



# 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](https://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 2<sup>nd</sup>, 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](mailto:ben@suredividend.com)) for more information.