

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings converge towards the top center of the frame, creating a strong sense of height and perspective. The sky is a pale blue. The image has a cool color palette with blue and teal tones, and some warmer orange and red tones on the right side.

Kiplinger

2023



What we do



We Tell True Stories

We believe in the power of authentic storytelling, celebrating real life stories and championing the extraordinary.



We Research & Advise

Our in-house team of journalists and financial experts develop premium financial digital and film content for digital, social, and streaming platforms.



Thought Leaders

We bring together the thought leaders in the financial industry aligning our expertise with clients products, services, and overall branding.

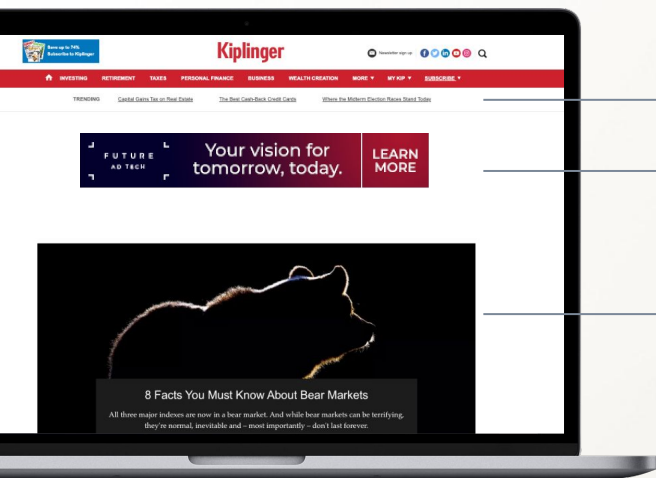


We Connect Brands

We bring brands into our world of authentic storytelling through bespoke branded content, series sponsorships & media distribution.

┌ We are upgrading your web experience

Following our redesign and website migration to Vanilla, Future's proprietary web platform, **Kiplinger advertisers will notice a number of beneficial changes** provided by the platform and its integration with Future's ad-tech stack (Hybrid) and powerful eCommerce engine (Hawk).



Trending nav bar and other SEO enhancements

Reserved slots for increased visibility and traffic to creative content

Improved page loading speed

+14%

Impressions per session*

+11%

Viewability*

Previous website



Best-in-Class Web Vitals

Simplified user experience, faster page speed, and E-A-T features offer improved SEO rankings

Enhanced Affiliate Data

Refined performance insights through Vanilla's granular data on affiliates and advertising at a page level

Powered by Future

Kiplinger will benefit from our pool of developers and gain access to new features as they are released.



Affluent Investors

46

Median Age

70%

Male

52%

HHI > \$100k

40%

More likely to have investments
between \$500k-\$999k





Kiplinger Readers Take Action



A newsstand reader
moved a

\$1M

portfolio to a wealth
management firm



A digital reader
funded a

\$525K

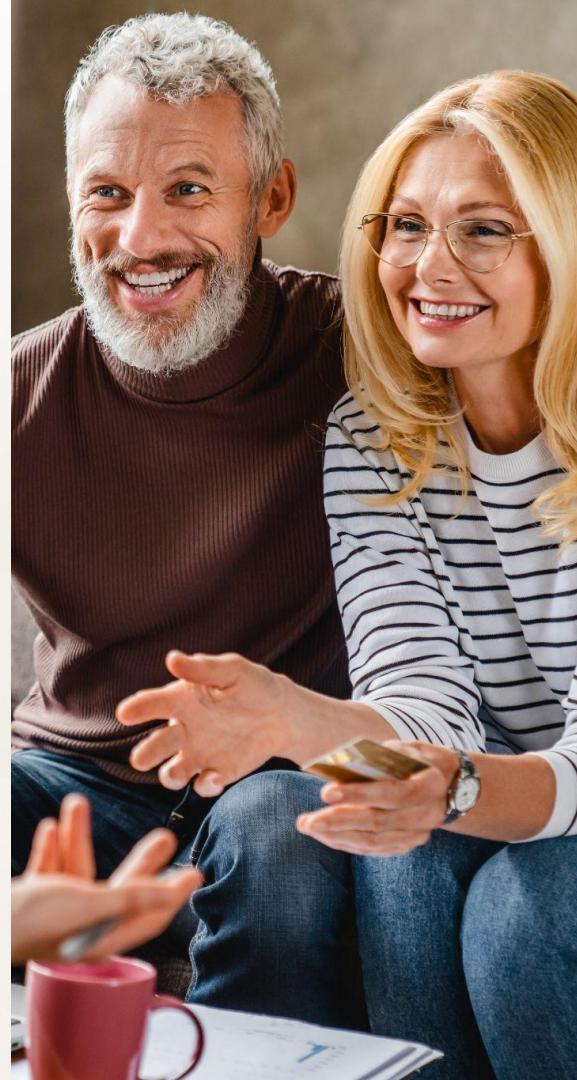
account with a major
asset manager



A magazine reader
opened a

\$300K

high-yield savings account
with an online bank



ETFs
Dividends Mutual Funds
Medicare Interest Rates Mortgage
Healthcare CSuite Medicare **WEALTH**
RETIREMENT Business Costs Tax Prep
Retirement Saving Economy Careers **Taxes Prep**
401Ks **INVESTING** Annuities
IRAs Banking Tax Planning Stocks
Contributors **MONEY** High Net Worth
TAXES Saving Advice **Income Tax**
Credit Cards **Community** ESGs





Expanding your reach

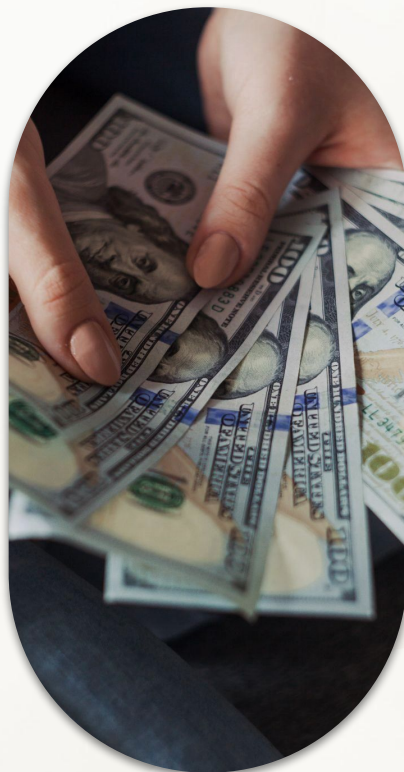


APERTURE

Precision • Scale • Intent

Reach more of your target audience through Aperture, Future's **first-party audience intelligence** platform.

Create precise targeting segments and identify a **qualified, high-intent audience**, no matter where they are across Future's portfolio of 250+ brands.



Reaching
149M

US users monthly

Driving
9.0M

Monthly eCommerce clicks

Delivering
667k

Affiliate transactions per month

Resulting in
\$52.9M

Monthly SOV



30-40%

stronger campaign performance (CTR) when leveraging first-party data



Across our network in the US, we reach...



49.3M

Finance Focused



20.4M

Retirement Planning Interest



15.9M

Banking Switchers



10.8M

High Net Worth Investors



Investing

Investors stay informed with the latest market updates and helps them manage their current investments with new and popular tools, all in one place. Topics Include: Mutual Funds, Stocks, Dividends, Bonds, Markets, Emerging Markets and more.

Retirement

Your guide to planning and enjoying a financially secure and richly rewarding retirement.

Wealth

Financial Pros provide professional advice to financial advisors and high net worth investors.

Your Money

Keeping readers up to date on a variety of Personal Finance and money management guidance. From Banking and Saving to credit cards and saving for college.

Taxes

Trim your federal and state tax bills with our actionable tax-planning strategies and tax-filing tactics.

Business

Business forecasts, outlooks and best business practices for today's business leaders. Coverage includes Sector Outlooks, Employee Healthcare, Business Regulation, Small Business, Business Spending/ Management, US & Global Economies, Business Travel.



Kiplinger Newsletters

Email Newsletter	Subscribers	Schedule	Open Rate	Ad CTR
Kiplinger Today Daily email keeping readers up to date on a variety of Personal Finance, Investing, Retirement, Business editorial.	604K	Daily	15%	1.0%
Kiplinger's Closing Bell Daily analysis for investors and financial pros at the close of the market each day.	216K	M-F	17%	1.0%
A Step Ahead: The Road Forward Insight and guidance on how to navigate major disruptions and challenges to business, the economy, and financial markets.	644K	M, W, F	15%	1.0%
Great Tips for Your Retirement Your twice-a-week guide to planning and enjoying a financially secure and richly rewarding retirement.	192K	M, Th	22%	1.0%
Insights for Investors A weekly roundup of promising stocks, funds, companies and industries savvy investors and professionals should consider - plus those to avoid - and why.	147K	Tu, Sa	20%	1.0%
Building Wealth Financial pros across the country share best practices and fresh tactics to preserve and grow your wealth.	168K	W, Su	18%	1.0%
Tax Tips Trim your federal and state tax bills with our actionable tax-planning strategies and tax-filing tactics. Published weekly December - April.	265K	Su	19%	1.0%
Dedicated Email to any of our above lists. HTML and native formats available.	tbd	tbd	15%	3.0%

May 26, 2022

CONNECT WITH KIPLINGER

Kiplinger Today

Build wealth, spend wisely, cut taxes, retire rich

Kiplinger

SIGN UP WEBSITE

TOP STORY

These States Are Lowering Taxes

State lawmakers are cutting income, sales and property taxes to return budget surpluses to residents. [READ MORE](#)

Plus: [50 States With the Highest Sales Taxes](#)

ECONOMY

You May Be Worrying About the Economy Too Much

Build up: Financial pioneer Matthew Herlihy says that while we're facing some crises right now, a little perspective can reveal that things might not be as bleak as you fear. [READ MORE](#)

Plus: [Kiplinger's Economic Outlook](#)

Earn 3 Miles for Every \$1 Spent in Your First Year with This Card

This first-class card offers you one of our favorite travel rewards programs on the market today. There's no minimum spending or maximum rewards. Just a Mile-for-Miles match. [Learn more](#)

MUTUAL FUNDS

2022's Best Mutual Funds in 401(k) Retirement Plans

A key to smart retirement saving: spreading your portfolio across a few of the best mutual funds in your 401(k) plan. Here are the 25 top options available. [READ MORE](#)

Plus: [Warren Buffett Stocks Review](#)

PERSONAL FINANCE

How to Find the Perfect Balance Between Spending and Saving

It's the key to being able to enjoy life now AND in the future. It's also the basis for a successful retirement plan, and it all starts with setting your optimal saving rate, explains financial planner Eric Robarge. [READ MORE](#)

Plus: [Follow These Steps to Build a Realistic Financial Life](#)



Native Content Programs

Build Your Brand Reputation by aligning with Kiplinger's trusted editorial reputation.

Educate Consumers on your financial offerings.

Increase Loyalty and retention by providing informed industry content.

Generate Quality Leads by capturing in-market consumers.

Content Syndication

We host content **provided by partners** on a native page on Kiplinger.com. The content may be promoted across Kiplinger.com, email, social platforms, and sister websites.

Optional: For an additional fee Kiplinger Studio can edit content to increase quality and marketability (time spent, engagement rates, brand trust, etc.)

Native Content Syndication + Custom Content

Kiplinger Studio will create content with custom topics and content elements to meet your brand objectives. Partner will have 100% ownership of content.

Inquire for pricing.

Average
Performance

3:30
Time
Spent

10%
CTR on
CTAs





Native Amplification

Native Overview

Kiplinger offers cross-platform native advertising that seamlessly integrates with our editorial content and will link directly to advertiser provided pages.

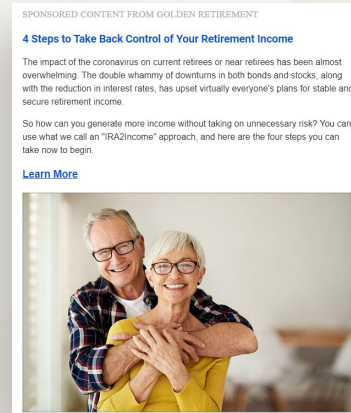
Native Benefits:

- Better performance compared to standard display:
 - Higher Click-through Rates (3x higher)
 - Guaranteed Visitors
 - Higher Conversions
- Non-disruptive ad formats
- 1st Party targeting and Contextual targeting available
- Cross-Platform with on-site and email

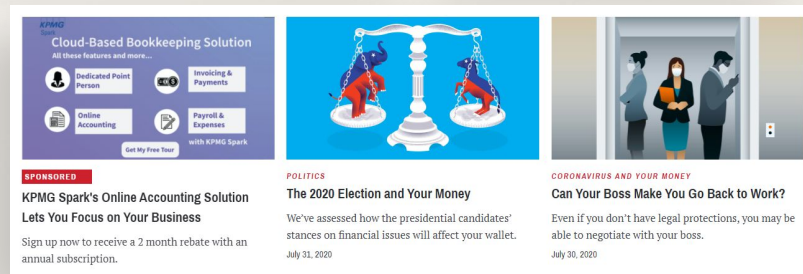
Performance-based Cost Per View or Click



A screenshot of a Facebook post from Kiplinger, dated August 15 at 7:00 PM. The post features a low-angle shot of modern glass skyscrapers reaching towards a blue sky. The text of the post reads: "Want predictable, diversified income you can often buy at a discount? Learn more about the benefits of closed-end funds, in this article sponsored by Aberdeen Standard Investments Global." Below the image, it says "KIPLINGER.COM" and "The Best Kept Secret in Income Investing". At the bottom, there are 5 likes and 7 shares.



A screenshot of sponsored content from Golden Retirement. The title is "4 Steps to Take Back Control of Your Retirement Income". The text discusses the impact of the coronavirus on retirees and introduces the "IRA2Income" approach. It includes a "Learn More" link and an image of a smiling elderly couple embracing.



Three sponsored content cards are displayed side-by-side. The first card is for KPMG Spark's "Cloud-Based Bookkeeping Solution", listing features like a dedicated point person, online accounting, and payroll services, with a "Get My Free Tour" button. The second card is titled "The 2020 Election and Your Money" under the "POLITICS" category, discussing presidential candidates' financial stances. The third card is titled "Can Your Boss Make You Go Back to Work?" under the "CORONAVIRUS AND YOUR MONEY" category, discussing legal protections for employees.



Print



A Highly Engaged, Loyal Subscriber Base

Trusted
97%

Near-perfect trust score
in a recent reader survey

Financial
97%

Investors and financial
professionals in a recent
reader survey

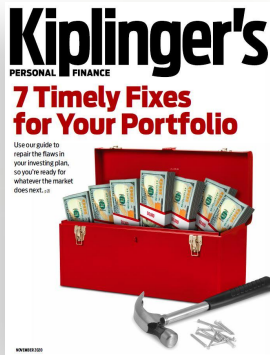
Brand-Safe
100%

Ethical, original, expert
content readers can't find
anywhere else



The First Personal Finance Brand

For more than **100 YEARS**, Kiplinger has provided expert, trusted advice



Kiplinger's
Personal Finance

350K

avg monthly
subscribers



Kiplinger's
Retirement Report

65K

avg monthly
subscribers



Kiplinger's Retirement
Planning Guide

(newsstand only, annual
special interest
publication)



Kiplinger's Letters - The Letter, Tax,
Investing for Income

163K+

total subscribers

Kiplinger's Personal Finance: Guide to the Magazine

Every issue of KPF is packed with useful, actionable personal finance advice that is easy to understand. Each issue has six sections, covering the core areas we address every month:

Ahead. Forward-looking information designed so that readers can “peer ahead and see straight.” It’s newsier, with shorter items covering recent developments in personal finance.

Investing. Every issue is chock full of advice for your portfolio. We cover mutual funds, ETFs, stocks and bonds. The investing section also features monthly columns by James Glassman (“Street Smart”) and Jeff Kosnett (“Income Investing”).

Money. Covering taxes, insurance, credit, banking, financing college and more.

Retirement. A secure retirement is the goal of every reader. We include information for couples and individuals both planning retirement (401(k) plans, IRAs and more) and living in retirement (annuities, required minimum distributions, reverse mortgages and more).

Fundamentals. Here we reach readers both young and old who are new to the financial arena. “Practical Portfolio” educates readers on core investing topics. “Basics” does the same for money topics. We also include “Millennial Money,” a feature that rotates among our millennial staffers and is targeted to their generation, with relevant financial information.

Rewards. We think that at the end of the day, you should enjoy the fruits of your labors. Articles in this section include major spending topics--homes, cars, travel, shopping--with suggestions and strategies that offer smart ways to enjoy your rewards.



2023 Kiplinger's Personal Finance Editorial Calendar



New Co-Branded National Polls Available For Sponsorship

March - How do you compare to the average taxpayer?

May - Life insurance benchmarks

October - Creating a paycheck for life

November - Health care in retirement

December - The state of long-term care

Month	Editorial	On Sale
January	Where to Invest in 2023 Plus: How to Survive an Economic Slowdown	12/6/22
February	Save for a Retirement That Could Last 30 Years or More Plus: Best Robo Adviser for You	1/3/23
March	Trim What You Owe on Your 2022 Tax Return Plus: Mutual Fund Winners, Our Annual Ranking	2/7/23
April	How to Profit from Green Investing Plus: Home Price Outlook	3/7/23
May	10 Ways to Build Wealth Plus: The Kiplinger 25 Top Mutual Funds	4/4/23
June	Earn up to 10% on Your Cash Plus: The Best Rewards Cards	5/9/23
July	Where to Put Your Money Now: Midyear Investing Update Plus: How to Get a Deal on Practically Anything	6/6/23
August	Great Cities for Retirement Plus: The Best Bank for You	7/5/23
September	Create a Winning Portfolio with ETFs/ETF 20 Update Plus: Filling the Gaps; Do a Complete Insurance Checkup	8/8/23
October	How to Create Income for Life Plus: We Rank the Brokers	9/5/23
November	ESG 20: Update on Our Picks for Sustainable Investing Plus: Make Smarter Choices During Open Enrollment	10/10/23
December	Year-End Money Moves Plus: Kiplinger Dividend 15 Stocks, Smart Ways to Give to Charity	11/7/23

2023 Kiplinger's Retirement Report Editorial Calendar

Kiplinger's Retirement Report is a guide for all things related to retirement, providing readers with the tools to plan, manage, and enjoy their retirement.

This monthly report acts as a complement to the retirement advice you may seek from various financial professionals and will help you prepare for your next phase of life or enjoy your ongoing retirement.

Topics Covered:

- 401(k)s and IRAs
- Taxes
- Property
- Health Insurance
- Long-Term Care
- Careers
- Social Security
- Legislation
- Estate Planning
- Living in Retirement



Month	Editorial
January	Inflation-Proof Portfolios That Deliver Income
February	The Mental Health Crisis for Older Adults
March	Financial Caregiving Is a Safety Net of Oversight
April	Ways to Use Life Insurance to Pad a Nest Egg
May	How Artificial Intelligence Will Change Retirement
June	Plan for These Senior Milestones: 59 ½, 62, 65, 67, and 72
July	Retire Abroad and Live Better on Less in Another Country
August	Evaluating Contracts and Pricing for Continuing Care Retirement Communities
September	Harness the Power of a Roth
October	Maximize Medicare Benefits
November	A Guide to Retiree Credit
December	The Building Blocks for Survivor Security



Kiplinger and Future Studios:

BRAND PROGRAMS

FUTURE



What we offer

“ We believe there’s an amazing true story to sing every brands message, we must only find it”



Bespoke Casting & Branded Content

An award winning casting & production team at hand to find amazing true stories and produce premium & unique branded content.



Media Distribution

With over 80 million engaged and loyal followers at our fingertips, we're able to offer competitively high guarantees on every campaign proposed.



Digital Content Hub

For brands looking to build their social presence through original content, we create an entire content hub to engage your audience and reach millions through premium content delivery.



Episode / Series Sponsorship

With over 40 new episodes produced & distributed per month, we are able to align brands to relevant content through badging and branding.



Social Strategy

We are experts in optimising content for individual platforms, and we know how to reach your audience best to maximise campaign success.



Commissions

With over 15 years experience producing award winning content for some of the worlds biggest broadcasters and platforms, we are confident we can deliver best in class content.



Showreel

Click play to watch our showreel. All of the following footage is produced & owned by Future Studios.



Brand Opportunities



Money Mashup

Introducing Money Mashup, a candid and entertaining conversation series from the financial experts at Kiplinger—where notable influencers and tastemakers share their money stories and hard-won advice for winning at life.

Put your brand at the center of a high-profile conversation and experience, designed to influence and inspire consumers through life-changing information and trusted advice.



SIDEDI\$H

SIDEDI\$H is a short-form, explainer video concept that uses food/cooking to explain complex financial concepts. Capitalizing on the rise of TikTok and Instagram Reels, these bold, impactful videos help demystify financial jargon and reframe financial benefits in a fun and exciting way.



We are a trusted partner



» Kiplinger | Suggested Influencers



BRANDON COPELAND

- Contributing editor for Kiplinger.com
- Atlanta Falcons® linebacker and 10-year NFL® veteran
- Graduate and part-time professor at the University of Pennsylvania Wharton School of Business
- Member of CNBC's Financial Wellness Council
- Successful real estate developer



NICOLE LAPIN

- American television news anchor, author and businesswoman. She is known for being a news anchor on CNBC, CNN and Bloomberg. Lapin also served as a finance correspondent for Morning Joe on MSNBC and The Today Show on NBC.
- 486K+ instagram followers



KAT COLE

- American businesswoman. She is the former chief operating officer and president of North America for Focus Brands.
- She is the former president of Focus Brands' subsidiary Cinnabon
- 70K+ twitter followers
- Featured on Undercover Boss
- Regular keynote speaker



THE SAUNDERS

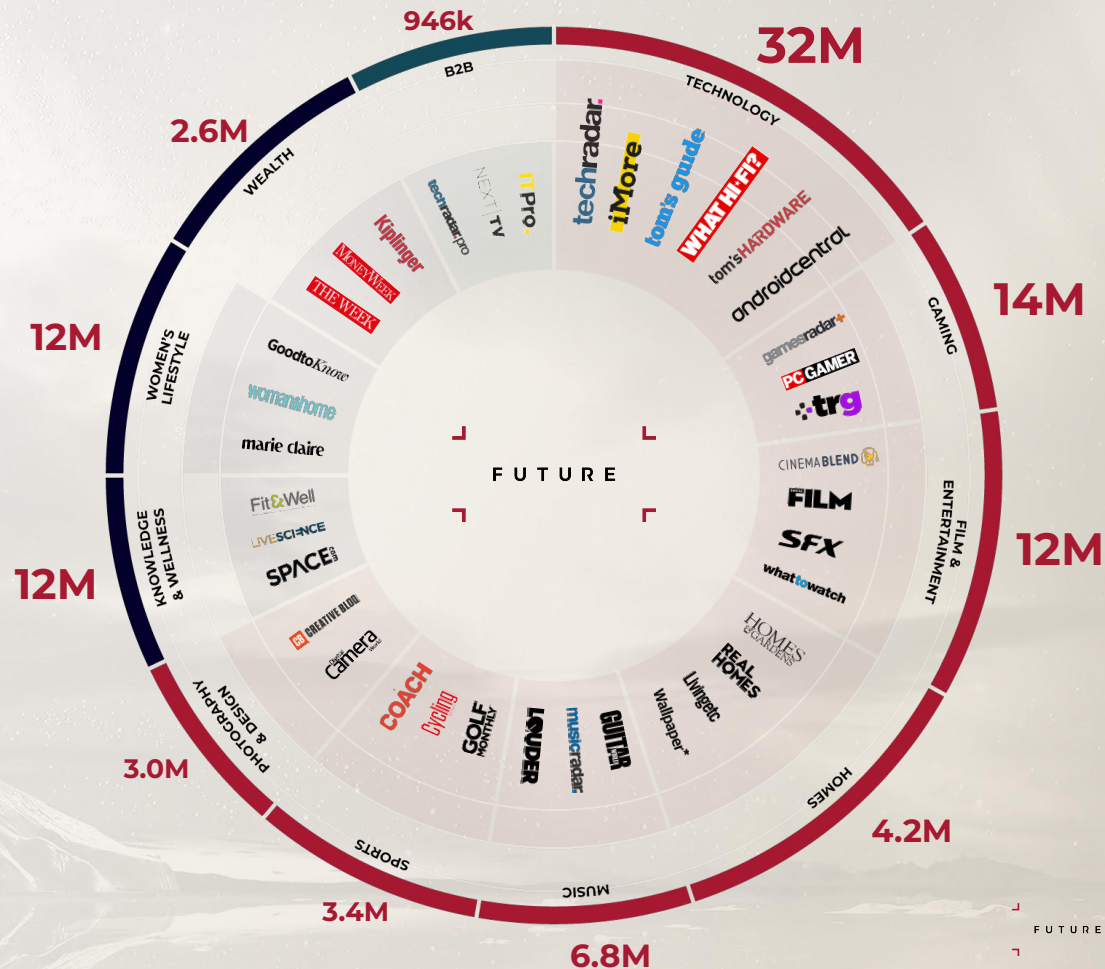
- Founders of the award-winning blog and podcast, Rich & REGULAR® and producers of the video series, Money on the Table
- Featured in The New York Times, Forbes, CBS This Morning, and more
- On a mission to inspire better conversations about money and build generational wealth



Kiplinger is part of Future

The Future Portfolio

250+ multi-platform brands reaching 1 in 3 people across the United States





Thank you

Paul Vizza

Head of Industry, Wealth & News
paul.vizza@futurenet.com

Stevie Lee

Associate Publisher, Wealth & News
stevie.lee@futurenet.com

Maggie Kinsky, Wealth & News

Senior Sales Director
maggie.kinsky@futurenet.com

Rebecca Haber

Account Director, Wealth & News
rebecca.haber@futurenet.com

Dominick Cerritelli

Account Director, Wealth
maggie.kinsky@futurenet.com

Mary Gallagher

Account Director, News
mary.gallagher@futurenet.com

Michael Holstein

Creative Director, Wealth & News
michael.holstein@futurenet.com

Megan Harmon

Associate Creative Director, Wealth & News
megan.harmon@futurenet.com