



Charter Advertiser MEDIA KIT

YOUR SPENDING

- Air travel
- Credit cards
- Health insurance
- Inflation
- Interest rates
- Mortgages
- Utilities
- Taxes

YOUR ASSETS

- Cars & gas
- Cash
- Home values
- Investments
- Jobs

YOUR FUTURE 401(k) plans

- Career strategy
- College costs
- Life insurance
- Retirement
- Social Security

SPECIAL CHARTER ADVERTISER OFFER!

Advertise with us FREE all summer and fall while we build our audience—and receive 15% off established rates until June 30, 2010.

We're keeping it simple for this charter offer. We'll place your ad on any two pages (including the home page) of your choice—and in any available spot on each page:



Target Audience Demographics

- Male: 50%
- Age: 35-65
- College Grad: 65%
- HHI: 100k+ 35%

Rates

FREE through November 21, 2009

Anticipated inaugural rate: \$360.00 per month, per spot; \$306 for Charter Advertisers.¹

For further information or to advertise, contact us at adinfo@financialthreats.com or call Andy Bromberg: (603) 465.6564.

1. To qualify as a Charter Advertiser, we must receive your order on or before July 31, 2009.