



Media Kit: 2012

E *TF Database is one of the most popular Web sites for news and information on exchange-traded funds. With a diverse, affluent, and educated readership base, ETF Database offers tremendous value for ETF issuers looking to promote their products to financial advisors, institutional investors, and high net worth individuals.*

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Readership

ETF Database is the **largest ETF-specific site on the Web**, offering a unique blend of proprietary analytical resources, educational content, and actionable investment ideas. The diverse readership base includes financial advisors, institutional investors, traders, high net worth individual investors, journalists, and industry executives.

The majority of traffic to ETF Database comes from e-mail subscribers, search engine visitors, and links from other financial media. ETF Database readers are largely affluent, educated, and web-savvy investors seeking analysis of potential ETF investments and portfolio strategies.

Audience Size and Reach

Since its launch in April 2009, ETF Database has expanded rapidly to fill a void of online coverage focusing exclusively on the ETF industry. Traffic to ETFdb.com continues to increase significantly month-over-month.

Member Demographics

While the majority of content on ETF Database is available to all visitors, access to certain content requires the creation of a free or premium membership account. ETF Database's 10,000+ registered members provide certain demographic information when signing up for an account.

Primary Business Activity

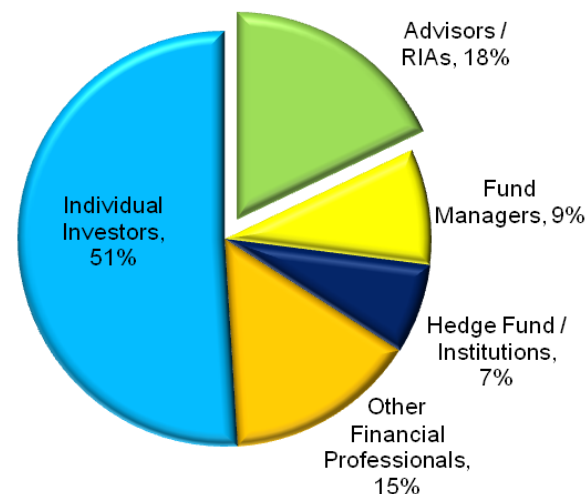
ETF Database members come from various professions, with **nearly 50% of registered members** composed of financial advisors, institutional investors, equity analysts, fund managers, and other financial professionals.

ETFdb members are financially savvy, with **41% of registered ETFdb members having an advanced financial designation or certification, including RIA/IAR, CFP, and CFA.**

ETFdb.com Traffic Statistics	
Monthly Pageviews*	750,000+
Monthly Unique Visitors*	200,000+
Average Time Spent On Site*	3:15
RSS / Daily Email Newsletter Subscribers**	13,000+

*Source: Google Analytics as of August 31, 2011
**Source: Feedburner as of September 30, 2011

ETFdb Audience⁽¹⁾



¹ According to demographic data compiled via Web site's user registration statistics.

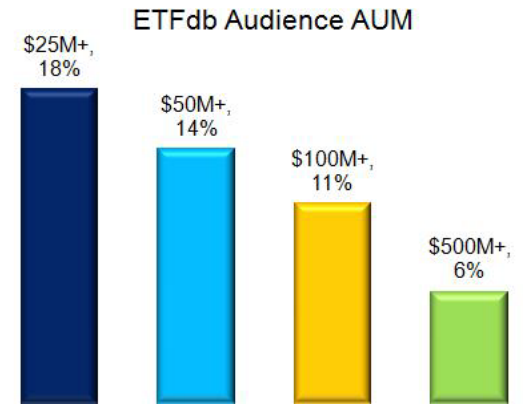
Portfolio Assets

On an average day, visitors to ETFdb.com have aggregate assets under management (AUM) of more than \$300 billion, and include financial professionals with large, high net worth client portfolios. Among ETFdb users:

- 22% have AUM of more than \$10 million
- 14% have AUM of more than \$50 million
- 11% have AUM of more than \$100 million

Visitor Demographics

Visitors to ETF Database, including both registered members and unregistered visitors, tend to be older males with high household incomes.



By Gender

77% Male
23% Female

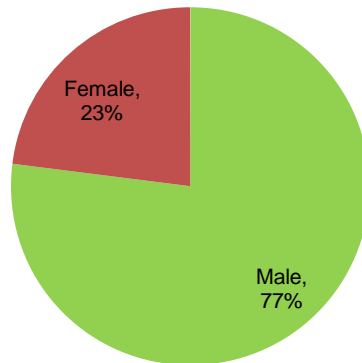
By Age

57% 50+
28% Age 35-49
11% Age 18-34

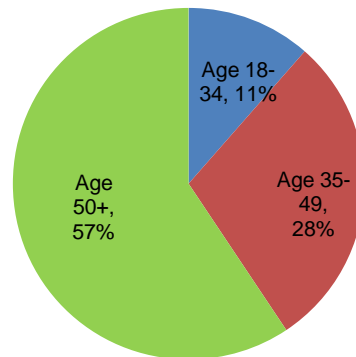
By HHI

50% \$100K+
24% \$60K-\$100K

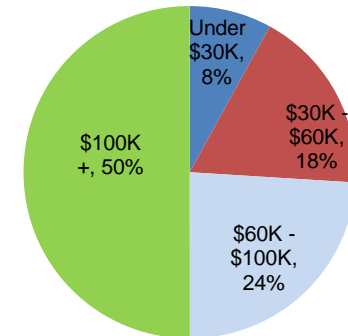
ETFdb Visitors By Gender



ETFdb Visitors By Age



ETFdb Visitors By HHI



Visitor demographic statistics provided by Quantcast.com as of September 2011

Visitor Activity

Unlike many Web sites in the ETF financial space, ETFdb.com's content consists primarily of analytical resources and ETF-related tools designed to facilitate research of potential investment decisions. While ETFdb's original content is widely recognized for its thought leadership and degree of sophistication, a significant portion of traffic to ETFdb.com is to the suite of ETF tools available there.

ETFdb is built around a suite of free analytical resources. ***This focus on research tools results in a more engaged and active audience; as opposed to many sites focusing on articles, ETFdb is designed to attract investors actively conducting research and evaluation of potential ETF purchases.***

- **[ETF Screener](#)**: A proprietary ETF Screener allows users to search for ETFs by asset class, investment strategy, region, size, expense ratio, and numerous other criteria.
- **[Country Exposure Tool](#)**: Allows investors to identify all equity ETFs with exposure to a particular region.
- **[Mutual Fund Converter](#)**: Identifies a list of comparable ETFs for a selected mutual fund.
- **[Stock Exposure Tool](#)**: Allows investors to identify U.S.-listed equity ETFs that maintain exposure to a particular security.
- **[ETF X-Ray](#)**: Includes details on the underlying holdings of all ETFs, including individual securities, allocation by sector, maturity, and credit rating.

ETFdb ETF Screener

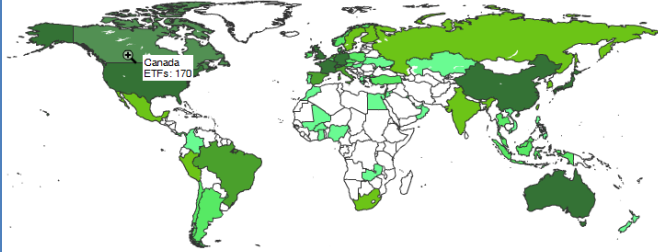
The ETFdb ETF Screener is a free tool that searches and analyzes all ETFs currently included in the ETF Database. Please note that the ETF Database only includes ETFs which are traded in the US, and newly issued ETFs may not be immediately available.

ASSET CLASS:	Please Select * Required
ISSUER:	Any
INDEX:	Any
INVERSE:	
LEVERAGED:	Any
ACTIVE / PASSIVE:	Any
YTD PERFORMANCE:	Any
52-WEEK PERFORMANCE:	Any
EXPENSE RATIO:	Any
ETF MARKET CAP:	Any

Total ETFs Found: **970**

EG SHARES INFRASTRUCTURE ETFS
BRXX CHXX INXX
DISTRIBUTOR: ALPS DISTRIBUTORS, INC.

Show These ETFs Reset



Unique Sponsorship Opportunities

In addition to traditional banner ads, ETFdb offers opportunities to sponsor targeted sections of ETFdb.com. These unique, 100% SOV sponsorship opportunities allow advertisers to leverage the reputation of the ETFdb brand and trust of the ETFdb audience through co-branded centers that contain high quality, relevant content.

Each targeted ETF center includes six to nine original articles written by ETFdb analysts, as well as up to white papers or other documents selected by the sponsor. ETF Centers available for sponsorship include:

- *ETFdb Tools Sponsorship*
- *Alternatives ETF Center*
- *Emerging Markets ETF Center*
- *Financial Advisor & RIA Center*
- *Active ETF Center*
- *Bond / Fixed Income ETF Center*
- *Commodity ETF Center*

[Financial Advisor & RIA Center](#) 


- [Ten Commandments Of ETF Investing](#)
- [Why An ETF Can't Collapse](#)
- [Ten ETFs Every Advisor Should Know \(But Most Have Never Heard Of\)](#)
- [More...](#)

These ETF center sponsorships include a 120x30 button on the home page and ROS left sidebar. These sponsorships also include a 120x30 button on the home page for each center, where the articles and research papers are located.

Sponsorship of these centers is available for a **flat monthly fee of \$1,500 each**, which results in an **effective CPM of between \$1 and \$2**.

[Home](#) » [Emerging Markets ETF Center](#)


Emerging Markets ETF Center



Welcome to the ETF Database Emerging Markets ETF Center, home to valuable resources for investors looking to gain exposure to emerging market stocks and bonds through ETFs. The ETF Database Emerging Markets ETF Center is sponsored by [Emerging Global Advisors](#), a leading investment research firm and issuer of innovative exchange-traded products offering unique exposure to emerging markets.

Seven Factors Every Investor Needs To Know About Emerging Market ETF Investing

As the developed world continues to report sluggish growth levels, emerging markets appear to be in the driver's seat for the global economy for the time being. This is potentially great news for



ETFdb Mobile

The ETFdb brand extends beyond ETFdb.com, with several popular mobile apps designed for various platforms. The ETFdb app consists of a simplified version of our popular ETF screener, allowing investors to navigate through the rapidly-expanding ETF universe on the go. It also includes a feed of all articles published on ETFdb.com, giving users access to the high quality content they find on the web.

ETFdb iPhone / iPad App

In January 2011, ETFdb launched the ETFdb app for the iPhone, iPad, and iPod Touch. The ETFdb iPhone app has received **more than 10,000 downloads** from the App store.

ETFdb Droid App

In July 2011, ETFdb launched the free Droid app. This version has more than 1,000 downloads, and continues to grow rapidly.

ETFdb Blackberry App

ETFdb launched a version of its mobile app for Blackberry users in October 2011.

Sponsorship

Sponsorship of the ETFdb mobile apps consists of a 320 x 48 creative that is displayed on the app home page and on certain article and screener pages.

Sponsorship of the ETFdb iPhone apps is available at a **flat quarterly rate of \$3,000**. Sponsorship of the ETFdb Android and Blackberry apps is available at a **flat quarterly rate of \$1,500 each**. Sponsorship of **all three mobile apps** is available for a flat quarterly rate of **\$5,000**.

Kiplinger
7 Best Free Investing Apps for 2011
ETFdb

This is the go-to app for fans of exchange-traded funds. It lets you research more than 1,100 ETFs, stay current on fund launches and read analysis about which ETFs to buy or sell. Whether you're interested in stocks, bonds, or what-have-you, the app makes it easy to search for ETFs in any segment of the market. You can get more details by clicking on an ETF for a link to its historical returns and facts.

ETFdb

Blackberry Android iPhone iPad

Pocket ETF Database
ETFdb.com: The Guide to ETF Investing

ETFdb Fund Data as of 12/10/2010.

Select ETFdb Category

Select ETF Issuer

Pocket ETF Database
ETFdb.com: The Guide to ETF Investing

ETF Issuer

Search

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ALPS

AdvisorShares

Barclays iPath

Charles Schwab

Citigroup

Select ETFdb Category

Select ETF Issuer

ETFdb Webinars

In 2011, ETFdb launched a series of online webinars designed to deliver educational content to financial advisors and other professionals in the investment business. ETFdb Webinars are generally approved for CE credits by various organizations, including the CFP board.

Each live, one-hour ETFdb Webinar covers a specific topic related to ETFs (see adjacent table), and includes a presentation by a member of the ETFdb team and the webinar sponsor.

Sponsorship Opportunities

Sponsorship of an ETFdb Webinar includes:

- Inclusion of logo in all marketing material
- Speaking slot during webinar
- Full contact information for webinar registrants
- Access to web-based webinar playback for 12 months

Sponsorship of ETFdb webinars is **available at a flat rate**:

- \$5,000 for 1 webinar
- \$12,500 for series of 3 webinars

One sponsorship per webinar is available: contact lists will only be distributed to the webinar sponsor.

2012 ETFdb Webinar Topics*
Commodity ETPs In Focus
Understanding ETF Liquidity
Ins and Outs of Leveraged ETFs
Are Bond ETFs Broken? A Look Inside Fixed Income Funds
How To Evaluate Emerging Markets ETFs
Uses Of Alternatives ETFs
Dissecting Alternative Weighting Methodologies
Dividend ETFs: Capturing Yield
ETF Mythbusting
The Truth About ETNs
Currency ETFs 101
Safe Haven ETFs Analyzed
<i>*Subject to change</i>

2012 Advertising Rates & Specs

ETFdb.com offers a variety of creative advertising options to a highly targeted audience at competitive rates:

	CPM ⁽¹⁾	Size In Pixels	Animation	Accepted Formats
Top Leaderboard	\$24	728 x 90	Yes	GIF, JPG, PNG, SWF
Left Sidebar	\$27	160x600	Yes	GIF, JPG, PNG, SWF
Medium Rectangle	\$29	300 x 250	Yes	GIF, JPG, PNG, SWF
Bottom Leaderboard	\$12	728 x 90	Yes	GIF, JPG, PNG, SWF

(1) Rates subject to change. Please see <http://etfdb.com/advertise> for latest rates and traffic volumes

Sponsorship Opportunities

In addition to the impressions-based advertising options detailed above, ETF Database offers **targeted sponsorship opportunities**:

Sponsorship	Creative Size	Rate	Notes
ETFdb Tools Sponsorship	120 x 30	\$4,500 per quarter	Effective CPM of \$1 to \$2
Financial Advisor & RIA Center	120 x 30	\$4,500 per quarter	Effective CPM of \$1 to \$2
Emerging Markets ETF Center	120 x 30	\$4,500 per quarter	Effective CPM of \$1 to \$2
Alternatives ETF Center	120 x 30	\$4,500 per quarter	Effective CPM of \$1 to \$2
Active ETF Center	120 x 30	\$4,500 per quarter	Effective CPM of \$1 to \$2
Commodity ETF Center	120 x 30	\$4,500 per quarter	Effective CPM of \$1 to \$2
Bond ETF Center	120 x 30	\$4,500 per quarter	Effective CPM of \$1 to \$2
ETFdb iPhone App	320 x 48	\$3,000 per quarter	All 3 mobile apps for \$5,000 /quarter
ETFdb Droid App	320 x 48	\$1,500 per quarter	All 3 mobile apps for \$5,000 /quarter
ETFdb Blackberry App	320 x 48	\$1,500 per quarter	All 3 mobile apps for \$5,000 /quarter
ETFdb Webinar	Various	\$5,000 Flat Fee	\$12,500 for 3 webinars

Please contact Michael Johnston with any questions: michael.johnston@etfdb.com or 773-580-0052

Additional Opportunities On The ETFdb Network

In 2011, the team behind ETFdb.com launched two new Web sites, seeking to fill voids for high quality content and analytical resources in others corners of the investing landscape. Though considerably smaller than ETFdb.com, these sites offer targeted access to generally sophisticated, active investors and financial advisors.

CommodityHQ.com

CommodityHQ.com focuses exclusively on commodities, providing commentary, actionable investment ideas, and a database of vehicles available to investors seeking commodity exposure.

GoldETF.com

GoldETF.com, scheduled to launch in October 2011, provides analyst reports on all U.S.-listed exchange-traded products offering exposure to gold. This targeted site also includes educational content and news on gold prices.

Advertising rates for commodityHQ.com and goldETF.com are:

	CPM	Size In Pixels	Animation	Accepted Formats
Top Leaderboard	\$15	728 x 90	Yes	GIF, JPG, PNG, SWF
Left Sidebar	\$17	160 x 600	Yes	GIF, JPG, PNG, SWF
Medium Rectangle	\$19	300 x 250	Yes	GIF, JPG, PNG, SWF
Bottom Leaderboard	\$6	728 x 90	Yes	GIF, JPG, PNG, SWF

ETFdb Advertisers

ETF issuers advertising on ETFdb.com in 2010/2011 include:

