

## InvestorNews & Critical Minerals Institute (CMI) STATISTICS



Media  
**Reach**



Audience  
**Insights**



Mobile App  
**Access**

**InvestorNews.com** – Secure an Online Presence in Record Speed.

Powered by the **Critical Minerals Institute (CMI)** — The Brain Trust of the Critical Minerals Economy.

Available anytime via our mobile app — **InvestorNews.App** — for on-the-go market insights and updates.

**120M+ impressions per year**



Majority  
audience:



45%



22%



18%



15%

**350+** premium URLs  
driving traffic



Anchored by **InvestorNews.com** — with additional portals including **InvestorTalk.com**, **Investor.Services**, and **CriticalMineralsInstitute.com**, ensuring maximum visibility across the resource, technology, and capital markets.

**Email  
Distribution**

**500,000+** ultra-targeted emails delivered monthly —  
delivering your news directly to engaged industry decision-makers.



**Social Media  
Footprint**



**20K**  
SUBSCRIBERS


2.29M  
VIEWS

1,500+  
INTERVIEWS

10.8M  
IMPRESSIONS

4:45  
AVG. VIEWER  
DURATION

**YouTube**   
**InvestorChannel.com** 

**X** (formerly  
Twitter) 

**50,450** followers

**LinkedIn** 


**26,819** followers

**Facebook** 

**1,495** followers

**Additional Distribution**

**EIR**  
ELLIS MARTIN REPORT

**Instagram:**  **250** followers 

**TruthSocial:**  **8,200** followers 

**TikTok:**  **3,500** followers 

**Radio  
Distribution:**  **7.5M**

**Podcast Distribution**



Spotify, Apple Podcasts,  
iHeart Radio, Amazon Music  
& Pocket Cast     

**Why This  
Matters**

With a global audience, multi-platform presence, and targeted industry distribution, **InvestorNews.com** and the **Critical Minerals Institute (CMI)** deliver unmatched reach in the resource, technology, and capital markets.

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