The Balance guides consumers through their lifelong relationship with money, making personal finance accessible for everyone.

An Intent-Driven Audience

- **24MM** MONTHLY UVs
- **$102K** AVERAGE HHI
- **$124K** AVERAGE PORTFOLIO SIZE*

Delivering Millennials, Women, and Small-Business Owners

- **45%** MILLENNIAL
- **57%** FEMALE
- **1 IN 10** BUSINESS OWNERS OR SELF-EMPLOYED*

People Visit The Balance with a Unique Purpose

- **24%** CNNMoney
- **10%** MarketWatch
- **11%** Inc.

Fastest Growing Site in its Category

- +271%
- Since September 2016 launch

Source: comScore Media Metrix (January 2018)

*Source: comScore Plan Metrix (3-month average, December 2017)