



Sure Dividend Media Kit

About Sure Dividend

Sure Dividend was founded in 2014 to help investors build high quality dividend growth stocks for the long run.

Since then, we've grown to reach 100,000+ users monthly on suredividend.com. We have 9,000+ members of our various premium services. And we have 190,000+ contacts on our email list.

The Weekend Reads Email

Every Friday morning we send an email to our entire 190,000+ person email list covering relevant dividend and investing related stories since our last Weekend Reads email send.

We have a ~30% open rate and ~2.5% click through rate on our Weekend Reads email. [Click here](#) to see an example Weekend Reads email.

Weekend Reads Email Demographics

Our audience is on average U.S. based, higher net worth, male, in or near retirement, and interested & experienced in investing.

- Age: 86% are 46+, including 46% who are 66+
- Net Worth: 57% have a household net worth of \$1+ million, including 4% with \$10+ million.
- Investment Experience: 65% have 10+ years of investing experience, including 46% with 20+ years of investing experience.

Note: Demographics information was calculated based on 3 separate surveys sent to our non-members, non-highest tier members, and highest tier members respectively. The survey was sent on August 2nd, 2022. The above demographic information is based on total survey responses. Because of this, it weighs toward overrepresenting our premium members as they have higher responses to surveys.

Advertising Opportunities & Rates

We have sponsorship opportunities open in the Weekend Reads email, which goes out to our entire email list every Friday.

[Click here](#) to see an example of the Weekend Reads email with sponsorship. We are happy to work with advertisers on specific copy / messages / details. Weekend Reads sponsorship also comes with a bullet point story in the top 5 stories of the Weekend Reads email.

We only recently opened advertising up in July of 2022. Because of this, we are temporarily offering a discounted rate of \$20 CPM. We are targeting a long-term CPM of \$30.

Contact Us

Contact Ben Reynolds (ben@suredividend.com) for more information.