

TMXmoney.com

The pre-eminent source of
Canadian & US financial
information

2012 Media Kit

Overview



About TMXmoney.com

TMXmoney.com is a financial portal featuring a host of high-quality North American financial content. Operated by TMX Group, TMXmoney.com has become a highly trusted source of record and Canadian brand, with a focus on offering unbiased, timely and accurate financial information for Canadian capital markets.

Features & Content

TMXmoney.com is serious about listening to its users! And the tools and information found on TMXmoney.com is a reflection of that. While TMXmoney.com focuses on Canadian financial information, it also features comprehensive data for North American securities across multiple asset classes. Some of the site features are:

- Canadian and US market summaries
- Detailed stock quotes & company information
 - Comprehensive charting
 - Searchable price history
 - Annual & quarterly financials
 - News
 - Options
 - Research
 - Filings
- New company listings and listed company directory for Toronto Stock Exchange and TSX Venture Exchange
- Insider Trade Summaries for Toronto Stock Exchange and TSX Venture Exchange
- S&P/TSX stock market indices and constituents
- Canadian exchange traded funds knowledge centre
- Canadian derivatives
- Canadian and US equity and index options
- Commodities and futures
- Mutual fund information for Canada and US
- Stock and mutual fund screeners
- Financial calculators for lending, saving and retirement planning
- Email and text alerts for stock prices, volumes, filings and news
- Portfolio tracking tools
 - interactive charting
 - technical indicators
 - allocation analysis



Site Metrics



Traffic

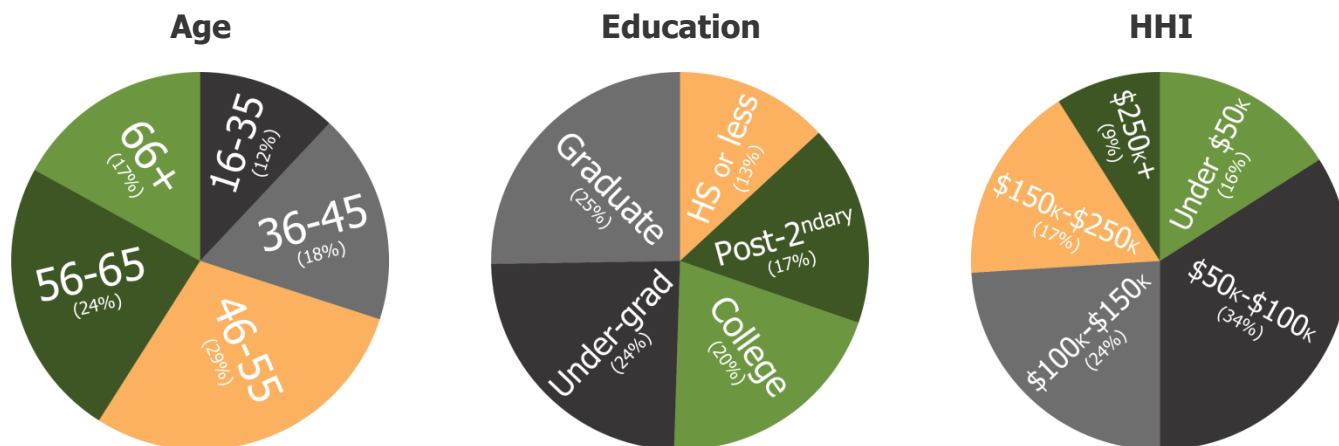
- Over 1.2 million unique visitors/month
- 35 million page views/month
- 85% male, 15% female
- 12% of our audience indicate they are professionals in the financial services industry

Affluent Audience with Disposable Income for Spending and Investing

- 71% of visitors are age 36-65, with 53% in the peak earning years of 46-65 and 24% nearing or in retirement at age 56-65
- 50% of visitors have household incomes in excess of \$100,000, with 9% in excess of \$250,000
- 52% have greater than \$150,000 in invested assets (excluding principal residence)

Engaged and Involved Decision Making

- 23% of users say they have been interested in and/or clicked on an advertisement on our site
- 75% rate their investment knowledge as intermediate to sophisticated. They trade regularly through their self-directed and/or discount brokerage accounts



Source: propriety data collected by survey from TMXmoney.com visitors 2008-2011

Click to call to learn more: casalemedia.com/exclusives | 1-888-227-2539



Strategic Placements



Run of Homepage

Purchase impressions exclusively on the homepage, TMXmoney.com.

The front door of TMXmoney.com is its Homepage, featuring two strategically placed ad units. These highly desirable impressions are sure to leave a lasting impact on the user as they continue on their journey through TMXmoney.com's wealth of financial content.

Strategic opportunity: Consider pairing a Run of Homepage flight with a Run of Site flight to reinforce your message with users and maximize touch points across the site.

Example: TMXmoney.com

Example: TSX Market Activity

Run of Section

Purchase impressions across one or more of the six specialized sections on TMXmoney.com:

1. TSX Market Activity
2. Quotes & Charts
3. News
4. Research & Tools
5. Sectors & ETFs
6. My Portfolio & Alerts

Make the most of your promotion by targeting the *News* section or launch that new financial planning tool on *Research & Tools*. By targeting the specific sections that make sense for your campaign, you can capitalize on reaching a key financial audience, while they're in the right **state of mind**.



About

Casale Media is Canada's largest independently owned digital media technology company. We reach more than 80% of the Canadian online audience across our collection of technology-powered premium media channels. In addition to directly sourced, targetable inventory from the more than 3,000 widely recognized destinations that make up our ad network, MediaNet and ad exchange, CasaleX, we exclusively represent some of Canada's most prestigious online media brands including TMXMoney.com. For more information, please visit <http://casalemedia.com>.

Contact

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