

# MoneyMagpie

## MEDIA PACK

The UK's leading self-help money site for those seeking a richer life.

MoneyMagpie readers are attracted to a wide range of articles, eBooks and videos focused on numerous financial topics.

- Make Money
- Investing Your Money
- Manage Your Money
- Save Money
- Clean Your Clutter

We offer targeted marketing communications based on demographic types and money interests. Advertorials, display banners, videos and eBooks can be featured within any sub category across the site.

**“WHY WAIT FOR A RICHER LIFE? IDEAS FOR EVERYONE!”**



**MONEYMAGPIE**  
For a richer life





## Founding Editor – Jasmine Birtles

Money-making expert Jasmine Birtles founded the UK's favourite consumer finance website MoneyMagpie.com in 2007.

She is a respected financial journalist, well-known for her appearances on popular national TV & radio shows and through her columns as a print journalist.

Jasmine's public appearances have spearheaded MoneyMagpie's growth which attracts on average 2 million unique readers year-on-year. The site is now a major and trusted online destination for UK consumers looking for financial inspiration and every day money solutions.

### As seen on and as featured in:



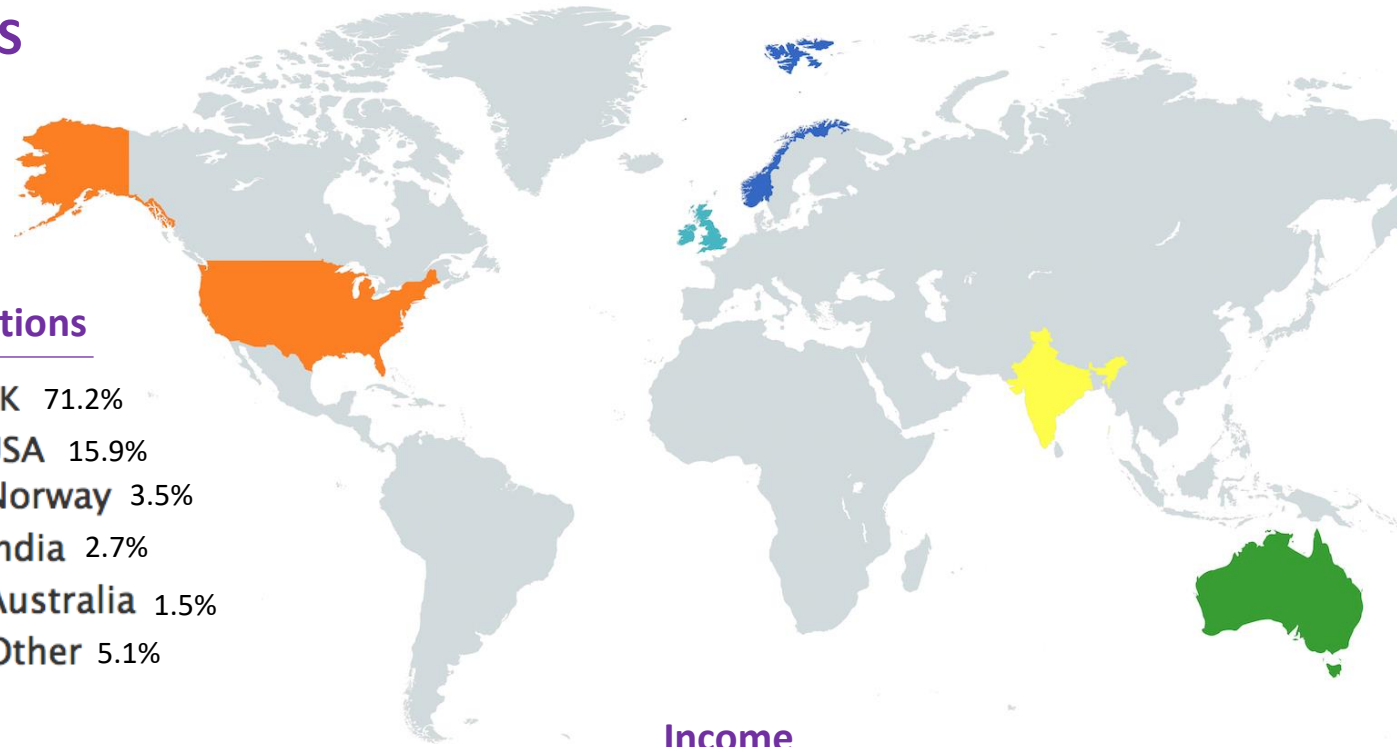
# READERSHIP PROFILES

## Broad UK Reach

- Strong UK readership 71.2%
- Wide age range 18 to 65+ years
- 51/49% female/male split
- Average age 40

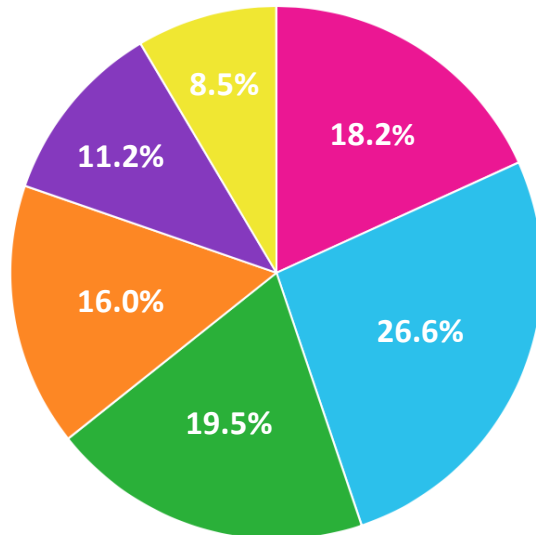
## Locations

- UK 71.2%
- USA 15.9%
- Norway 3.5%
- India 2.7%
- Australia 1.5%
- Other 5.1%



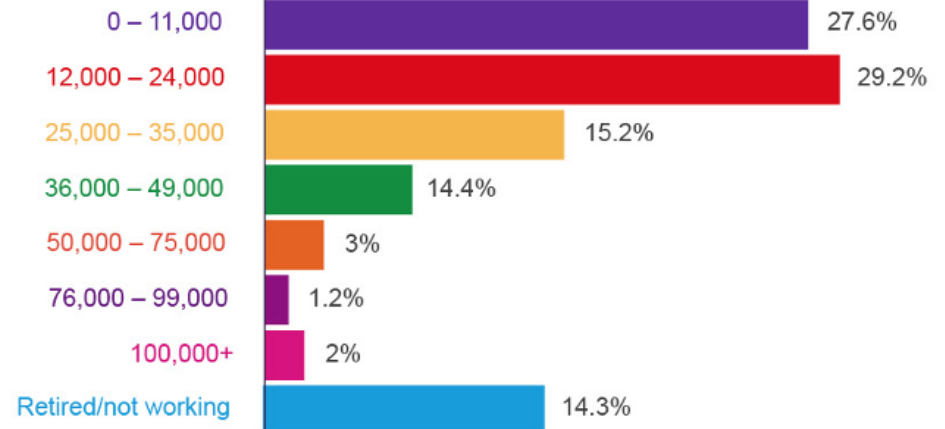
## Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



## Income

Sample Data (7,146)



# WEBSITE ANALYSIS & STATISTICS

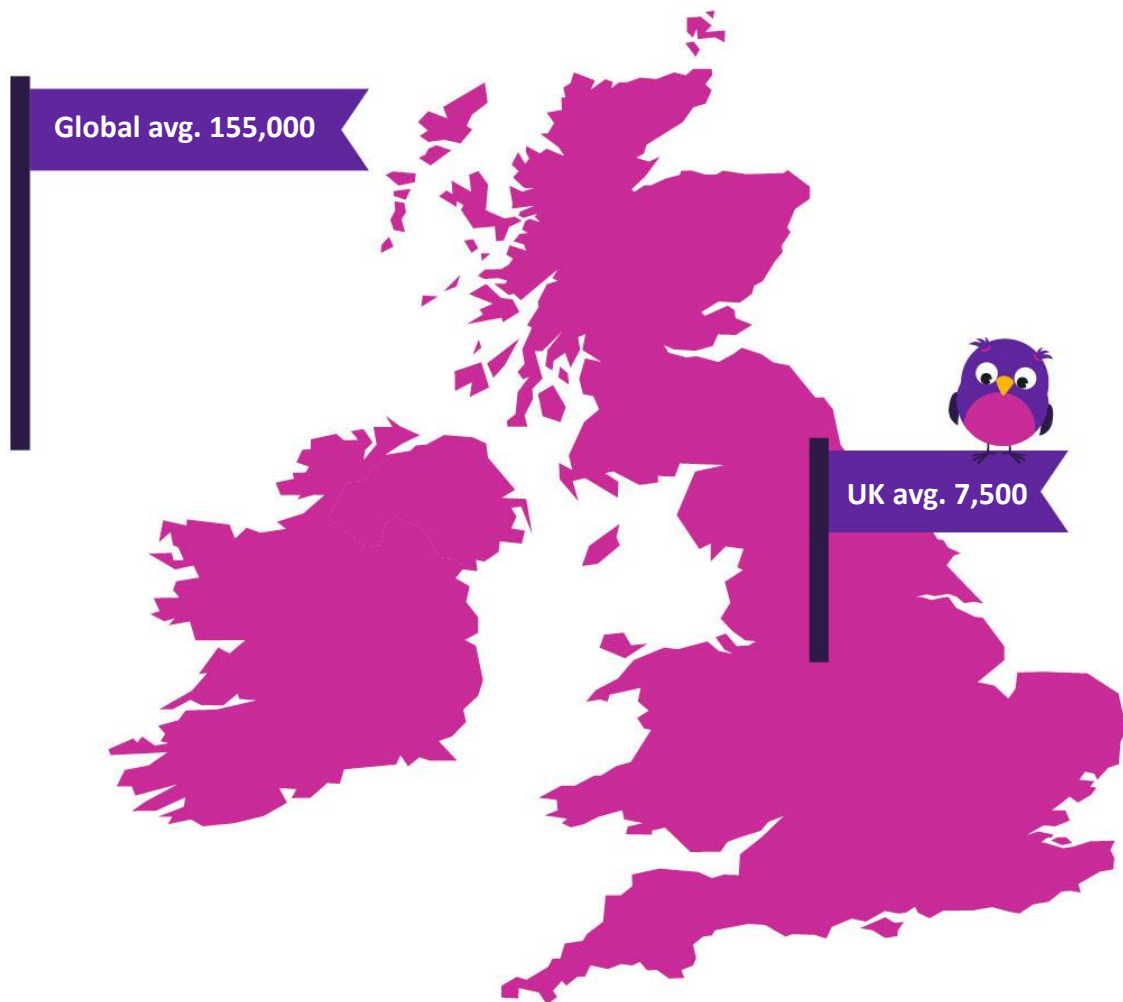
## Traffic & Visits

Data from: \*1 April 2021 – 1 April 2022

With over 2,000 published articles on MoneyMagpie.com, our active audience gain practical knowledge from carefully researched articles across a wide range of financial topics

<b>Avg. Monthly Traffic</b>	<b>150K+</b>
<b>Total Annual Sessions</b>	<b>1.38 million</b>
<b>Total Annual Users</b>	<b>1.10 million</b>
<b>Total Annual Pages</b>	<b>2.22 million</b>

## Alexa Ranking





## KEY PRICES



### Display banners

Billboard - £25 CPM  
Leaderboard - £20 CPM  
HPU - £20 CPM  
MPU - £15 CPM  
HPTOs and Skins  
on application



### Solus email

**£2,000+VAT**

Responsive  
subscriber list



### Advertorial

**£1,000+VAT**



### Newsletter slot

**£500+VAT**



If article and newsletter  
are booked together

**£1,200+VAT**



Homepage and  
section takeovers

**Available on  
request**

# SPECIAL 12 MONTH CAMPAIGN PACKAGE - £12,000+VAT

## BANNER

Homepage and in a relevant section of our site  
250k mixed creative ad impressions

## A COMPETITION

Each competition page gets thousands of views, with 750 entries on average (a strong prize can get considerably more)

£200+VAT

## ARTICLES

X4  
£1,000+VAT (each)

## VIDEO

Interview or something similar to be featured on our YouTube channel

£2,000+VAT

## SOCIAL MEDIA

Ongoing  
£100+VAT Per post

## EBOOK

Average 20% conversion rate  
£6,000+VAT

## NEWSLETTER

PUSH X6  
£500+VAT (each)

There are also opportunities to be mentioned in various columns in national media publications.

In total it comes to well over **£18,000** worth of advertising, but we're happy to offer the whole package at:

**£12,000+VAT**