



A Personal GPS For You and Your Money

Covers everywhere your money and your life intersect.

Audience Overview¹:

\$611,757 Combined net worth

\$107,118 Average HHI

70% Management/Professional

67% / 33% Male / Female

Site Engagement¹:

71% Frequently turn to blogs/articles to help make business decisions

65% Frequently read news/blogs/articles

69% Frequently watch webcasts

68% Frequently check the stock market

76% Frequently share information from the site with others

Guidance in Today's Economy

CBS MoneyWatch.com helps individuals assess their financial situation and rethink their future with a personal and 360° 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. A cross-platform site in partnership with BNET and CBS News, CBS MoneyWatch.com content feeds CBS broadcast, radio and mobile offerings. It is the place to go for personal financial information you can trust.

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 offerings.

Be part of the dialogue

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

Find Out More: [Contact BusinessSales@cbs.com](mailto:ContactBusinessSales@cbs.com)



SOURCE: 1. CBS Interactive Business Audience Profile Study of repeat users 2009 (Conducted: August 2009), Combined Net Worth includes equity, primary residence and retirement asset.

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