MitreMedia

MITRE MEDIA

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01

OVERVIEW

ABOUT US

Founded in 2012, Mitre Media owns and operates a suite of brands focused on delivering world-class tools and content to financial advisors and high net-worth individual investors with the goal of helping them invest better.

George Minett

CEO

George Minett, CEO, was an Investment Banker with Morgan Stanley and a Financial Analyst at one of the largest hedge-funds in the world, before bringing his expertise and roots as a Systems Design Engineer from the University of Waterloo to the world of digital finance.

Our Mission

Help Advisors and Individual Investors make informed portfolio decisions

OUR BRANDS

MF MutualFunds.com

Features all the latest mutual fund data, research, and news that affects the mutual fund industry on a daily basis. MutualFunds.com features exclusive interviews with fund managers offering users first-hand insight into the manager's strategy and market outlook.

D Dividend.com

Your #1 source for dividend investing. Provides exclusive research and analysis on dividend-paying equities for an audience focused on generating income in their portfolios.

MB MunicipalBonds.com

The premier authority for the municipal bond market, providing sophisticated investors and advisors with timely content, news and advanced screening capabilities for this $4T market.

User Value Proposition

Making it easy to discover, compare and select securities for investment portfolios

AUDIENCE OVERVIEW

MF MutualFunds.com

D Dividend.com

MB MunicipalBonds.com

5M
annual unique users

$310B
daily AUM on-site

70%
organic search traffic

20%
direct type-in traffic

AUDIENCE FINANCIAL PROFESSIONALS

MF MutualFunds.com

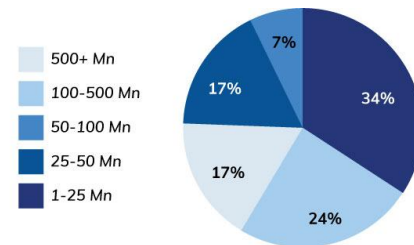D Dividend.com

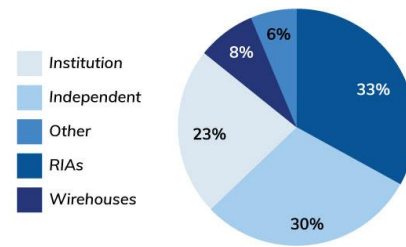MB MunicipalBonds.com

200K
annual reach

$300B
daily AUM on-site

10min
time on site

AUM Breakdown

- 500+ Mn
- 100-500 Mn
- 50-100 Mn
- 25-50 Mn
- 1-25 Mn

7%
17%
34%
17%
24%

Professional Breakdown

- Institution
- Independent
- Other
- RIAs
- Wirehouses

6%
8%
33%
23%
30%

AUDIENCE HIGH NET WORTH INDIVIDUALS

MF MutualFunds.com

D Dividend.com

MB MunicipalBonds.com
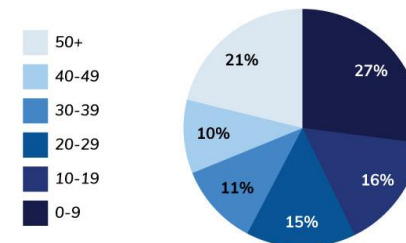
5M
annual reach

$10B
daily AUM on-site

5min
time on site

AUM Breakdown

- 5M+
- 1-5M
- 500K-1M
- 100-500K
- <100K

3%
11%
23%
49%
25%
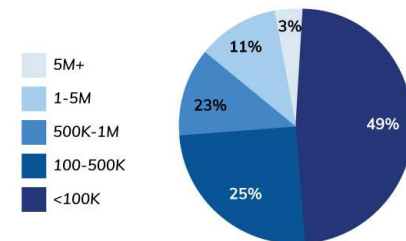
Time Spent Investing (Hours/Month)

- 50+
- 40-49
- 30-39
- 20-29
- 10-19
- 0-9

21%
27%
10%
16%
11%
15%

ADVERTISER VALUE PROPOSITION

|	DIFFERENTIATOR
Right audience, Right time Advisors and HNW users deeply engaged in making portfolio decisions	80% of traffic goes to financial data pages instead of market/business articles
Precision targeting Target campaigns based on 1st party data: Investor Type, Product, Themes, Tools, Geo	Users self-identify investor type and we only use 1st party data
Innovative Media Partners Headcount includes CFA content specialists, CFA product managers, designers and developers enabling tailored modern solutions	Native content platform comes to life with custom micro-sites, live-data modules and seamless swap in/out of client resources
Brand Safety Closed ecosystem of high quality content ensures brand safety. We would rather show no impression than a low quality one	All campaigns are based on human relationships with the highest quality companies

OUR PARTNERS

02

APPENDIX

1ST PARTY DATA

How we identify Advisors

1ST PARTY DATA: ADVISOR
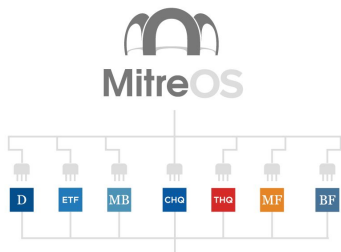
Mitre Media's method for aggregating 1st-party, self-identified user data across our brands.

Through this medium of ongoing communication, Mitre Media progressively personalizes each user's experience, and allows us to more precisely advertise based on their interests.

Higher engagement = higher focus = higher intent.