WHO WE ARE

For over 25 years, TheStreet has been a trusted and reliable source for interactive, in-depth coverage of the financial markets, economy, sector trends, investing and financial planning.

MISSION

TheStreet breaks down information barriers, levels the playing field and helps individual investors and organizations grow their wealth by providing financial news, data and analyses across every platform. A robust suite of services provides the tools and insights to help our audience of affluent, active investors make sound decisions about earning, saving (and spending!) money.

FIRST-CLASS EDITORIAL COVERAGE

A dedicated full-time editorial staff delivering content across:

- Trading Strategies
- Financial Advisor Center
- Investing
- ETFs
- Options
- Crypto
- Futures
- Retirement
- Taxes
- Personal Finance

TIMELY, ENGAGING CONTENT

Centralized, 24-hour Newsroom
World Markets Coverage
Cross-Platform Engagement

Source: ComScore Key Measures Monthly Average Aug 2020 – Aug 2021
THE AUDIENCE

Reach your target audience via TheStreet’s affluent, active and influential investors and business professionals to drive your brand’s ROI.

71/29
MALE/FEMALE RATIO

51.6
AVERAGE AGE

$140K
AVERAGE HHI

$1.3MM
AVERAGE PORTFOLIO SIZE

THESTREET USERS HAVE HIGH INTEREST ACROSS ALL AREAS OF FINANCE...

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AND LIVING THE GOOD LIFE

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Source: Comscore Multimedia Plan Metrix, July 2021
TheStreet breaks down information barriers, levels the playing field and helps both individual investors and organizations to grow their wealth by providing financial news, data and analyses across every platform.

THE FINANCIAL ADVISOR CENTER
Written For Financial Advisors, By Financial Advisors - TheStreet’s Financial Advisor Center is the go-to destination for financial advisors to keep current on key industry trends and the latest developments that may impact clients. From the need to collaborate with other advisors to discussions of new technology, TheStreet explores all the ins and outs of the industry.

CRYPTO DAILY
Recorded from The Street’s studio on the floor of the New York Stock Exchange, Crypto Daily, TheStreet’s newest daily video series, will continue its tradition of leveling the playing field by providing credible insight and analysis to help experienced and novice investors to navigate the cryptocurrency space.

BUY THE DIPS
Buying the dips can be risky, especially for new day traders, with a reliance on being able to predict how a stock’s price will change in the future. Each week, the experts at The Street will provide momentum traders with insight on the stocks to watch because while they may have had a bad few days, this may just be the beginning of a comeback story for the ages.

MOVERS OF THE DAY
Each morning, The Street’s experts share their perspective on the hot stocks moving U.S. stock market across the Dow Jones Industrial Average, Nasdaq Composite and the S&P 500, with exclusive insight and analyses of what the latest news developments mean and how investors should play.

Source: Comscore Multimedia Plan Metrix, July 2021
Sports Illustrated’s award-winning video production team will join forces with the financial experts of TheStreet in an exciting new series of video franchises highlighting the intersection of Sports + Money.

SECOND SHOTS
Planning for retirement is a concern for everyone, athletes included. In this video series, SI and TheStreet will feature various athletes who swapped sports for business. Whether it was age or injury that led to their retirement, several athletes have proved to be even more successful in their second careers.

SIDE HUSTLES
SI + TheStreet will spotlight several athletes who are surprisingly as successful off the field as well as on. This video series will share the stories and secrets of those athletes who have mastered the art of a successful side hustle.

MONEY DIARIES
TheStreet and Sports Illustrated invite you to see how the other half lives with a series of videos analyzing the salaries and spending across sports. From minor leaguers to stars, to nutritionists, equipment managers, turf specialists and more, Money Diaries will explore how the sporting world operates and how money is spent, saved, earned and squandered.
For advertising inquiries, please contact:

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