



CRITICAL MINERALS & RARE EARTHS, MARKET OPINION

**Alas, Ukrainian Rare Earths: But "There's No There There?"**  
Gertrude Stein, a writer and original influencer who lived in Paris from 1903 until she died in 1946...

Jack Liblan February 24, 2025 [2] 4 Comments



CRITICAL MINERALS & RARE EARTHS, MARKET OPINION

**Bay Street Looks Up, Wall Street Looks Down as Trump Tariffs Place Canada's Critical Minerals in the Spotlight**  
"The underlying theme of this economic conflict is the battle for control over critical minerals, a vital resource..."

Tracy Hughes February 25, 2025 [2] 16 Comments



CRITICAL MINERALS & RARE EARTHS

**InvestorTalk Alert: Fat Ryan from Ucore Rare Metals Inc. to host on Wednesday, February 26, 2025**  
InvestorNews is pleased to announce an upcoming InvestorTalk scheduled for tomorrow, Wednesday, February 26th, at 9 AM EST...

Investor News February 23, 2025 [2] 1 Comment



CRITICAL MINERALS & RARE EARTHS, MARKET OPINION

**Why the U.S. Can't Afford to Lose Canada's Critical Mineral Aluminum**  
"Once the dominant producer of aluminum globally, today the U.S. produces only 1.2% of the world's supply, highlighting..."

William Neill February 25, 2025 [2] No Comments



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Secure an  
Online Presence in  
Record Speed.

# Introduction.



“InvestorNews has been a valuable partner in Power Metallic’s success. It’s been a **highly effective component of our digital media strategy, delivering a strong return on investment.**” -- Terry Lynch, Power Metallic Mines Inc. (TSXV: PNP | OTCQB: PNP)

## Welcome to InvestorNews.com

Our goals are clear, straightforward, and reflect what we do best:

1. **Elevate your company to the #1 position on Google News**—maximizing your visibility where many investors seek to learn to fact check you first.
2. **Craft compelling, optimized narratives for your story**, providing text-rich content that online platforms, from Google to ChatGPT, prefer and prominently feature when investors search for information on where to find you.
3. **Amplify your reach by converting all interviews into podcasts**, strategically distributed across all five major podcast platforms to engage an even broader audience.



# What We Offer.



# Our Reach & Distribution.

Unparalleled distribution allows investors to find your story on any medium and in any form. By creating an extensive distribution network, InvestorNews creates a strong multi layered SEO strategy.

InvestorNews.com offers capital market coverage that investors trust. An independent online media platform, InvestorNews.com provides a springboard for audience interest through compelling interviews produced by world-renowned experts, award-winning financial analysts and writers.

*The result?* InvestorNews.com offers the highest integrity rating possible.

 **investor.coffee** podcasts are distributed on the following:



Spotify



Apple



iHeartRadio




Amazon Music



Pocket Casts



Over +120 Million Hits Annually.

 70K+ Outbound Emails Weekly  
+350 URLs forward to InvestorNews.com



15.3K+  
Subscribers  
4:45  
Average Viewer Duration  
10x!  
Higher Than The Average Viewer!

 12.5K+ Followers

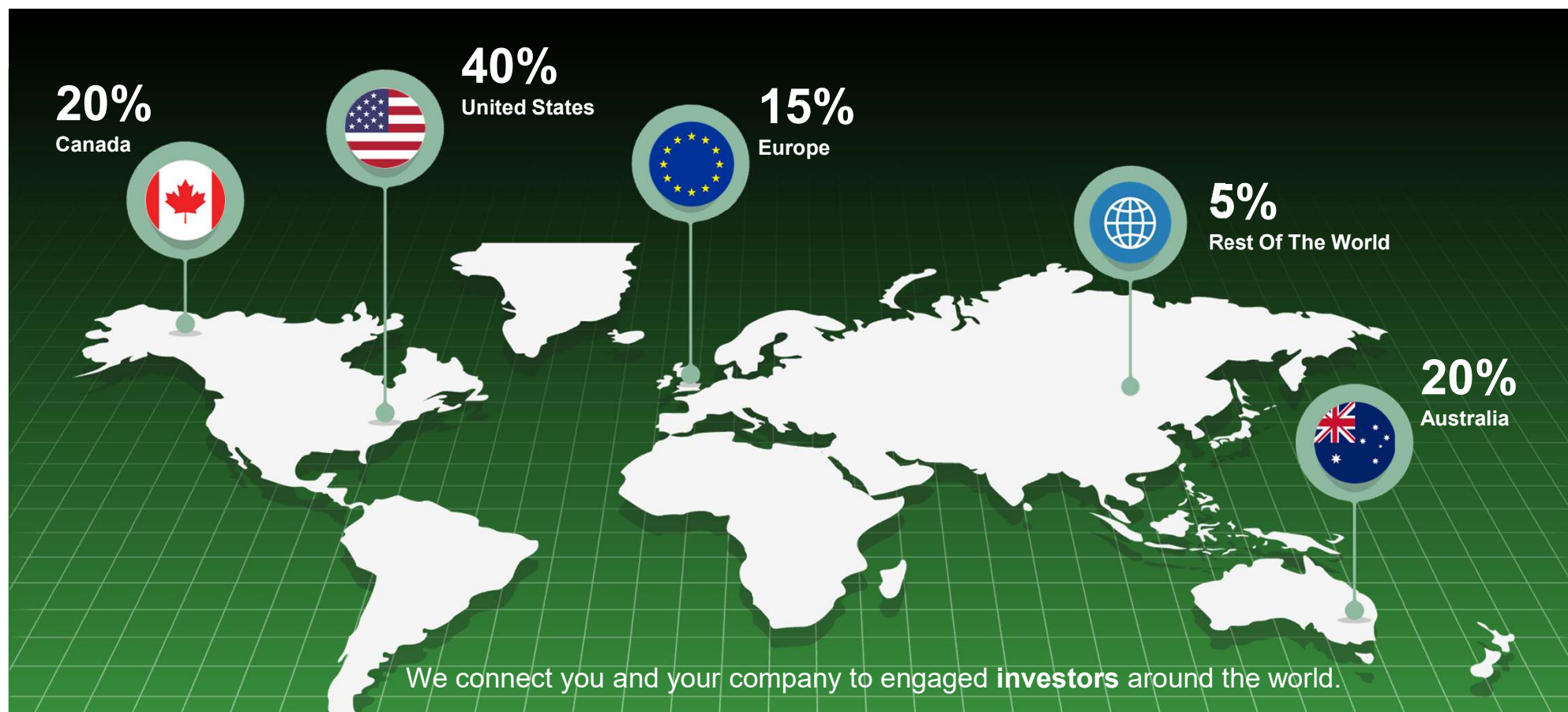
 1.5K+ Followers

 50K+ Followers  
+1M Impressions Monthly

InvestorNews.com // 4

# Our Audience.

Over **+120 Million** Hits Annually.



# Testimonials.



"Tracy Hughes and her team at **InvestorNews** have provided outstanding value to Energy Fuels for many years. If you are in the resource sector, a relationship with **InvestorNews** is an absolute must!"

**Mark Chalmers**  
President, CEO & Director  
**Energy Fuels Inc.**  
(NYSE: UUUU | TSX: EFR)



"**InvestorNews** has been a valuable partner in Power Metallic's success. We've conducted several well-received interviews and connected with new shareholders through the **InvestorTalk** series. It's been a highly effective component of our digital media strategy, delivering a strong return on investment."

**Terry Lynch**  
President, CEO & Director  
**Power Metallic Mines Inc.**  
(TSXV: PNPN | OTCQB: PNPNF)



"We are impressed with the **InvestorNews** team for how they provide independent and real coverage within the industry. They play such an important role to provide factual data, commentary and content to help investors make decisions and support companies to raise awareness. With so much going on today, it's refreshing to have a platform like **InvestorNews** that cuts through the noise. Hats off to the team for getting the recipe right. I'm a huge fan not just as a CEO, but also an investor in this industry."

**Chris Gibbs**  
CEO & Managing Director  
**American Rare Earths Limited**  
(ASX: ARR | OTCQB: ARRF)





# Digital Strategy.

"A strong foundation starts with a blueprint, and the same goes for your digital media strategy. A little investment upfront can pay off significantly in the long run."

**Tracy Hughes**  
Founder & CEO,  
InvestorNews Inc.

## One-Page Recommendation

We provide an insightful review and a clear, one-page recommendation – a launchpad for your digital media success.



## Content Review

We analyze your existing architecture – websites, social channels, YouTube presence – and build a customized plan that leverages your strengths.



## Optimize Key Touchpoints

We streamline interview schedules and event announcements to enhance your digital presence.



## Enhance Current Success

We focus on improving media relationships and optimizing content to ensure alignment with your overall strategy.



## Our Approach



# Advertising & Custom Branding.

Our New York City-based art director, David Janowitz, with over 12 years of experience at Investor News, will create eye-catching banner ads displayed across the website, linking directly to your site. Your logo will appear on ticker tapes and key areas for maximum exposure. Many love their banners so much, with full content ownership, they can repurpose them elsewhere.

## **Need help with a compelling sell line?**

We've crafted hundreds, named companies, and worked with over 2,500 public companies.



# Reach & Engagement.

Stay connected with a thriving community of investors across multiple platforms.



Over **+15,500** engaged subscribers tune in for valuable insights @InvestorCoffee.

YouTube



Our follower base of **+50,000** stays up-to-date on the latest investment trends.

X (Formerly Twitter)



Network and connect with over **+12,500** industry professionals on LinkedIn.

LinkedIn



Gain direct access to clients and investors, amplifying your visibility within our exclusive app.

InvestorNews.App

# Video Publication & Distribution.

Maximum Reach, Maximum Impact.

## Video Publication

1

All interviews are published on **InvestorNews.com**, **@InvestorCoffee**, on YouTube, and turned into podcasts on five major platforms.

Client news releases are also published on **InvestorNews.com** and featured on dedicated landing pages with stock details, links, updates, and media coverage.

## Video Distribution

2

We distribute these interviews across multiple platforms, including **InvestorNews.com**, **@InvestorCoffee**, YouTube channel, Spotify, and Google Podcasts, ensuring you reach your target audience wherever they consume information.



# 49%

Companies using video content see a 49% faster revenue growth than those that don't.

1

Our award-winning hosts, with decades of experience at top networks like **CNBC**, **CBC**, **Wealth TV**, **BNN**, and **BBC**, bring unparalleled credibility and engaging insights to your fingertips.

2

**Go deeper** through exclusive, in-depth interviews featuring your C-suite executives, hosted by renowned experts like Tracy Hughes, Jack Lifton, Kevin Ernst, Stephen Lautens, Peter Clausi and Jack Bensimon.



# Social Media & Masterclasses.



1

## Expand Your Reach:

Get your content seen by more investors. We distribute your media, like video interviews and news releases, across high-impact social media channels we manage.

2

## Our Masterclasses:

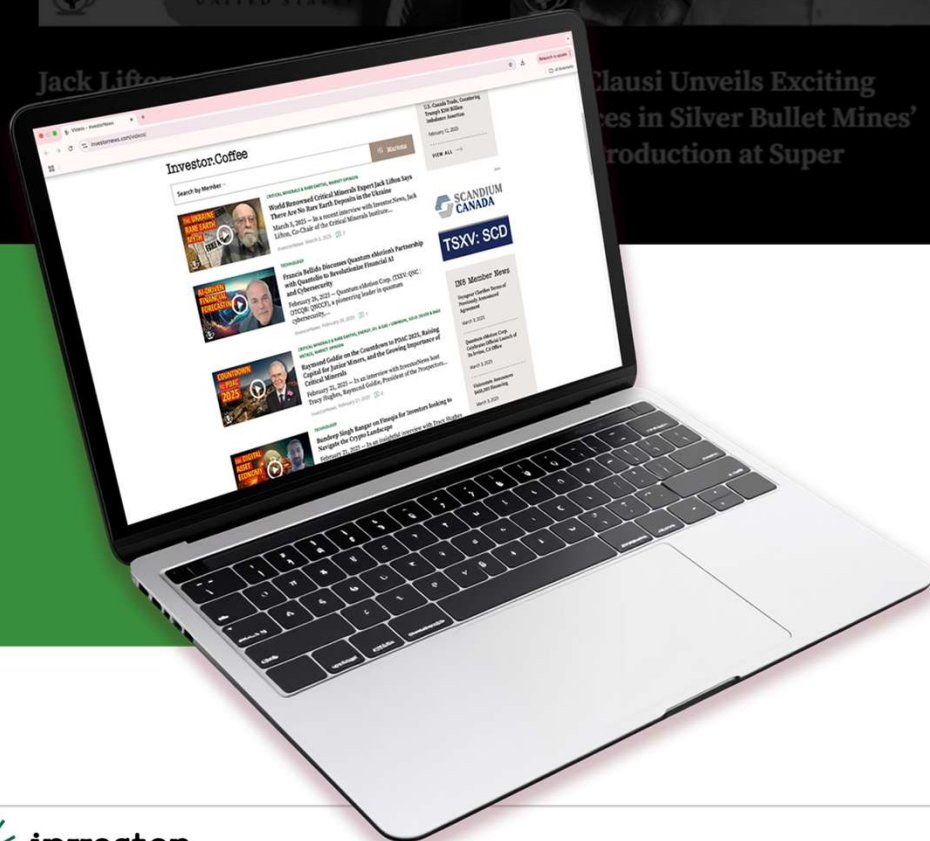
Go beyond distribution. Gain valuable insights and hone your social media strategy with our **InvestorNews** masterclasses. Learn how to master platforms like X, LinkedIn, and Mailchimp.

3

## Dominate Video Marketing:

Stand out with a professional YouTube channel. **Don't have one?** We'll build it for you and guide you on creating engaging content.

# Offering Video Coverage Across The Capital Markets.



ALT5 Sigma's Peter Tassiopoulos Explains How Crypto Works and Examines Trump's Impact on the Crypto Revolution



ALT5 Sigma Surpasses \$2B in Transaction Volume as CEO Peter Tassiopoulos Highlights Record-Breaking Year

## Video Publication & Distribution

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We distribute these interviews across multiple platforms, including **InvestorNews.com**, **@InvestorCoffee**, YouTube channel, Spotify, and Google Podcasts, ensuring you reach your target audience wherever they consume information.



# Unmatched Online Visibility.

**InvestorNews.com** catapults your brand to the forefront of investor consciousness through a powerful network exceeding 350 targeted domains. Imagine your company prominently displayed across keywords like **#invest** and **#investor**. This includes high-impact domains like **InvestorNews.com**, and **InvestorChannel.com**.



## How We Do It.



### Targeted Reach:

These strategically chosen domains act as investor magnets.



### Maximum Visibility:

All domains seamlessly redirect to Investor News.



### Dominant Presence:

This strategy establishes your company as a leader in the investment space, fostering trust and confidence.



# News Releases & Our SEO Advantage.

1

## Reach The Right Audience:

Get your company's news in front of a targeted audience of investors with our investor-focused platform, **InvestorNews.com**.

2

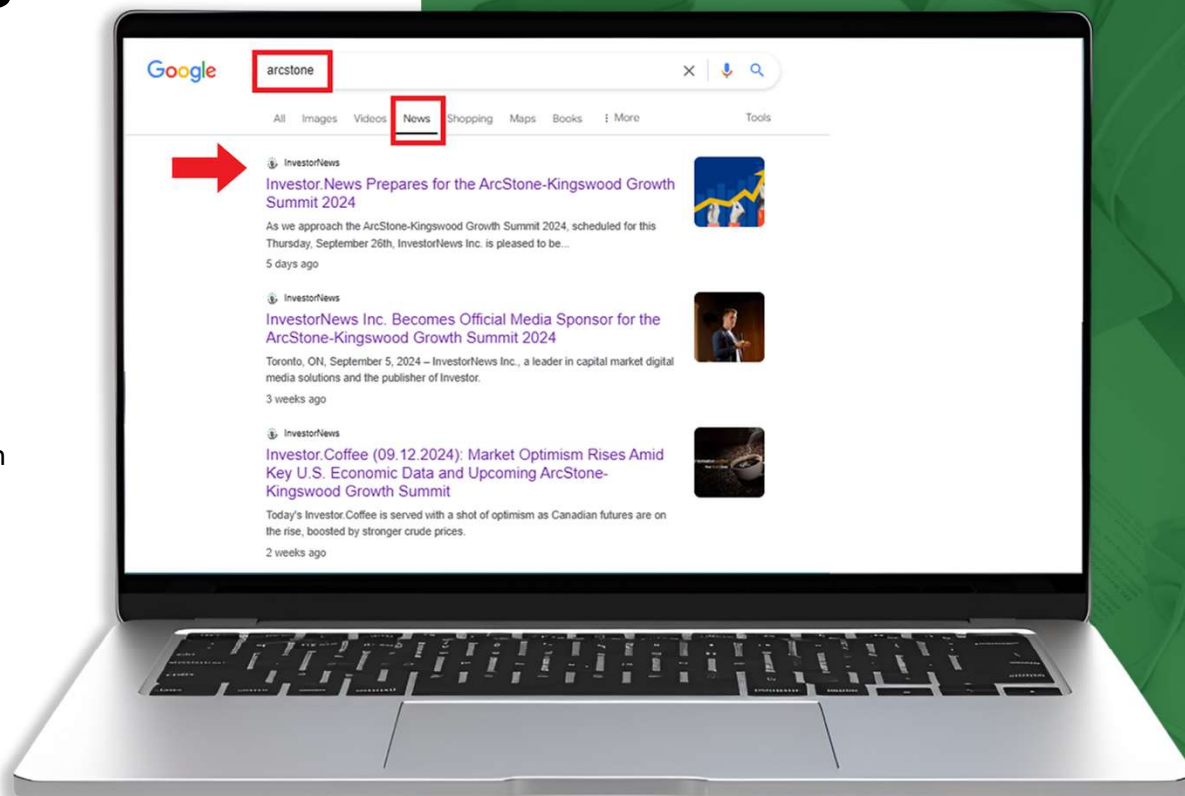
## Centralized Hub:

Showcase your news releases on a dedicated landing page, creating a central and easily accessible location for investors to stay informed about your company's progress.

3

## Maximize Engagement:

Increase investor and stakeholder engagement by amplifying your news across social media channels with eye-catching visuals.





# Special Deals & Event Partnerships.

**InvestorNews.com** leverages its extensive industry network to bring you exclusive access to premier events. As a valued client, you'll gain special opportunities to attend the upcoming **Critical Minerals Institute (CMI) CMI Summit IV** on May 13-14 at the National Club in Toronto, Ontario.

As a client, you gain access to special opportunities for these premier industry events: discounted rates, priority access, networking events and valuable insights.

## **Don't miss this chance.**

Connect with key decision-makers, explore the latest trends, and shape the future of the critical minerals sector.



# 500+ YEARS

## A World Class Team with +500 Years of Real Experience.

Backed by an International Team of Experts.

**Tracy Hughes**



CEO & Director, InvestorNews Inc.

**Jack Lifton**



Host & Columnist, InvestorNews Inc.

**Russell Fryer**



Corporate Development & Director, InvestorNews Inc.

**Ellis Martin**



Host, Ellis Martin Report (EMR)

**Christopher Ecclestone**



Analyst & Mining Strategist, Hallgarten + Company

**Raj Shah**



SVP & Assistant Publisher, InvestorNews Inc.

**Peter Clausi**



Host & Columnist, InvestorNews Inc.

**Melissa 'Mel' Sanderson**



Columnist, InvestorNews Inc.

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**Peter Nicholson**



Columnist, InvestorNews Inc.

**Alastair Neill, P.Eng**



Columnist, InvestorNews Inc.

**Risk Mitigation**



Columnist, InvestorNews Inc.



# Our Partners.



**Kingswood Capital Partners** is a full-service investment bank with offices in New York, Miami and several key states across the US.

The Kingswood Capital Partners team is part of Kingswood US, which is a best-in-class financial services firm that includes a robust wealth management platform, an SEC-registered RIA, and two FINRA-licensed broker-dealers.



**ArcStone Securities and Investments Corp.** is an employee-owned financial services firm focused on providing bespoke financial solutions and advice tailored to our clients' unique needs.

We have a proprietary equity capital markets franchise that includes global institutions, accredited investors, family offices, providing unparalleled access and facilitation to the equity markets for venture companies.



**Mineral Fund Advisory Pty. Ltd. (MFA)** is an Australian company (ABN 99 072 412 563) established to provide accurate price information (Imperial and Metric Formats) and news (Current & Updated Metal News) for: Precious Metals, Battery Metals, Platinum Group Metals, Base Metals, Rare Earths, Minor Metals and Critical Minerals.

MFA also monitors and advises on the world's 220 Metal & Mining ETFs (Exchange Traded Funds) and the world's 109 leading Gold & Precious Metal, Battery Metal, Silver, and Mineral Exploration Managed Funds.



# InvestorTalk Events.



Enhance your investor engagement with a comprehensive events program:

1

## Online:



### Daily InvestorTalk Events:

Join live, interactive Q&A sessions every weekday from 9-9:20 AM EST.

### Present Your Story:

Clients can participate in up to three sessions per year.

2

## In-Person:



### Monthly InvestorTalk Meetings:

Network with industry experts and potential investors at our exclusive Toronto gatherings, held at the historic National Club and Montreal's Atwater Club.

### Complimentary Attendance:

Clients receive one complimentary in-person events annually.

# Newsletters.

Maximize Your Exposure with Targeted Investor Reach.



## Daily Investor Visibility:

1

Gain prominent placement in **Investor.Coffee** newsletters, reaching over +8,000 active investors across North America, UK, and Australia every business day.

## Weekly Critical Minerals Focus:

2

Get featured in the **Technology Metals Report (TMR)**, a comprehensive digest sent on Fridays to a combined audience of Investor.News subscribers and **Critical Minerals Institute (CMI)** members globally. This ensures your updates reach a highly targeted audience deeply interested in the critical minerals sector.



# Get in Touch.

Secure an Online Presence in Record Speed.

A photograph of two people sitting on a dark green sofa. In front of them is a small, round, white marble table with two white coffee cups, two glasses of water, and two dark grey napkins. The napkins feature a white logo of a microphone with radiating lines. The person on the left is wearing a green jacket over a white shirt and dark pants. The person on the right is wearing a white shirt and light-colored pants. The background is dark and out of focus.The logo for InvestorNews, featuring a stylized white microphone with radiating lines above the word "investor" in a bold, sans-serif font, with "news" in a smaller, lowercase font below it.

**investor  
news**

For more information on the  
**InvestorNews Program** contact:

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