



Meet the retirement generation

They're with us. AOL Advertising reaches over 93% of users over the age of 50.

They're saving. 34M AOL Advertising visitors have a 401K.

They're ready to enjoy life. AOL Advertising reaches over 90% of all retirees online.

FINANCE RETIREMENT



Invest in AOL Advertising to achieve your business goals

AOL connects retirement-age consumers with the content they care about.

Fast facts

- AOL Advertising is #1 with consumers who have an IRA: 93% reach.
- AOL Advertising is #1 with consumers 55+: 92% reach.
- AOL Advertising is #1 with consumers with a portfolio of \$250,000 - \$499,000: 90% reach.

Compared to MSN & Yahoo! visitors, AOL visitors are more likely to:

- Manage their own money with expert advice.
- Use the internet to stay current on markets and to choose a financial partner.
- Be receptive to online ads in an uncluttered environment.

Combine our innovative products for customized targeting

- Use Behavioral targeting to reach Investors, Insurance Intenders or Money Minders.
- Reach consumers on Business and Consumer Finance sites.
- Use MRI Lifestyle targeting to reach households most likely to own specific credit cards or use specific financial institutions.
- Create a custom audience segment modeled after visitors to your site.
- Target people searching online for information about finance, insurance, investing, mortgages or real estate.
- Use Sponsorship Leadback to retarget people who have visited your AOL sponsorship page.
- Find your ideal audiences on the sites they are most likely to visit using Subnet targeting.
- Target AOL members who have selected the Small Business welcome screen, or target consumers who have been identified as small business owners by a 3rd party syndicated data vendor.

We'll help you understand your customers

- Site visitation reports
- Audience insight reports
- Predictive modeling
- Segmentation lift tool

Reach retirement-age consumers at scale with custom ad solutions

- Engage them with premium sponsorship opportunities on our top branded properties.
- Extend your message with innovative targeting and mobile solutions.

AOL delivered more than 83,000 clicks to one brokerage site in one day with the AOL.com homepage.¹

Engage retirees with our finance content sites and networks:

- **18.9M UVs** on AOL Money & Finance
- **7.6M UVs** on the Advertising.com Business/Finance SuperChannel
- **4.9M UVs** on HuffPost Business
- **3.7M UVs** on AOL Real Estate
- **3.6M UVs** on DailyFinance

100+ AOL sites over-index with:

- Retirees or visitors planning to retire
- 401K or IRA owners
- Visitors age 50+

Increase share with AOL Money & Finance's unduplicated visitors:

- 91% do not visit MSN Money
- 89% do not visit Forbes Digital
- 90% do not visit Dow Jones & Company
- 82% do not visit Yahoo! Finance
- 79% do not visit CNN Money

