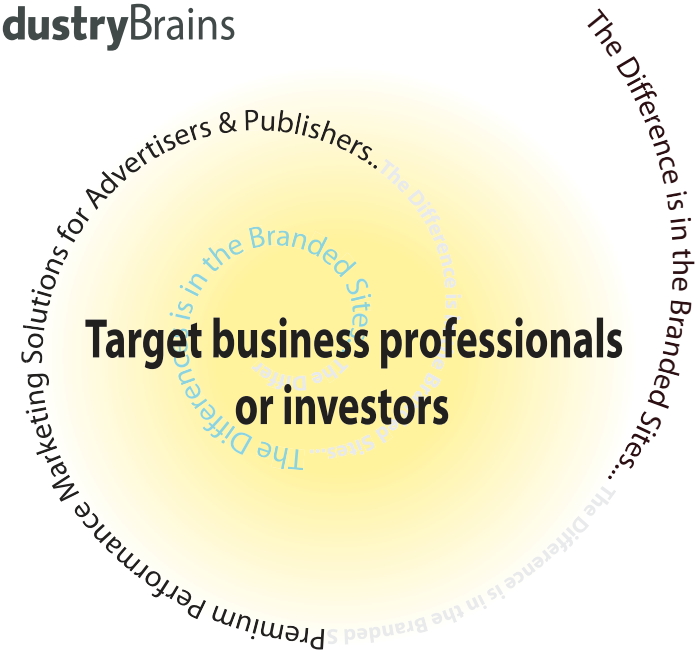
Business & Finance

IndustryBrains



IndustryBrains performance advertising placement connects you directly with the business decision-makers who are in the market for your products and services.

Our solutions . . .

- Allow you to choose and bid on the site and/or categories that best fit your business
- Give you complete control over your advertising dollars
- Help you to reach a targeted audience within an environment they trust

Advertise on targeted business/finance publisher sites. IndustryBrains gives you the opportunity to advertise where C-level executives and affluent, money-minded individuals seek business and financial advice.

Forbes.com

Forbes is among the most trusted resources for the world's business and investment leaders, providing them the uncompromising commentary, concise analysis, relevant tools and real-time reporting they need to succeed at work, and profit from investing.

BusinessWeek online

Significantly improve your conversions by delivering your message to 2.3 million senior-level executives in the Business/Finance industry. From small business to global business, personal investing to corporate strategies, BusinessWeek provides insight on all topics relevant to today's professionals.

USA TODAY Money

USATODAY.com is the online information destination for over 8.9 million Web users. USATODAY.com's Money section is the spot for up-to-the-minute financial news, stock quotes, and business information, and the place where advertisers can connect directly with an influential, at-work audience.

The Motley Fool Fool.com

The Motley Fool, Inc., educates, amuses, and enriches more than 30 million people each month and is a leading provider of financial education and independent advice. Since 1993, The Motley Fool has been on hand to help people achieve financial independence.

SmartMoney.com

SmartMoney.com has become a leader in online financial publishing by revolutionizing the way people utilize the Web for financial planning and research. SmartMoney.com users are affluent, educated professionals and investors who seek and understand the value of sound financial advice.

Kiplinger.com

Kiplinger.com ranks #9 among the top U.S. business sites ranked by unique visitors per month, and #4 among all business sites for visitors with household incomes of $150,000+. Its informative content includes daily financial news, business forecasts, financial calculators, and stock quotes.

ZACKS PROFIT FROM THE PROS

Zack's audience of nearly 1.5 million unique visitors per month fit in the category of educated, aggressive information seekers and active investors. Overall, the audience is affluent, professional and educated, and internet-savvy.

Example of ad listings
in targeted categories on Motley Fool site

For more information, contact:
Tom Koletas, VP of Sales
tkoletas@industrybrains.com, (212) 209-3325