



MILLENNIAL MONEY®



# MILLENNIAL MONEY

## MEDIA KIT

### *Company Story*

Millennial Money is dedicated to helping readers make and use money to live a life they love.

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Since 2015, more than 10 million readers have visited Millennial Money to learn about how to save more money, start a side hustle, make more money, invest intelligently, fast-track financial independence and reach early retirement.

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ACQUIRED BY  
THE MOTLEY  
FOOL IN  
OCTOBER 2020



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# AUDIENCE STATS

## *Primary Demographic*

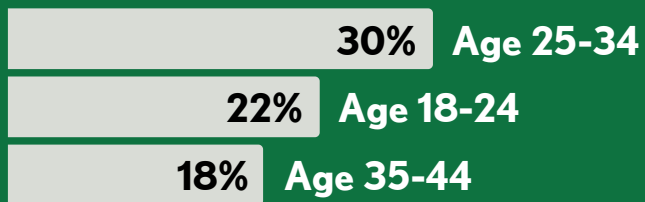
Millennials (ages 25-40) interested in leveling up their financial situation through investing, side hustling, and saving.

## *Audience Breakdown*



44% Female

56% Male



**420k+**

sessions / month

**560k+**

pageviews / month

**150k+**

email subscribers



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# AUDIENCE STATS

## CONT.

### ***In Market***

#### ***Segment Interests***

- Financial and Investment Services
- Employment
- Real Estate and Residential Properties
- Autos and Vehicles

### ***Also Interested In***

- Shopping/Value Shopping
- Media & Entertainment
- Technology





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# SPONSORSHIP DETAILS



## ***Single Post***

Price starts at: **\$2,500**

Includes (1) minimum 800 word post on the topic of your product written by a member of the Millennial Money staff with final approval by partner.

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## ***Multiple Post***

Price starts at: **\$6,000**

Includes (3) minimum 800 word posts on the topic of your product written by a member of the Millennial Money staff with final approval by partner.

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## ***Email***

Price starts at: **\$10,000**

Includes (1) email to our complete email list with explicit communication around the product and/or partnership and clearly stating that the email has been sponsored by partner.



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**READY TO GET  
STARTED?**

Our Partnership Manager, Dana, can help craft a plan to engage the Millennial Money audience with your brand in a meaningful way.

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Reach out to the email address below to get started!

**[millennialmoney@fool.com](mailto:millennialmoney@fool.com)**

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