

# Advertising



## Targeting the Retail Investor

**BetterInvesting** offers your company the opportunity to reach the retail investor by advertising in BetterInvesting Magazine and Pursuits e-Newsletter. Both the magazine and newsletter are published monthly and distributed to engaged and informed retail investors.

### BetterInvesting Magazine

The highly acclaimed BetterInvesting Magazine, cited as the #1 benefit of membership in recent survey, is an authoritative collection of investment news, stock analysis, personal finance articles, company reviews, educational features and much more.

BetterInvesting Magazine is also available in a convenient online edition.

Reach: 84,000

Frequency: Monthly



### Pursuits e-Newsletter

This monthly e-newsletter, written specifically for the BetterInvesting audience, explores ideas and articles to enhance the investing experience. Pursuits covers a broad range of content, including news and issues for investment clubs, as well as pertinent information for savvy individual/retail investors.

Reach: 54,000

Frequency: Monthly