

MARKETWATCH.COM

AUDIENCE PROFILE

MarketWatch.com is a leader in financial news and market data, serving as the ultimate resource needed to thrive in a competitive economic environment. From financial advisors to individual investors, MarketWatch provides unrivaled market updates, streamlined tools and bold reporting for an audience of engaged edge-seekers who want the right tools for right now.

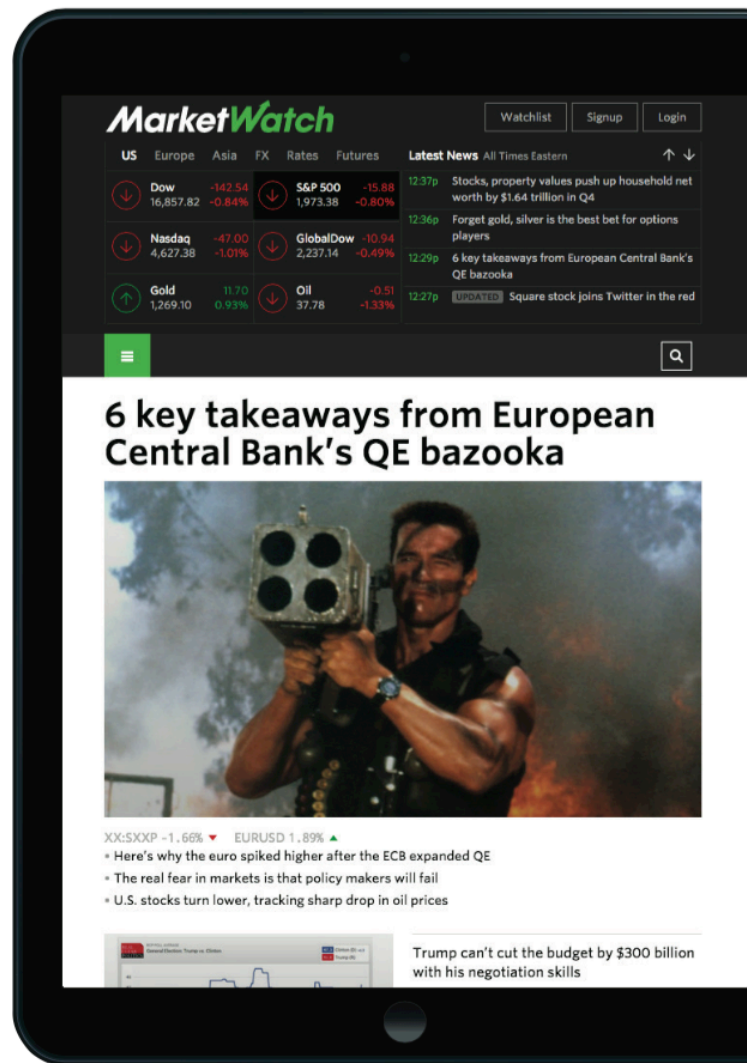
TRAFFIC

Unique Visitors 10 Million
Page Views 94 Million

DEMOGRAPHICS

Men/Women 78/22
Average Age 46
Average Household Income \$245,821
Average Household Net Worth \$1,715,504

	Comp (%)	Index
HHI \$200,000 or More	27	112
Graduated College or More	84	116
Millionaire	50	137
Top Management	38	129



Source: comScore Media Metrix Q1 (Jan-Mar) 2017, 3-Month Avg.; US multi-platform; 2017 Spring Ipsos Study HHI \$100,000+; includes past 30 day visits to WSJ.com on digital platforms; top management based on employed.