



# InvestorNews Program

We Put You **Front** and **Center** for Every Investor Search

**Secure an Online Presence in Record Speed.**

Think pole position at an F1 start—clear track, maximum acceleration. InvestorNews puts you there, propelling your story to the **Google News** front page and **ChatGPT** priority within 24 hours, so investors see your narrative before critics even leave the pit lane.

## Independently trusted.

For 24 years **InvestorNews Inc.** has been the independent heartbeat of the capital markets, publishing fact driven intelligence that traders, institutions, and journalists rely on.









## 10 million+ monthly hits.

Legacy media often cite us the moment news breaks.

## Zero pay to print articles.

Unlike many online platforms, every word we publish is earned editorial—our independence is the algorithmic edge that keeps rankings high.

## Engineered for Instant Market Traction.

Core Channel	What It Delivers	Annual Reach
InvestorNews.com	Daily news & analysis syndicated to Google News and 350+ finance portals	120M impressions
InvestorCoffee® (YouTube)	<ul style="list-style-type: none"><li>1,560+ CEO &amp; C suite video interviews</li><li>15,345 subscribers</li></ul>	1.8M views
InvestorPodcasts.com	On demand audio of every flagship interview	Global audience
InvestorTalk Event Series	<ul style="list-style-type: none"><li>Live Q&amp;A with institutional &amp; retail investors</li><li>In-person events in Toronto monthly</li></ul>	100+ events
X / LinkedIn / Mailchimp	 	Persistent engagement
Primary Markets Reached	 40%  20%  20%  15%  5%	



# Bonus *horsepower*

*Every client receives the raw video file to host on their own website or YouTube channel, tapping into the platform's*



*2.9 billion monthly users*

## Four Pillar Advantages.

### Editorial Authority

Seasoned analysts distill complex geology, code, or clinical data into investor ready scripts within hours of meeting management. Each video is paired with a minimum 350 word text brief that search engines love and investors bookmark.

### Multi Modal Distribution

Web, video, audio, social, email: every format interlocks into a single conversion funnel that compounds reach.

### Algorithmic Visibility

Search optimised content consistently claims the top grid spots on Google News and ChatGPT, driving organic discovery lap after lap.

### Investor Engagement

Interactive InvestorTalk sessions convert passive viewers into active shareholders through real time dialogue. Invitations reach >9,000 opted in market participants, and we publish a preparatory column on InvestorNews.com the day before to prime the audience.

## How the InvestorNews Program puts you out front in under 24 hours.

- **We import your corporate logo on Day1, craft responsive banner sets**, and rotate them site wide—each click traces a fast lane back to your investor page.
- **A dedicated Company Hub is live within the first 24hours**, permanently archiving every news release for search traction.
- Your first **studio quality video is scheduled immediately** and promoted across all channels.

### Contact Us

Call **Russell Fryer** at +1 917 667 0595 or email **Russell@investornews.com** to shift your ticker into the market's fast lane.

## InvestorNews Program Deliverables (1-Year):

- Eight broadcast grade video interviews hosted by **Ellis Martin, Brendon Grunewald, Jack Lifton, Tracy Hughes, or Peter Clausi**
- **Podcast syndication within 24hours** to Spotify, Apple, iHeartRadio, Amazon, and Pocket Casts.
- **Publication & archiving** of all news releases on your Company Hub.
- **One priority InvestorTalk (virtual or hybrid) with full invitation management**, moderation, and a pre event briefing column.
- Perpetual banner ads & homepage tiles **funneling qualified traffic to your investor center**.
- Precision social pushes to **>80k followers** and **>9k daily email** readers who requested InvestorNews updates.
- **Comprehensive digital audit** plus quarterly KPI dashboards covering reach, CTR, dwell time, and conversion efficiency.