



AnnuityFYI

Media Kit

www.AnnuityFYI.com



Our Audience

AnnuityFYI.com is utilized by both investors and brokers looking for up to date rates and product information.

This is your opportunity to put your brand in front of investors that are interested in your products as well as the brokers that sell them!



Our Mission

Our mission is to seek out the very best annuities and annuity riders, and give investors the expert resources necessary to make an informed annuity purchase.

About the Site

Your resource for learning about, comparing and selecting the most competitive annuities since 2000.

Social Media



3,299 Likes

<https://www.facebook.com/AnnuityFYI/>



1,699 Followers

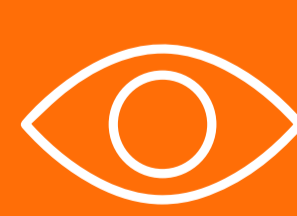
@AnnuityFYI

Site Stats



22,000

Unique Visitors/Month



51,000

Page Views/Month



12,000

Investor Emails



2,300

Broker Emails

Contact us for more information!
1-866-223-2121 | Greg@AnnuityFYI.com

Audience Demographics

AnnuityFYI.com reaches a digitally-savvy audience that's more inclined to seek product solutions online, including insurance and annuity products.

63% of our traffic is age 45+.

70% of our visitors are male.

More than half of our visitors are: avid investors, business professionals and business/economic news junkies.

Robust Portfolio of Capabilities

AnnuityFYI.com has a number of standard and custom solutions designed to help you achieve your marketing goals.

We help you develop fully-integrated programs that reach the audience you want to target —whether it's a branding campaign, product launch or thought leadership distribution.

Standard Placements
468x60 Run of Site

Email
Sponsored Newsletter
Dedicated Email

Social Media
Sponsored Posts

Share of Voice
Channel Takeover
Site Takeover
Blog Takeover

The screenshot displays the AnnuityFYI website interface. At the top, there is a navigation bar with the AnnuityFYI logo, a search bar, and links for "Ask Annuity FYI By Email", "Find an Advisor", and "For Investment Professionals". Below the navigation bar, there is a main content area. A red arrow points to a banner placement for Ohio National Financial Services, which includes the company logo, name, tagline "Life changes. We'll be there.", and a "Learn More" button. Below the banner, there is a section titled "Deferred Income Annuities" with a video player and a "Continue" button. The video player shows a play button and a scene with a person sitting on a bench in a park. The text below the video explains what a deferred income annuity is.