



# Kiplinger

# The **first** personal finance brand

For more than **70 YEARS**, Kiplinger has provided expert, trusted advice



## Kiplinger's Personal Finance

(Published since 1947)

# 715,000

Avg monthly subscribers



## Kiplinger.com

# 4.5+m

Monthly unique visitors



## Kiplinger's Retirement Report

(Published since 1994)

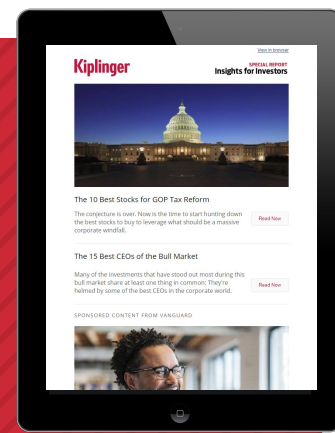
# 80,000

Avg monthly subscribers



## Kiplinger's Retirement Planning Guide

Newsstand only, annual special interest publication



## Kiplinger Emails

# 600,000+

Opt-in subscribers

# Now, the **only** personal finance magazine in the US

Kiplinger grows under its new owner, UK-based Dennis Publishing



**Feb 2019**

Dennis acquires the Kiplinger family of digital and print publications – including *Kiplinger's Personal Finance* magazine



**Jun 2019**

*Kiplinger's* acquires premium subscribers to *Money* magazine



**Aug 2019**

First *Kiplinger's* issue published with a combined subscriber list!

## Kiplinger welcomes our new *Money* subscribers

- Only the most engaged, most responsive readers
- 'Direct to publisher' subscribers
- Intentional readers who paid for their issues
- Personal finance enthusiasts

# Quality editorial for a dedicated, financially savvy audience

“

Kiplinger's MISSION is to provide clear, accurate, and valuable information readers can act on—always keeping to the high standard readers have come to expect.

—Mark Solheim, Editor of *Kiplinger's Personal Finance*

”



Winner of multiple awards for editorial excellence and ethics



# Readers trust Kiplinger... so they'll trust you, too

**97%** Near-perfect trust score  
in a recent reader survey

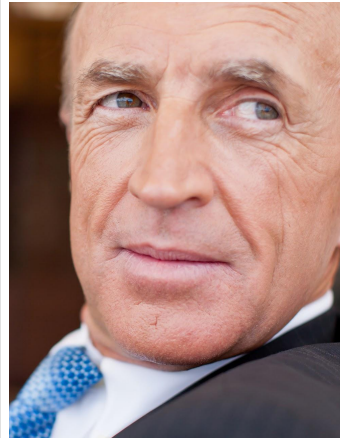


**BRAND  
SAFE**



**INDEPENDENT**

Original, expert content readers  
can't find anywhere else



# Kiplinger readers are your **best prospects**



**They engage with the content**

**5.5 minutes**

average time spent  
online per visit

**73 minutes**

average time  
spent reading  
each print issue



**They have resources to invest**

**\$1.5<sub>m</sub>**

average investable  
assets for print  
subscribers

**\$750<sub>k</sub>**

average investable  
assets for online  
readers



**The result: You gain access to  
impressive purchasing power**

**\$1.4 trillion**

number of engaged print  
subscribers x average  
investable assets

**\$3 trillion**

number of engaged digital  
readers x average  
investable assets

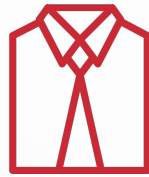
# Kiplinger readers **take action** after seeing your ads



A magazine reader opened a

**\$300,000**

high yield savings account  
with an online bank



A digital reader funded a

**\$525,000**

account with a major  
asset manager



A newsstand reader moved a

**\$1 million**

portfolio to a wealth  
management firm

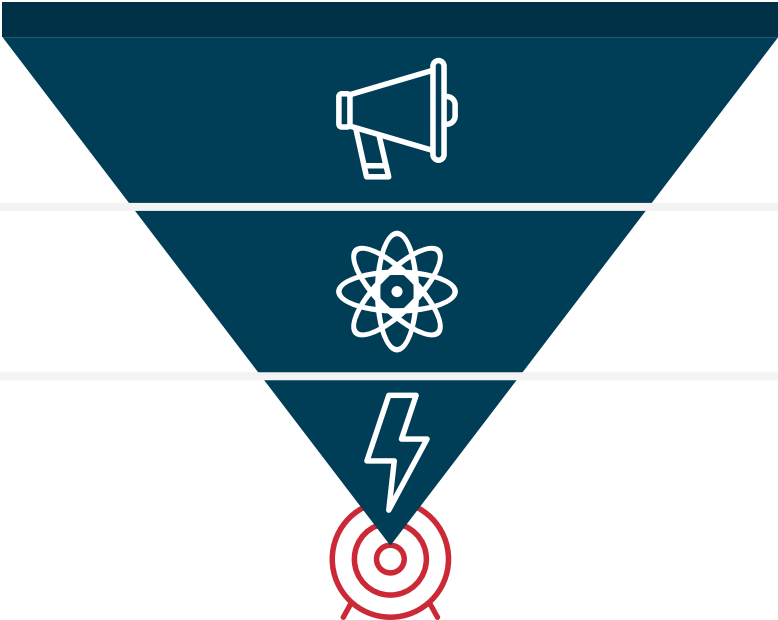
# How Kiplinger **drives your prospects** to take action

## Your goals

Awareness

Education

Action



**Financial Action**

## Kiplinger ad solutions

Display & Sponsorships

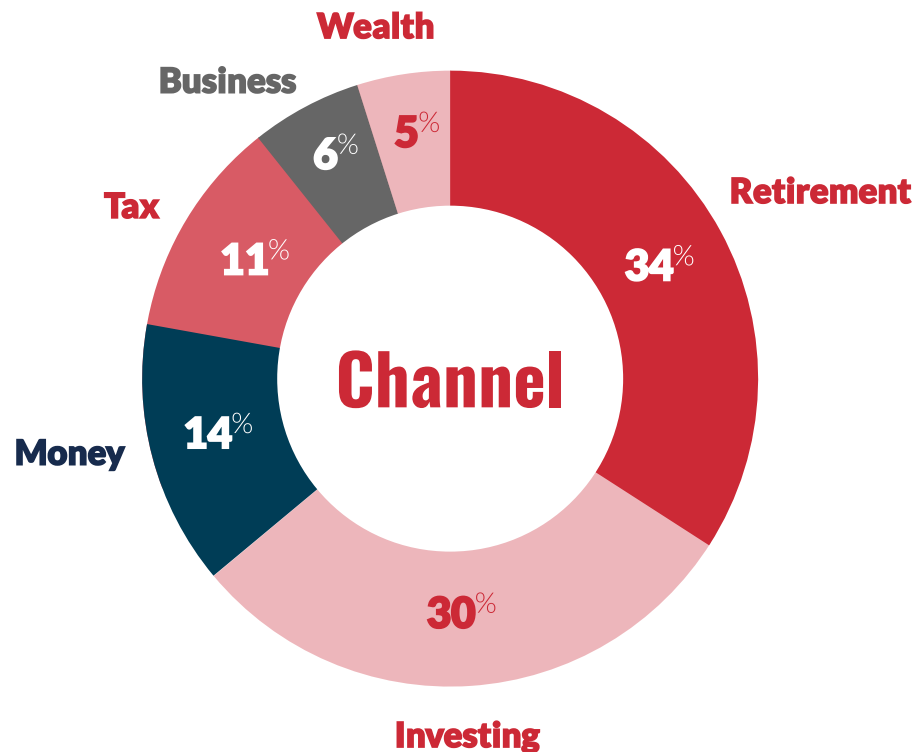
Native & Custom Content

Custom Promotions &  
Lead Generation



# Kiplinger.com

Delivering **wealthy**, **engaged** and **responsive** investors



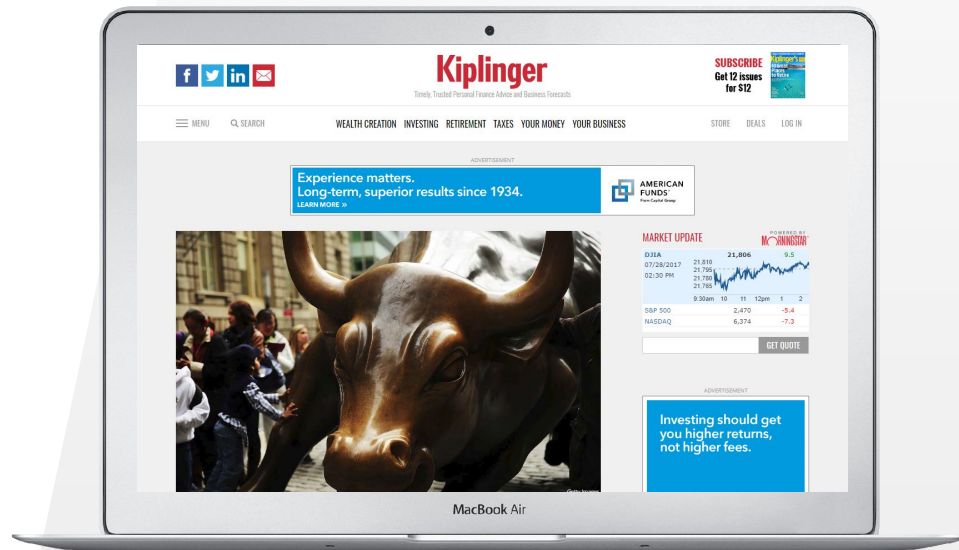
## 34 million

page views per month

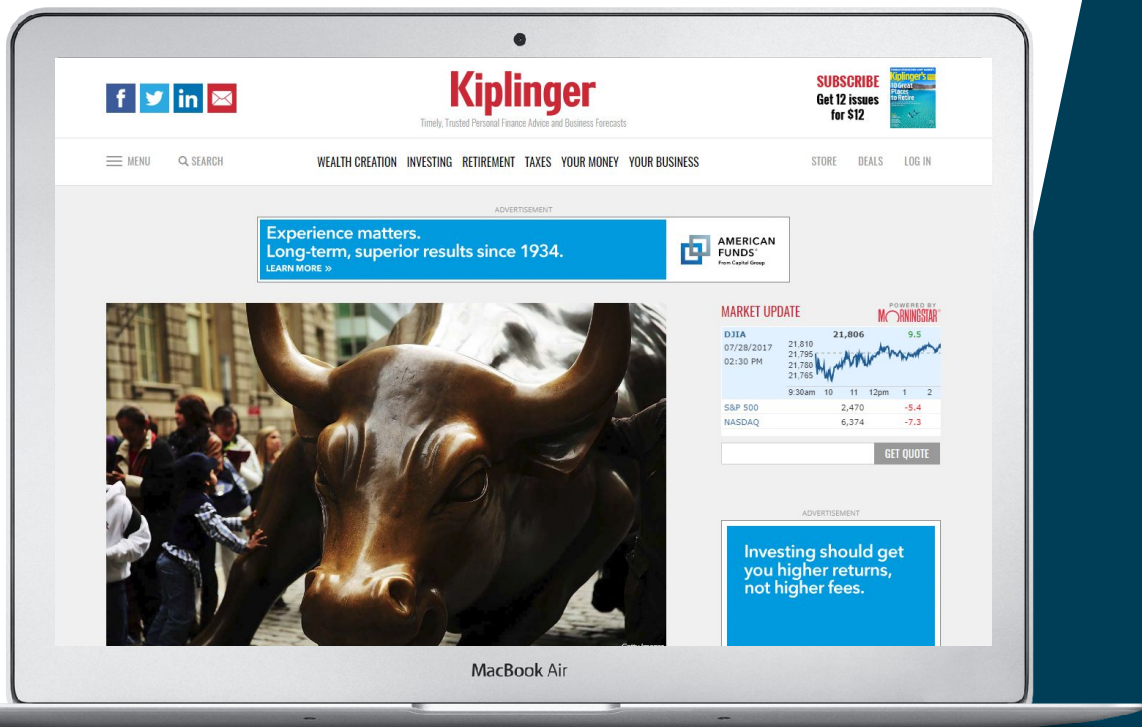


## 4.5 million

unique visitors per month



# Kiplinger.com ...continued



# \$93k

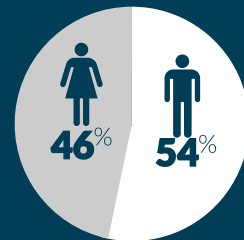
average HH income

# 84%

own a brokerage account

# 71%

portfolio  
\$250,000+



# 47

average age

# 73%

own an IRA

# Kiplinger's fast-growing emails

Delivering **wealthy**, **engaged** and **responsive** investors

- Kiplinger Today
- Closing Bell
- Tax Tips
- Building Wealth
- Investing Insights
- Great Tips for Retirement

**600,000+**

Opt-in subscribers

**3%**

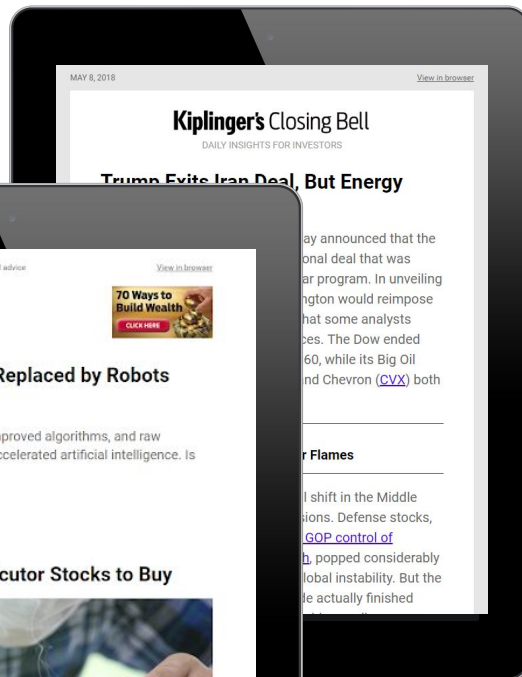
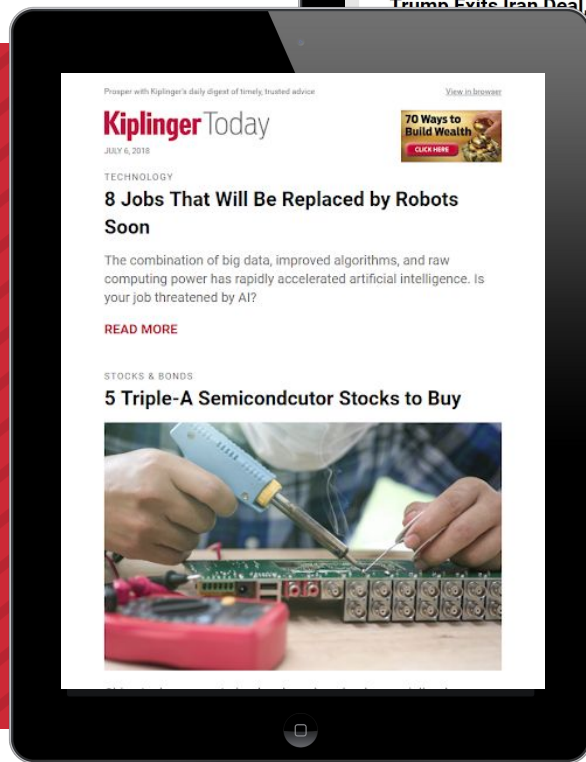
Click through  
rate

**80%**

Read 4+  
emails each  
week

**20%**

Open rate



# Your Money's Worth

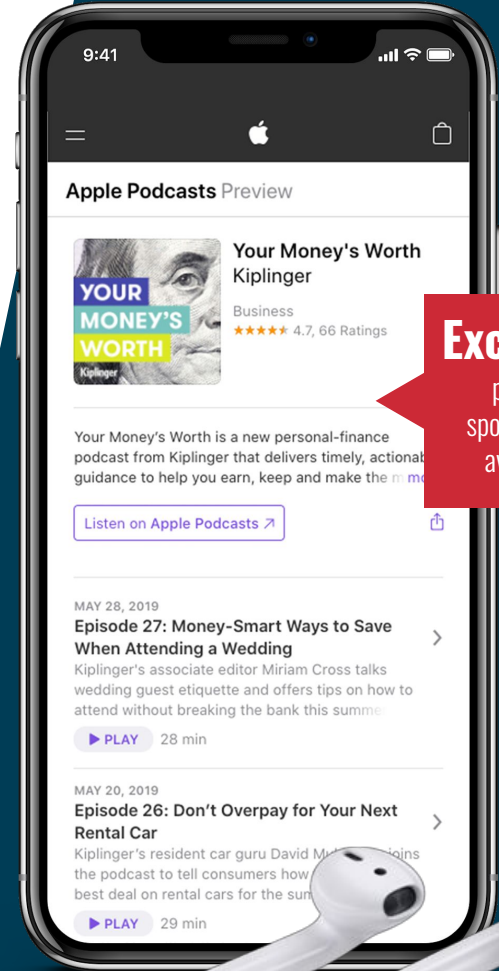
Kiplinger Podcast



*Your Money's Worth* is a new personal-finance podcast from Kiplinger that delivers timely, actionable guidance to help you earn, keep and make the most of your money. Each new weekly episode has down-to-earth insights on saving for retirement, cutting your tax bill, investing for growth and income, maintaining good credit, and much more.

## POPULAR EPISODES

- What You Should Know About ETFs **Most downloaded episode ever**
- Travel Like a Pro: How to Overcome Delays, Lost Bags and More
- Undervalued Stocks Worth a Look
- The Future of Retirement
- Tax Day 2019: Money-Saving Tips (Even If You Already Filed)
- The Best College Values
- Couples and Money



# Kiplinger's Personal Finance

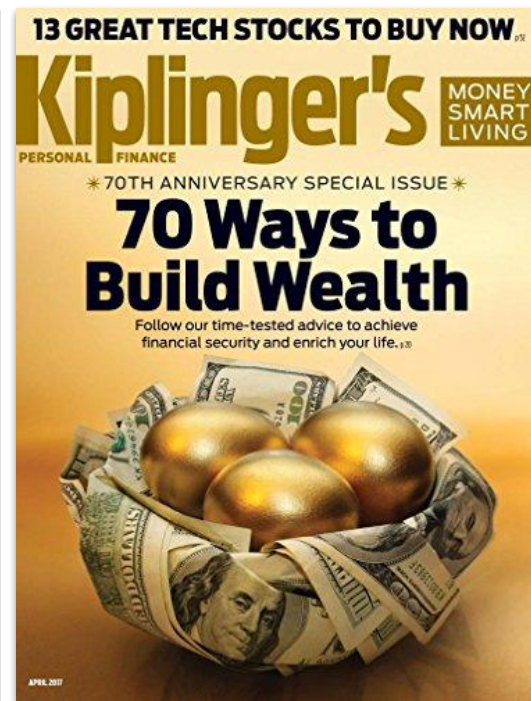
Delivering **wealthy**, **engaged** and **responsive** investors



**97%** pay for their issues

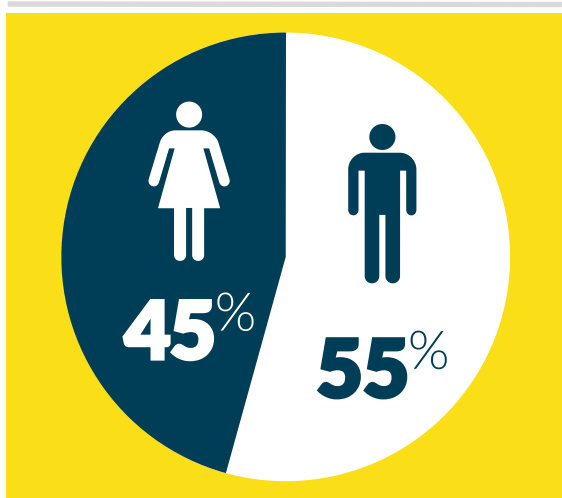
**715k**

Average monthly subscribers



# Kiplinger's Personal Finance

Delivering **wealthy**, **engaged** and **responsive** investors



**94%**  
take action as a result  
of the content

**95%**  
consider themselves active managers  
of their personal finances

**56**  
average age

**\$128k**  
median HH income

WE RANK THE TOP MUTUAL FUNDS p.44

**Kiplinger's** MONEY SMART LIVING  
PERSONAL FINANCE

**Surprise!  
You Can  
Still Save  
Hundreds  
On Your  
Taxes**

We help you navigate  
the ins and outs of the  
new tax law to get the  
biggest refund—or pay  
the lowest tax bill. p.12

MARCH 2019



**PLUS**  
What's next for  
the market? p.9  
Home values  
in 100 cities p.16

**\$1.5m**  
average  
investible  
assets

# Kiplinger's Retirement Report

Delivering **wealthy**, **engaged** and **responsive** investors



95%

are seeking professional financial advice

53%

invested in a NEW mutual fund or ETF during the past year

85%

made a securities transaction during the past year

\$1.7m

average investment portfolio

\$157k

average HH income

80k

total paid subscribers


# Custom content

Kiplinger's Custom Content Studio creates content highly relevant to your target audiences

 **100% ownership** of all content created

 **Co-branded** with Kiplinger or your brand only

 **Visual and interactive formats**  
Articles & Listicles • Guest Columns • Videos • Podcasts • Infographics • Social Graphics  
Microsites • Newsletters • eBooks • Webinars • Slide Shows • Quizzes • and More

 **Consumers gave Kiplinger custom content our highest scores ever in focus groups.**

- Fortune 500 insurance company

ADVERTISEMENT

## PROFESSIONAL INSIGHTS FROM PERSONAL CAPITAL A Sneaky Risk to Retirement Savings Many Investors Overlook

Kyle Ryan, Executive Vice President, Advisory Services, answers investors' top questions about 'sequence risk' and explains what you can do to minimize it.

### 1 What is sequence risk and why does it matter?

A big market downturn early in retirement can be one of the scariest things an investor will face. This concern, known as "sequence risk," has the most impact when investors are getting ready to make up their portfolio at the same time that the value is declining. So, there's a double whammy, and it puts you in danger of running out of money.

### 2 Why is the timing of withdrawals from your nest egg so important?

Many people plan on withdrawing a specific dollar amount from their portfolio in retirement rather than a percentage. In that case, if your portfolio is suddenly much smaller than it was previously, you run the risk of depleting your savings very quickly. And that risk increases if the decline in value happens at the beginning of your retirement. Let's look at an example to illustrate this.

The general rule is that if you are taking \$4,000 a month from your portfolio each year, you should be in a solid shape. Assuming, if you have a \$1 million portfolio, you should be able to withdraw as much as \$800,000 a year. But if your investments drop 30% right before retirement, your portfolio would be worth only \$700,000. If you still withdraw \$48,000, that's now 5.7% of your investments. That's an unsustainable withdrawal rate, especially early on.

3 How can a retiree or almost-retiree plan for this kind of market volatility? First, make sure your portfolio has been stress-tested through thousands of market scenarios, including the impact of a possible downturn at the beginning of your retirement. A financial advisor can help you do that.

### 4 Are there alternative investments that will provide some protection?

Investment data in general, and well-diversified portfolios of stocks, bonds, and alternatives will give you the best chance to protect your income needs in the long run.

But we recognize that some retirees simply want sleep and a steady without a definite income source. For those people, a private equity investment can guarantee a certain amount of income to someone who may not have retirement assets that can be expensed and have limited upside, so we don't recommend them for most investors. We believe a properly constructed diversified portfolio is the most appropriate way to approach investing for retirement.

### 5 What retirement accounts should a retiree tap first to minimize the impact?

In general, we recommend taking withdrawals from taxable accounts first, followed by tax-deferred accounts, and then from any tax-free investment accounts if you have them. This order gives you the most control on the tax side, while also receiving the long-term growth of your portfolio.

Of course, there are exceptions. For example, if a retiree is in the 12% marginal tax bracket or lower before retirement but will be in the 22% marginal tax bracket or higher after retirement because of portfolio withdrawals, then the suggested order changes. These retirees should withdraw from tax-deferred investments first, so they can maximize the income that will be taxed at the lower rate.

You should consult with an advisor who can guide you on your unique situation. Personal Capital offers free online financial software, mobile apps, and a fee, personal wealth management services. Learn more at [personalcapital.com](http://personalcapital.com).



**"The risk increases if the decline in value happens at the beginning of your retirement."**



The Road to Retirement Starts Now

## Getting Started

4 things you can do today for a more financially secure tomorrow

### 1 Maximize employer contributions

Many employers have matching programs, where they'll contribute to your 401(k) account as long as you're contributing, too. If you don't take full advantage of employer matching, you're leaving free money on the table.

### The power of compounding



Let's say you plan to save \$200 per month for 40 years (and hope to earn a 6% return). What's the impact on your nest egg if you start saving at age 27, instead of waiting until you are 37? You'll contribute just \$24,000 more, but your nest egg could be almost \$200,000 more.

Contributor | Starting Date

This is hypothetical information that doesn't represent any particular investment, and does not constitute an offer. All investing involves risk, including the potential loss of principal.



**No employer plan?** It still pays to start saving now. Opening and funding an Individual Retirement Account (IRA) is easier than ever. And, thanks to the power of compounding, the sooner you start saving, the faster your nest egg could grow.

**Boost your 401(k) contributions to grow savings faster.**  
See how even small increases make a big impact with this savings calculator.

### 2 Pick your best asset mix

The more time you have before retirement, the more risk you may be able to take. That's because your accumulated wealth will have more time to recover from temporary downturns.

Another factor is your risk-comfort level. Can you ride out market ups and downs without breaking a sweat? Would you avoid that rollercoaster because it keeps you up at night? Whatever your tolerance is, you can find suitable investments to match.

Find out more about selecting an asset mix that's right for you.

### 3 Choose your retirement tax strategy

When it comes to deciding between a Roth IRA vs. a traditional IRA, you'll want to consider five main differences.

	Roth	Traditional
Contributions	Taxable	Tax-deductible
Contribution Withdrawals	Tax-free	Taxable
Earnings	Tax-free (if you follow the rules)	Taxable when withdrawn
Required Distributions	Never (which lets your savings grow as long as you like)	Annual minimums once you hit age 70 <sup>½</sup>
Income Limits	Eligibility phases out between \$118,000-\$133,000 for singles & \$188,000-\$203,000 for married couples filing jointly	None

### 2 rules in common

Some IRA features are always the same. Take contribution limits: You can contribute up to \$5,500 total to IRAs





# Custom content

## Interactive Portfolio Samples

**Kiplinger**

**ARE YOU RETIREMENT-READY?**

Sponsored Content from Personal Capital

Compare your savings, investing strategies and future expectations with other Americans like you. A nationwide poll by *Kiplinger's Personal Finance* and wealth management firm Personal Capital reveals important benchmarks you need to know.

**SAVING**

**INVESTING**

**NATIONAL POLL RESULTS**

**FUTURE SECURITY**

**RETIREMENT LIVING**

When it comes to gauging retirement preparedness, do you have a good sense of whether your savings are on track to fund the retirement life you envision? Realistically assessing your progress on the road to retirement is a key step in achieving your goals. But it can be challenging to pinpoint an accurate target—and even tougher to predict the future.

Looking for some benchmarks? Follow along as we explore key findings of a national poll conducted by *Kiplinger's Personal Finance* and wealth management firm Personal Capital. The surveyed 1,074 investors between the ages of 35 and 64, equally divided between men and women, to reveal some common measures of retirement readiness.

The upside? Today's retirement savers are optimistic about their future financial security, but they're also anticipating a few reality checks along the way.

SAVING
INVESTING
FUTURE SECURITY
RETIREMENT LIVING

### 1. SAVING

Americans are generally up-beat about their progress toward saving for retirement and most are sticking away a respectable chunk of cash. Overall, our survey group is earmarking 13.2% of annual income toward retirement savings.

Not surprisingly, those who make a little more also save a little more. "People with more than \$100,000 in annual household income manage to free up 16% of earnings each year toward retirement savings, while those with less than \$100,000 in household income squirrel away 11% annually."

How much we've saved so far

**HOW DO YOU COMPARE?**

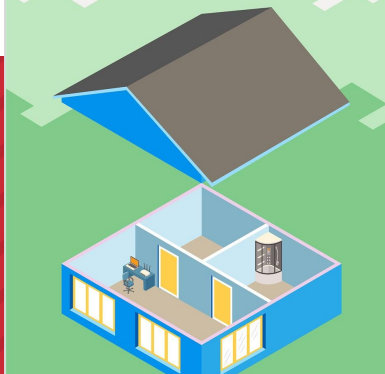
**\$420,860\***

Americans' median household net worth

**\$93,760**

Median household income

## BOOSTING YOUR HOME'S VALUE



### LANDSCAPE

	Average cost	Typical return at resale
<b>6 MONTHS LAWN CARE</b> (5,000 SQ. FT.)	\$330	\$1,000 (303%)
<b>SOD INSTALLATION</b> (1,000 SQ. FT.)	\$700	\$1,001 (143%)
<b>UPGRADES*</b>	\$4,750	\$4,988 (105%)

### DIY or hire it done?

- 32%** Of homeowners take on projects themselves
- 32%** Hire a professional for the whole job
- 21%** Hire the labor but purchase the materials
- 14%** Contribute some DIY labor during the remodel

Source: 2017 Remodeling Impact Report, National Association of the Remodeling Industry and National Association of Builders. See Home Improvement Investments, 2016. (By analysis, ©Kiplinger)

# 10 Great Places to Retire Abroad

More Americans than ever before are retiring overseas. Why? Affordability is often the overriding factor, as the cost of living is lower in many countries.

But the decision on where to move often depends on many factors, from the quality of healthcare and housing to how easy it is to become a resident. Many retirees are also in search of the "perfect" climate.

### THINKING ABOUT MAKING THE LEAP?

Click on the postcards below for destinations ranked highly by multiple websites covering overseas living. You'll find a quick overview of what makes these countries so appealing.

**SPAIN**

413,428

Number of Americans receiving a Social Security retirement benefit abroad in 2018. That's up 40% since 2008.

Source: Social Security Administration, SSA.gov.

**PORTUGAL**

**COSTA RICA**

**PANAMA**

# Custom content

## Portfolio Samples

## YOU'RE GETTING A TAX REFUND! NOW WHAT?

5 smart ways to put your dollars to good use

**GOOD NEWS:** The IRS expects more than 70% of taxpayers to receive a refund after filing their 2018 returns. And with a little planning, this cash windfall can do more than provide extra spending money. Here are five ways a refund could make a meaningful difference in your financial life.



Written by the Editors of *Kiplinger's Personal Finance*



**WHEN I'M 65**

A public television documentary and community engagement program  
Learn more at [www.WI65.org](http://www.WI65.org)

ADVERTISEMENT

## Make Your Retirement Dreams Come True

First, ensure you and your spouse are in sync

**YOUR IDEA OF THE PICTURE PERFECT** retirement could be living in a beach town, or on a boat. You'll spend your time on the golf course, sipping margaritas and going to the spa. Or you'll have a more traditional lifestyle. But what if your spouse is thinking of retiring early? Would they or she want to live in a coastal lake house, write a novel during the day and kick back on the deck every evening?

These kinds of differences are more common than you think. While both men and women say they look forward to having more free time in retirement, nearly three times the similarities end.

**GENERALS**  
Retirement solutions provider Athene USA (www.atheneusa.com) recently conducted a survey of more than 3,000 retirees and pre-retirees between the ages 40 and 64 that revealed key differences between men and women. According to the survey, men are most interested in sports and physical activities, outdoor recreation, and starting new businesses in retirement.



And once you have a better understanding of what will make both of you happy, you can create a financial plan together. Talk to your financial planner or agent today to discover how an Athene annuity can help.

**SMART ACTION STEPS**  
Communicate and develop or critically reassess to ensure that you and your spouse can make your "retirement dream" a reality. Once you have a plan in place, you can begin to take action on your own.

**ATHENE Retirement Quiz**

**WHAT'S YOUR MORE?**  
A fundamental strategy for getting more out of retirement has to do with what makes you truly happy. How do you envision retirement?

- Looking for leisure
- Pursuing a passion
- Spending time with family
- Starting a second act
- Traveling and seeing the world
- Seeking adventure

How can your partner needs meet the goal? Take the Athene Retirement Quiz today to discover your more.

VISIT [ATHENEAANNUITY.COM](http://ATHENEAANNUITY.COM)

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## Today's reverse mortgages: Flexible, with a lot of built-in protection

Peter Bell, president and CEO of the National Reverse Mortgage Lenders Association, answers homeowners' top questions about reverse mortgages.

- 1. What exactly is a reverse mortgage?**  
A reverse mortgage, in other words, is a home equity loan that matures typically for the borrower and does not need to be repaid until the borrower moves into a nursing home, or passes away. Loan amounts are determined by a formula based on the borrower's age, value of the mortgage borrower's age, and current interest rates. Borrowers, or their heirs, can tap into the funds with either proceeds from the sale of the home or with funds available from other sources.  
Reverse mortgages were designed to help seniors, who've spent a lot of time and money paying into Social Security, to get paid back. They can be used to cover regular expenses that could be used to supplement a fixed retirement income and pay for medical or other daily expenses. It's like to look at it as you spend a career supporting your home and then when you retire, you're home supported.
- 2. How does an HELOC fit in with reverse mortgages?**  
Over the years with the help of financial planning experts, we've learned reverse mortgages can be a versatile and beneficial tool in a comprehensive retirement income plan.
- 3. How does an HELOC fit in with reverse mortgages?**  
HELOCs were designed specifically for seniors and carry certain advantages over HELOCs. To start with, HELOCs are secured mortgages and are much easier to obtain or refinance because the loan limit is not necessarily a percentage of the borrower's net worth. HELOCs would be because the loan limit is not necessarily a percentage of the borrower's net worth. HELOCs would be because the loan limit is not necessarily a percentage of the borrower's net worth.
- 4. How can I find a reputable reverse mortgage lender?**  
Reverse mortgages work like a traditional bank loan. The lender will do a credit check, and the borrower will have to provide a down payment. The lender will also do a title search and a property appraisal. The lender will also do a title search and a property appraisal. The lender will also do a title search and a property appraisal.



## WHAT'S YOUR TARGET?

Expected age to retire

**64.7**

Expected age to claim Social Security

**66.8**

Source: *Kiplinger's Personal Finance*/ National Capital survey, November 2018.

# PERSONAL CAPITAL®

## 2018 Custom Integrated Media Campaign

**Summary:** Annual custom advertorial branding and response campaign, created for Personal Capital

**Goals:** Brand awareness, brand lift, targeted reach, and conversions


**Targeted Audience:** Retirement, Financial Planning

**Format:** Kiplinger custom content and cross-platform native advertising

**Results:**  
**12k+** Calls-to-action

**3.5 minutes** Average time spent

**2019** Renewal



### 5 Ways to NOT Run Out of Money in Retirement

These key strategies will help you build, protect and preserve your nest egg.

**1 Expose hidden fees that diminish your nest egg**

Hidden investment fees can have a doubly dramatic impact on your retirement savings. First, every dollar you pay in fees is a retirement dollar lost. On top of that, you also lose all the money that dollar would have earned through compounding over time.

Discover how much hidden portfolio fees are costing you with this free **Fee Analyzer tool**.



#### The real cost of hidden fees

The American investor is losing hundreds of thousands of dollars to confusing and hidden fees. Check out this Personal Capital report that clearly illustrates the wide range of fees charged and how notoriously difficult it is for the average investor to identify them.

You can also test your knowledge of hidden fees with this quiz.

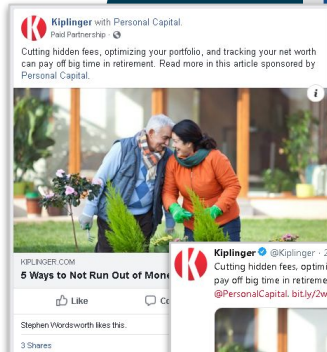
**2 Calculate your net worth**

Figuring out the optimal retirement plan starts with what you have now...your net worth. That's because net worth - as opposed to just total savings - more accurately reflects how much you will have to spend in retirement.

**Net worth boils down to this simple equation:** What you have (your assets) minus what you owe (your debts). It's a crucial figure to know because it provides important clues about the best ways to reach your goals, such as eliminating the debt that's eating away at your retirement savings.




Keep track of your bottom line easily with this free **Net Worth calculator**.



**Kiplinger with Personal Capital**  
Paid Partnership

Cutting hidden fees, optimizing your portfolio, and tracking your net worth can pay off big time in retirement. Read more in this article sponsored by Personal Capital.



Like

Stephen Wordsworth likes this.

3 Shares



**Kiplinger** @Kiplinger · 20h

Cutting hidden fees, optimizing your portfolio, and tracking your net worth can pay off big time in retirement. Read more in this article sponsored by @PersonalCapital. [bit.ly/2wP69xc](https://bit.ly/2wP69xc)



1

2



he guesswork out of your planning with this free **Retirement Planner tool**.

Portfolio



# smartasset™

## 2018 Native Newsletter Campaign

**Summary:** Year long native campaign including newsletters and dedicated emails.

**Goals:** Interactions, landing page visits, conversions.

**Targeted Audience:** Retirement, Financial Planning

**Format:** Native Ad

**Results:**

**100k+**

Landing Page Visits



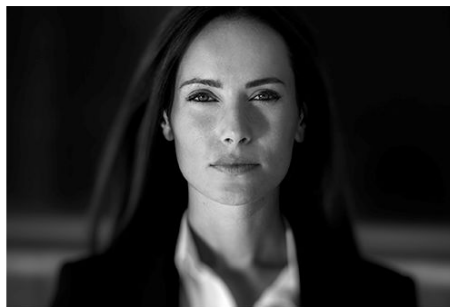
On-site engagement above internal benchmarks

SPONSORED CONTENT FROM SMARTASSET

### These are Your 3 Financial Advisors Near You

Ready to kick your retirement plan into high gear this year?

[See your 3 fiduciary financial advisor matches.](#)



Prosper with Kiplinger's daily digest of timely, trusted advice

[View in browser](#)

**Kiplinger**Today

JUNE 3, 2019

### 13 Blue-Chip Stocks to Buy on the Next Dip

Any of these picks would make a fine addition to a portfolio at the right price. And should this little bout of volatility in May snowball into a correction or proper bear market, that day might come sooner than you think. Plus: [10 Buy-and-Hold Stocks to Own Forever](#) and [50 Top Stocks That Billionaires Love](#).

[READ MORE](#)

### True or False: Test Yourself on Social Security Claiming Strategies



You need to decide when to claim Social Security benefits in order to secure your retirement plans. See how well you understand basic claiming strategies with this 10-question, true-or-false quiz from financial planner Jamie P. Hopkins. Plus: [15 Reasons You'll Go Broke in Retirement](#).

[READ MORE](#)

SPONSORED CONTENT FROM SMARTASSET



### Boost Your Retirement Readiness: Talk to a Financial Advisor

74% of Americans are unprepared for retirement. It's time you made sure all your hard work pays off.



## 2018 Custom Content Retail Marketing

**Summary:** Ongoing retention campaign providing custom Kiplinger content that can be “pushed” to retail customers

**Goals:** Engage existing customers, leverage the reputation and independence of the Kiplinger brand, and ease compliance

**Targeted Audience:** High-net worth savers with substantial disposable cash holdings; ages 35 to 65

**Format:** Quarterly digital newsletter (+ mobile friendly platform)

### Results:



**Record-setting engagement levels,** including high open rates, time spent per reader, and higher-than-expected sharing

## Money Matters from Kiplinger FALL 2018

Brought to You by Synchrony Bank



### 9 quick and easy tips to make and keep more money

These suggestions boast solid financial benefits with little time investment.

Fall 2018

9 Quick Tips for Making and Keeping More Money

Millennial Money: How to Pay for Grad School. By Thomas H. Blanton

How to Cut Moving Costs

Safeguard Your Loyalty Program

Are Your Investments Risky?

Living in Retirement: Housing Options for Single Retirees

8 Things That Cost More in the 1980s

Useful Online Tools

is kick... We intro... ick on track... By your... 5 or 30

*"A Roth IRA is great for young workers and kids with part-time jobs because the longer investments in the account grow, the bigger the tax advantage."*

**Retirement**

Open a Roth IRA. You contribute after-tax money, which grows tax-free, and withdrawals in retirement are tax-free, too. A Roth is a great idea for young workers and kids with part-time or summer jobs because the longer investments in the account grow, the bigger the tax advantage. You can contribute up to the amount of your earnings from work, or a maximum of \$5,500 for 2018 (or \$6,500 if you're 50 or older), as long as your modified adjusted gross income is less than \$139,000 for singles or \$199,000 for married joint filers.

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