



cogent syndicated

Media Consumption Investor™

Continuously monitor media usage patterns and preferences among affluent investors

Continuous Data Collection

Substantiating ad spend is difficult when you are focusing on a specific, hard-to-reach audience. Knowing where and when affluent investors are consuming media helps asset managers justify the millions of dollars spent on media budgets every year. Ads running on the platforms affluent investors use at the times they use them will increase ad efficacy and ROI.

Media Consumption Investor captures affluent investors' ongoing use of and preferences for all types of media. Easy-to-use dashboards enable subscribers to identify the most frequently used and preferred properties across more than 100 TV networks, print publications, websites, mobile apps, radio, social media sites, streaming services (video and audio) and podcasts. Subscribers can view how, when, where and on what devices affluent investors consume various types of media throughout the day. Updated monthly, Media Consumption Investor provides valuable data for firms to build effective, multichannel affluent investor media plans.

INFORM MEDIA-BUYING

Know where affluent investors go first for financial and business news and determine the best places to run targeted media campaigns

MAXIMIZE BRAND EXPOSURE

Determine where your firm's specific subset of affluent investors consumes media to get your ads in front of investor eyes

MONITOR IMPACT OF MEDIA USE

Compare key brand metric performance for pre- and post-campaign periods to monitor the impact of ad spend

Why is Cogent Syndicated an expert at surveying hard-to-reach affluent investor audiences?

AUDIENCE

We survey 1,000+ investors with at least \$100,000 in investable assets every month on their use of and preference for consuming media. Subscribers are able to profile investors based on gender, retiree status, advised status, total assets, investment type, trades per month, education and age.

FREQUENCY

Continuous survey fielding provides subscribers updated metrics every month. Unlimited access to the data via an online portal provides the ability to run and see the data in the way that you want.

RELIABLE DATA

We have the best data in the market. We have a dedicated sampling scientist, over 20 years of experience with investors, and industry experts who fully understand the results and implications of our research. US census data and our own independent study of 5,000 US adults are used to determine

the incidence of US households with at least \$100,000 in investable assets to provide a truly representative sample.

SAMPLE SIZE AND METHODOLOGY

- 1,000+ affluent investors per month
- Continuous monthly data collection
- Representative sampling of affluent Americans (\$100K+ in investable assets)

PUBLICATION SCHEDULE

- Survey fielding: Monthly
- Data portal updated by the 15th of each month

SUBSCRIPTION INVESTMENT: \$25,000

- Monthly data feeds
- Five-seat license
- Easy-to-use dashboards with ability to filter by key demographics and brand use
- Quarterly written summaries

Tracking 150+ Media Properties

See a sample of what we track below—contact us for the full list of properties

TV NETWORKS

- ABC
- Bloomberg
- CBS
- Cheddar
- CNBC
- CNN
- ESPN
- Fox
- MSNBC
- NBC
- PBS

WEBSITES

- barrons.com
- bbc.com
- bloomberg.com
- businessinsider.com
- cheddar.com
- cnbc.com
- cnn.com
- economist.com
- espn.com
- ETF.com
- finance.yahoo.com
- fool.com
- forbes.com
- fortune.com
- foxbusiness.com
- ft.com
- huffingtonpost.com
- investmentnews.com

- investopedia.com
- kiplinger.com
- marketwatch.com
- morningstar.com
- msnbc.com
- nasdaq.com
- nbcnews.com
- nbcsports.com
- nytimes.com
- seekingalpha.com
- thestreet.com
- usatoday.com
- washingtonpost.com
- wsj.com

MOBILE APPS

- Barron's
- Bloomberg
- Cheddar
- CNBC
- CNN
- Forbes
- Fortune
- Fox Business
- Morningstar
- MSNBC
- NBC News
- The New York Times
- The Street
- The Wall Street Journal
- Yahoo! Finance

SOCIAL MEDIA

- Facebook
- Instagram
- LinkedIn
- X (formerly Twitter)
- YouTube

PRINT PUBLICATIONS

- Barron's
- Bloomberg Businessweek
- Financial Planning
- Forbes
- Fortune
- Investment News
- Investor's Business Daily
- Kiplinger's Personal Finance
- On Wall Street
- The Economist
- The Financial Times
- The New York Times
- The Wall Street Journal
- The Washington Post
- The Week
- USA Today
- Worth

STREAMING SERVICES

- Amazon Prime Video
- Apple Music
- Bloomberg TV+
- Disney+
- Hulu

- Max (formerly HBO Max)
- Netflix
- Peacock
- Showtime
- SiriusXM
- Spotify

RADIO

- Bloomberg
- CBS
- CNBC
- Fox News
- NPR

PODCASTS

- All-In Podcast
- Barron's Streetwise
- Bloomberg Businessweek
- Freakonomics
- Investing Insights
- Mad Money with Jim Cramer
- Marketplace
- Planet Money
- The Dave Ramsey Show
- The Future of Everything
- The Journal
- WSJ Your Money Briefing

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