



Australia's Largest Finance News Site.

Media Kit.

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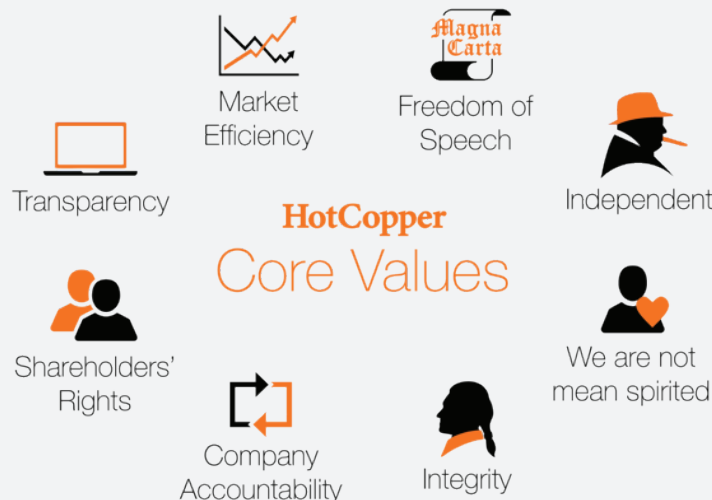
HotCopper is a highly engaged community with over 300,000 registered members, 52m pageviews and over 67,000 unique visitors per day.*

The loyal user base visit the forum to discuss share prices, stock market conditions, dissect news & analysis and make investment decisions in real time.

Born in 1994, HotCopper is one of the oldest financial services sites in Australia. It listed on the ASX in 2016 and has continued to grow its membership and visitor base to become the largest financial news source in Australia.

HotCopper's growing community engage regularly via desktop, mobile web and app.

HotCopper believes in the democratisation of information, and in helping people to make smarter, better informed investment decisions. That is why HotCopper is a free service, available to all users without any paywall restrictions.



Engaging & Connecting across Platforms.



Desktop and mobile web

52 million

Average monthly page views

11 mins 32 secs

Average session duration

300,000

Registered members

67,000

Daily unique audience

180,000

Opt-in email recipients



Apps

28,873

iOS downloads

3,458

Android downloads since July '18

17,000

Unique users on the apps

431,484

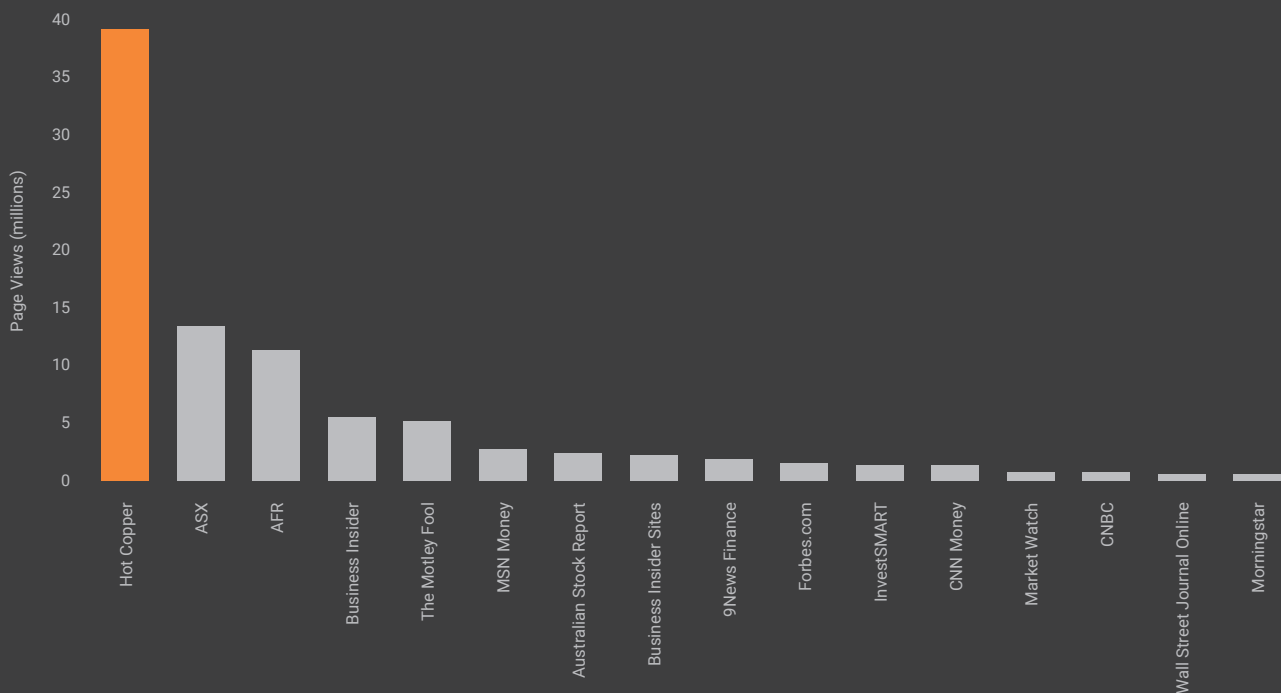
Sessions

10 mins 35 secs

Ave session duration

84% of HotCopper's users
access the site via mobile.

Nielsen Content Ratings July 18.



HotCopper has the highest page views of all Australian financial news sites, over 2.5 times the size of AFR.

Audience Profile.

HotCopper is a valuable source of information for a range of investors who come to HotCopper for the in depth investor information, news and analysis.

HotCopper's users are ambitious, well educated, tech savvy and well paid.*

Gender

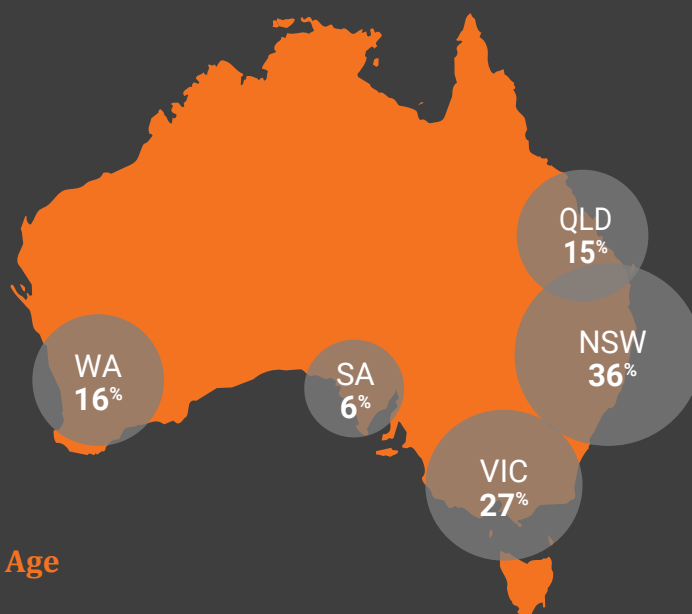


Male 61%

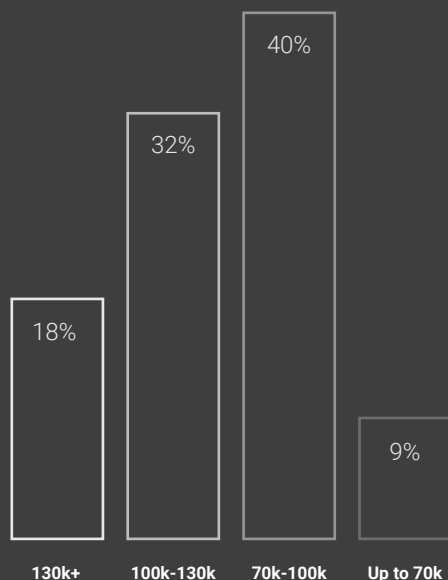


Female 39%

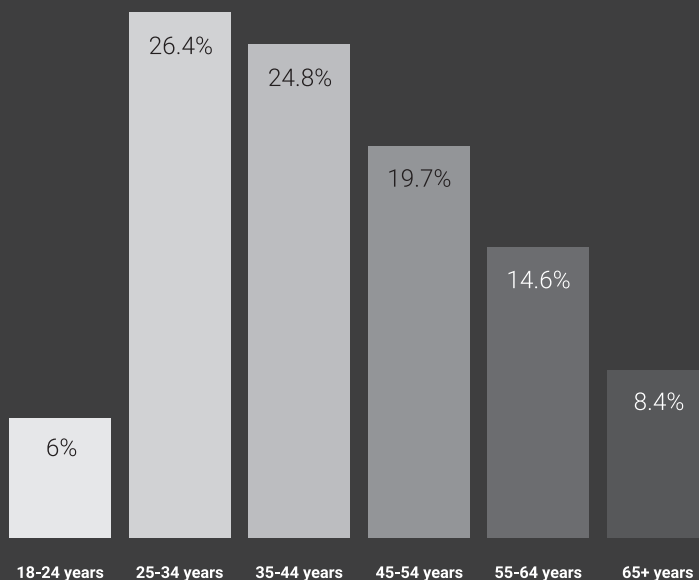
Geographic Breakdown



Household Income



Age



60% are 35-64 years

*Source: RoyMorgan and RoyMorgan Helix Personas July 2018

Audience Insights.

HotCopper represents an unparalleled opportunity for finance companies, such as trading platforms & SMSF's, to reach the right target audience in the right context, at scale.

HotCopper also delivers an engaged, hard to reach consumer audience who have the propensity for big ticket purchases.

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Visitors spend an average of almost 12 minutes on the site per visit.*

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Looking Good***

Well educated, tech savvy, like home comforts and spend with confidence.

ix 136

Worldly & Wise***

Would rather travel than work, and work hard to afford a superior lifestyle after hours.

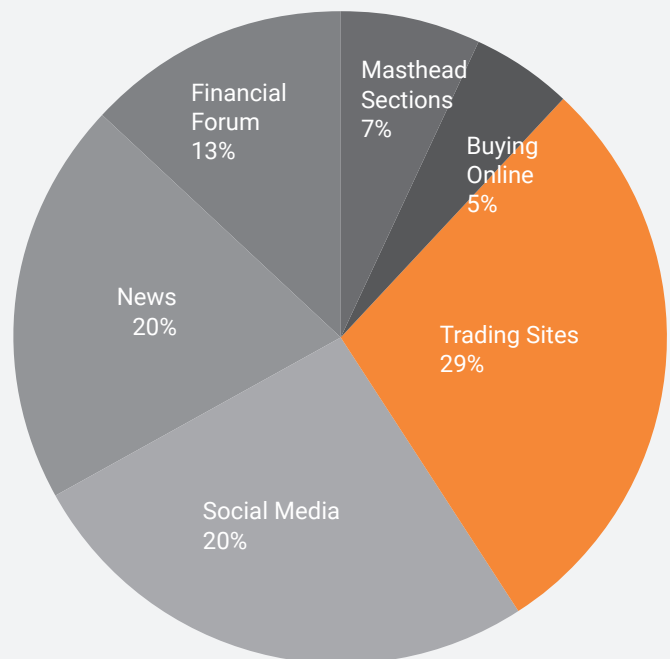
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Smart Money***

Highly educated leaders who are not afraid to take risks, and earn over \$158k p.a.

51%

of HotCopper's users have a household income of over \$100k p.a. This is significantly higher than the AFR at 42%.



29%

of next clicks are to a Share Trading site.**

*Source: Google Analytics

**Source: Hitwise July 2018

***Source: RoyMorgan Helix Personas July 2018

Advertising Opportunities.

<p>Display</p> <p>Standard display or rich media executions.</p>	<p>Formats: Leaderboard, MRec, Skyscraper, Native thread view</p> <p>Sections: Homepage, ROS, Forums, Special Interest sections.</p> <p>Devices: Desktop, mobile web and apps.</p>	<p>See Display Media Rate Card.</p>
<p>Email Alerts</p> <p>Sponsor the email notifications sent to registered members (180,000 opt in email recipients) when a company on their Watch List releases an ASX announcement.</p>	<p>Exclusive leaderboard positioning on all email notifications over a 1 month period</p> <p>Approx 600,000 emails per quarter</p>	<p>\$7,500 per month</p>
<p>App Sponsorships</p> <p>Annual sponsorship of iOS and Android apps.</p>	<p>Sponsorship inclusions:</p> <ul style="list-style-type: none"> 100% SOV on opening page (log in) 100% SOV app ticker sponsorship Solus EDM 250,000 app / mobile banner impressions per month (6m in total) Co-branded marketing & promotion 	<p>\$360,000 per annum</p>
<p>Corporate Spotlight</p> <p>Opportunity for ASX listed companies to reach highly engaged investors, whilst they are actively seeking investment content and forming decisions.</p>	<p>Bespoke area for companies to upload relevant content such as corporate videos, presentations.</p> <p>Flexibility to update and change content as suits.</p>	<p>\$12,000 per annum</p>
<p>Bespoke partnership opportunities</p> <p>Innovative ways to reach our influential audience.</p>	<p>Opportunities include;</p> <ul style="list-style-type: none"> Branded content Native advertising Integrated placements HotCopper TV 	<p>Cost dependent on bespoke solution</p>

Display Media Rate Card.

Ad Format	Section	CPM
Roadblock - Leaderboard, MRec & Skyscraper	Homepage	\$40
	Forums & Sections	\$34
	Run of Site	\$28
Leaderboard	Homepage	\$30
	Forums & Sections	\$26
	Run of Site	\$22
MRec - ATF	Homepage	\$N/A
	Forums & Sections	\$26
	Run of Site	\$22
MRec – BTF*	Homepage	\$18
	Forums & Sections	\$16
	Run of Site	\$14
Skyscraper	Homepage	\$18
	Forums & Sections	\$16
	Run of Site	\$14
Native Thread View	Forums	\$18

*NOTE: Mrecs are the only ad unit available on app

How to Book.

To find out more, please get in touch with our advertising partners or HotCopper.

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