## SmartVoney.com Audience Profile

SmartMoney.com is a premiere site for personal finance and a go-to destination for investors and affluent consumers looking for strategic insights on investing and spending. SmartMoney.com provides analysis on news and market events, in-depth editorial investing and spending features and videos, award-winning and sophisticated tools and worksheets and stock, funds, ETF and portfolio analysis.

## **TRAFFIC**

Unique Visitors (000)	1,378
Page Views (000)	9,282
Page Views per Person	7
Time per Person	6.6

## **DEMOGRAPHICS**

Male / Female	54.3% / 45.7%
Average Age	47

	Comp (%)	Index
HHI \$100K+	32.3	159
HHI \$150K+	13.9	218
College Graduate or More	55.7	194
Top Management	8.1	148
Business Decision Maker	22.5	152
Traveled for Vacation in Last 3 Months	39	149
Own Luxury Vehicle	18.1	153
Market Value of Portfolio \$500K+	13	233



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