



## Covers Everywhere Your Money and Life Intersect

### Audience Overview<sup>1</sup>

<b>\$102,300</b>	Average HHI
<b>80%</b>	Have influence on making business decisions
<b>64% / 36%</b>	Male / Female

### Engaged and Valuable

<b>82%</b>	Are asked for technology/business advice <sup>1</sup>
<b>1.6 Million</b>	Registered users <sup>2</sup>
<b>91,000</b>	Titles downloaded monthly <sup>2</sup>
<b>2.6 Million</b>	Newsletter subscriptions <sup>2</sup>

### Guidance in Today's Economy

CBS MoneyWatch.com, part of the CBS Interactive Business Network, helps individuals assess their financial situation and rethink their future with a personal and 360 degree approach. It is the premier destination for smart, practical, and personal finance insight and advice – ranging from investing to career, real estate, retirement and more.

CBS MoneyWatch.com is the heart of a finance brand that spans national and local TV, radio, mobile devices and the Web. It is a multiplatform brand for financial information you can trust in changing times.

### Advertiser Benefits

#### Reach valuable and engaged professionals

- Engage with a desirable demographic of business professionals actively taking back control of their finances.

#### Cross-platform opportunities

- Benefit from cross-media syndication on CBS broadcast, radio, and mobile.

#### Be part of the dialogue

- Providing opportunities for marketers to insert their tools and calculators into the conversation.

Find Out More: [Contact BusinessSales@cbsinteractive.com](mailto:Contact_BusinessSales@cbsinteractive.com)

