



# Covers Everywhere Your Money and Life Intersect

## Audience Overview<sup>1</sup>

**\$107,000** Average HHI

**82%** Formally involved in purchase decisions

**67% / 33%** Male / Female

## Site Engagement<sup>1</sup>

**96%** Read news/blogs/articles

**76%** Share information from the site with others

**69%** Watch webcasts

**68%** Check the stock market

## Guidance in Today's Economy

CBS MoneyWatch.com, part of the CBS Interactive Business Network, helps individuals assess their financial situation and rethink their future with a personal and 360 degree approach. It is the premier destination for smart, practical, and personal finance insight and advice – ranging from investing to career, real estate, retirement and more.

CBS MoneyWatch.com is the heart of a finance brand that spans national and local TV, radio, mobile devices and the Web. It is a multiplatform brand for financial information you can trust in changing times.

## Advertiser Benefits

### Reach valuable and engaged professionals

- Engage with a desirable demographic of business professionals actively taking back control of their finances.

### Cross-platform opportunities

- Benefit from cross-media syndication on CBS broadcast, radio, and mobile.

### Be part of the dialogue

- Providing opportunities for marketers to insert their tools and calculators into the conversation.

Find Out More: [Contact BusinessSales@cbsinteractive.com](mailto:Contact_BusinessSales@cbsinteractive.com)



SOURCE: 1. CBS Interactive 2009 Business Audience Profile Study (Revised February 2010). Average HHI and Male/Female data Base: Total. Formally involved in purchase decisions data Base: Employed. Site Engagement data Base: Repeat Users. ©2010 CBS Interactive. All rights reserved.