

OctaFinance.com

Digital Media Kit
May 2015

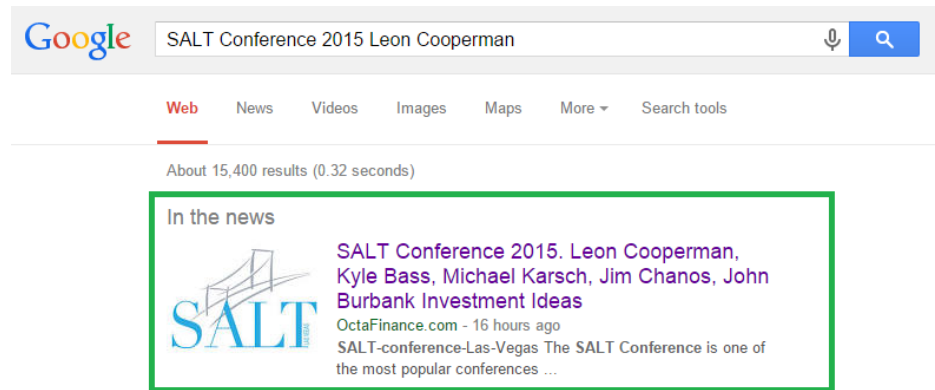


Site Overview

Octafinance.com is an online financial news portal and investment intelligence platform for individuals and professionals. Our audience, which consists primarily of investors, traders and businessman is interest in:

- **Stock Market, Finance, Futures, Investing**
- **Business, Industry, News**

Among the top contributors of Google Finance



The image shows a screenshot of a Google search result. The search bar contains the text "SALT Conference 2015 Leon Cooperman". Below the search bar, the "Web" tab is selected. The search results show "About 15,400 results (0.32 seconds)". A highlighted result is titled "In the news" and features the SALT logo. The text of the result reads: "SALT Conference 2015. Leon Cooperman, Kyle Bass, Michael Karsch, Jim Chanos, John Burbank Investment Ideas". Below the title, it says "OctaFinance.com - 16 hours ago" and "SALT-conference-Las-Vegas The SALT Conference is one of the most popular conferences ...".

About Our Audience

20,000+



Unique Daily Visitors*

3:25



Avg. Time on Site

20%



Returning Visitors

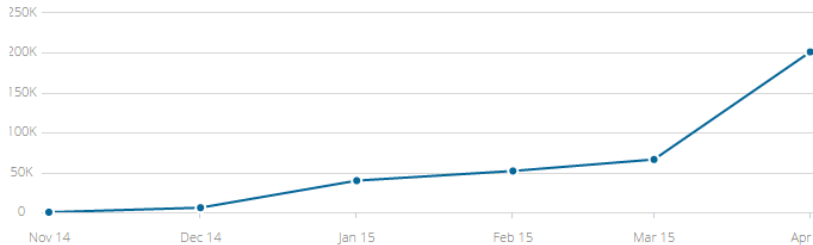
1200%



3 Months Traffic Growth

Monthly Visits

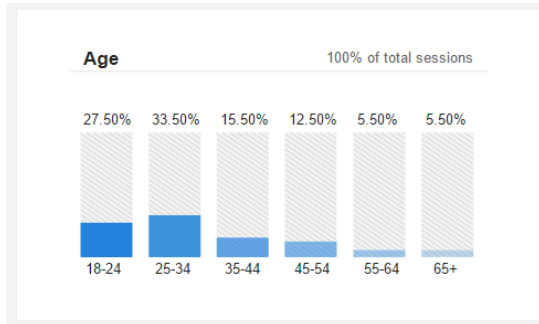
On Desktop, in last 6 months



Exceptional Growth – Octafinance.com is one of the fastest growing finance websites. The projected monthly **traffic for May is 600,000** visitors or 300%+ growth from April 2015. *Our mission by the end of 2015 is to receive 2+ million visitors per month.*

About Our Audience

75% are less than 44 years old



83% traffic from North America

United States	68.55%
Canada	14.51%
United Kingdom	3.07%
Germany	1.72%
India	1.58%

Only **19%** Bounce Rate



52% of the traffic is from Search

Advertising Opportunities

Ad Unit	Dimensions	Max Size	Cost (CPM)
Leaderboard	728x90	100K	\$6
Top Rectangle	300x250	70K	\$6
Bottom Rectangle	300x250	70K	\$3

For more information or details on other custom advertising opportunities, contact us at contact@octafinance.com