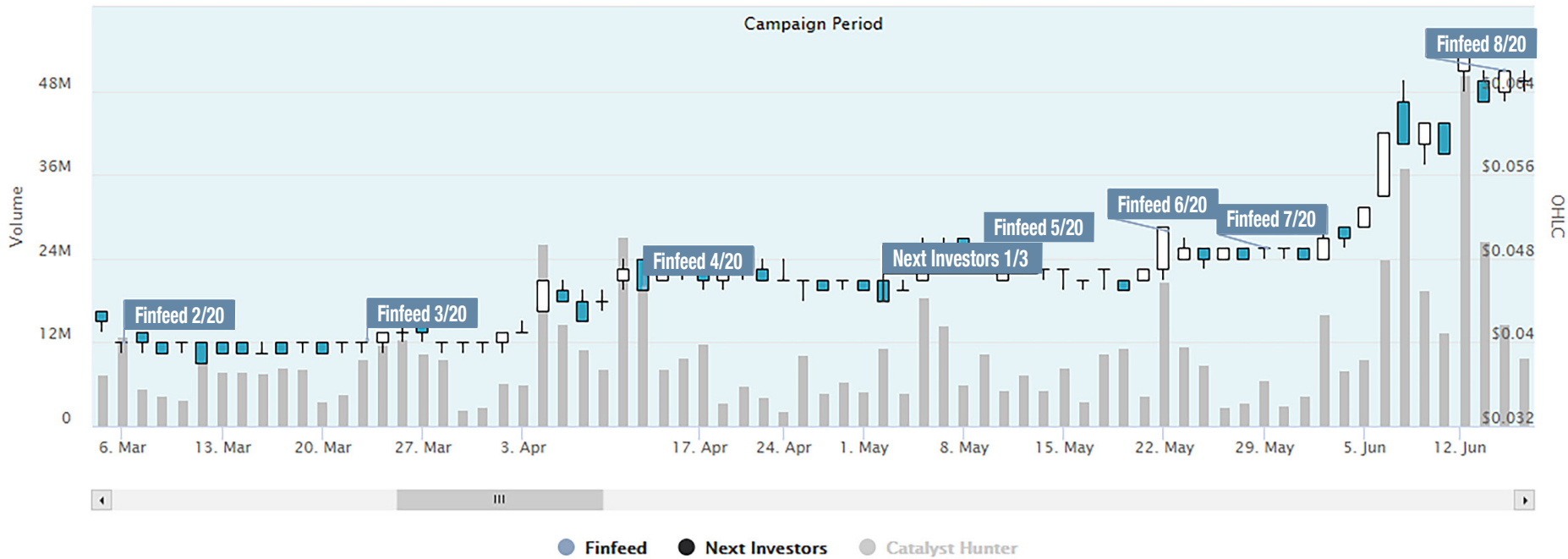
Centred around publication dates of Finfeed and Next Investors articles



## ASX: 88E

Zoom 1m 3m 6m YTD 1y All

From Mar 1, 2017 To Jun 16, 2017



## Our Key Metrics

- **Average time on page 4 minutes 37 seconds**
- **150,000 subscribers nationally**
- **90% hold small cap stocks**
- **65% hold a 50k+ AUD portfolio**