



What is DailyWorth?

DailyWorth.com guides women in areas of personal finance and money management. DailyWorth's free daily email reaches 12,000 women subscribers, covering topics such as saving, earning, and investing. More than 90% of our readers manage their personal and household finances. Featured in *Forbes, Inc.*, and *SELF* magazines, DailyWorth is widely regarded as the leading online finance publication for women.

Audience

12,000 emails daily
65,000 monthly website impressions
4,000 Twitter followers
500 Facebook fans

(25% monthly rate of growth)

Demographics

Age

20-29	25%
30-39	34%
40-49	23%
50+	18%

HHI

\$100k +	25%
\$55k +	42%

Niches

Women	99%
Married	58%
Entrepreneurs	24%
Moms	23%



Email Sponsorship Options

There are 3 ways to advertise in DailyWorth:

- 1. Dedicated Email** **\$2,400 per day**
DailyWorth's Dedicated Email is a stand-alone dedicated advertorial. All Dedicate Emails also become permanent Blog posts, marked "sponsored" on DailyWorth.com.
\$200 CPM

Specs:
200 words
280x370 branded image
300x100 logo *optional*
- 2. Premiere Daily** **\$480 per day**
Place 50 words of ad copy and up to 2 links at the top of any e-newsletter.
\$40 CPM
- 3. Partner Listing** **\$48 per day**
Place 50 words of ad copy and up to 2 links at the bottom of any newsletter.
\$4 CPM

