001. WHAT
EXPERT INSIGHT INTO FINANCIAL MARKETS
FINSUM is the market leader in financial news summaries. It has a dedicated audience of financial professionals representing 20% of all financial advisors in the US. Founded by editor Duncan MacDonald-Korth, an Oxford academic and former Bank of America bond trader, FINSUM is written by authors with considerable market experience. It provides its readers expert insight into financial markets, and well-reasoned, considered advice for both personal and professional investors.

002. WHY
MORE DEDICATED READERS
FINSUM grabs readers’ interest and keeps it, turning first observers into dedicated readers in record time. It offers astute analysis of the day’s financial news, commentary on the latest market movements, and advice and recommendations for future investments. It is a professional tool as much as it is a news site, and in an era of political drama and widespread media misinformation, it is reaching a growing audience, thanks to the quality and depth of its work. FINSUM will generate significant traffic gains and increase reader retention.

003. VALUE
BUSINESS CASE FOR NON-PAYWALL PARTNER
Assuming publishing partner has 5m unique monthly viewers and earns a £5 CPM advertising rate, FINSUM delivers:

200,000 page views + 400,000 ad impressions per day (with six stories)

REVENUE Creation: £2000 per day (400k impressions * £5 cpm)

004. HOW
SEAMLESS DELIVERY OF CONTENT
FINSUM boasts high profile publishing partners, including NASDAQ, which host FINSUM’s analysis, short news summaries, and original content on their site. We have a compatible and easily-integrated automated news feed which delivers our stories each day. With no manual work and easy set up, NASDAQ utilizes this feed to deliver our high impact stories to their readers.

005. THE BOTTOM LINE
SATISFIED READERS + INCREASED PROFITS
ULTRA-LOW COST for premium financial news and analysis
INCREASE TRAFFIC and reader loyalty
MORE CONTENT with extra coverage of current financial affairs
BETTER ADVERTISING with new financially-focused audience
STAY COMPETITIVE with unique short summary format with commentary