The world is overwhelmed with noise and information.

Humanity generates a staggering 2.5 exabytes of data every day. A transformative shift is needed to help people understand it.
Visual Capitalist is one of the world’s fastest-growing digital publishers.

Here’s how we keep readers informed:

- Examine global ideas from a new perspective
- Provide context around current events
- Demystify emerging technology and market trends
- Break down and explain complex concepts
- Supply the data, not the opinions

Since 2011, our mission has been to simplify an increasingly complex world through data-driven, visual storytelling.

Located in Vancouver, Canada
Meet the team redefining media
We have built an active following of millions of investors, C-level executives, and influential B2B decision-makers worldwide.

Reach

- Unique monthly visitors: 6,400,000+
- Daily email subscribers: 260,000+
- Social media followers: 806,000+

Community Profile

- Investors: 71%
- Household income greater than $150k: 40%
- Consume content through mobile: 67%
- Gender split: 54% / 46%

Professional Profile

- 38.4% of our audience is at the manager level or higher.

Top 10 Audience Industries

- Financial Services
- Technology
- Management Consulting
- Marketing & Advertising
- Banking
- Higher Education
- Software
- Oil & Energy
- Internet
- Investment Management
Our channels are experiencing tremendous audience growth.

**Visual Capitalist Email Subscribers**

- 2019: 108K
- 2020: 187K
- 2021*: 260K+

**Social Media Subscribers**

- 2019:
  - LinkedIn: 27K
  - Twitter: 88K
  - Instagram: 67K
  - YouTube: 6K
- 2020:
  - LinkedIn: 64K
  - Twitter: 125K
  - Instagram: 175K
  - YouTube: 101K
- 2021*:
  - LinkedIn: 211K
  - Twitter: 196K
  - Instagram: 1583%
  - YouTube: 100K

*Based on Nov 2021.
Connect with millions of investors and decision-makers around the globe.

The most influential decision makers regularly visit our site for powerful visual content and insight.

VC Audience

Best-selling author and podcaster

Tim Ferriss

Venture capitalist, founder of Netscape

Marc Andreessen

Billionaire, founder of Dell Computers

Michael Dell

Time's 100 Most Influential List, Climate Scientist

Katharine Hayhoe

Billionaire, founder of AOL

Steve Case

Economist, 4x NYT Bestselling Author

Liz Ann Sonders

CEO, Mandalay Entertainment

Dambisa Moyo

What our audience invests in

<table>
<thead>
<tr>
<th>Investment</th>
<th>Mid or large cap</th>
<th>Micro or small cap</th>
<th>ETFs</th>
<th>Precious metals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>60%</td>
<td>55%</td>
<td>40%</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Accredited</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>68%</td>
</tr>
<tr>
<td>Institutional</td>
<td>12%</td>
</tr>
</tbody>
</table>

Accredited

Other

68%

12%

9%

11%

60% 55% 40% 51%
Who we work with

We work with a network of partners to help them extend their reach through visual storytelling, including:

Small cap organizations and start ups with big ideas

Global brands and Fortune 500 corporations
Brand recognition

Our highly shareable content is regularly featured in media and news outlets worldwide, including:

- Forbes
- Business Insider
- World Economic Forum
- Zero Hedge
- MarketWatch
- The New York Times
- WSJ
- BBC
- CNBC
- Seeking Alpha
VC Galaxy

The full Visual Capitalist offering includes an array of services:

VC Services

VC Branded Content
We offer an extensive range of premium branded content programs to bring your story to life and connect you with the right audience.

VC Advertising
73.3 million visitors
260,000+ email subscribers

Thought Leadership
Leverage your insights with branded content that can be used across your channels.

VC+ Premium members subscription providing the best visual content on business and investing across the web

VC Licensing
Power your story with our library of original, data-driven graphics
Updated weekly
Whitelabel options available

VC Books
Our best visualizations, on your bookshelf
Learn more:
Visualizing Change
Signals

VC Studios
Good data deserves great visualizations.
Our print and digital capabilities are guided by a design ethos that prioritizes clarity, credibility, impact and vision

Spectrum
Redefine your corporate communications strategy with our visual first consulting services

STUDIOS
Access our world-class creative team, who will transform your data with our unique visual-first approach

Mission
To simplify an increasingly complex world through data-driven, visual storytelling.

STUDIOS
Reach a highly influential, global audience of decision makers through our flagship media site

VC+ Premium members subscription providing the best visual content on business and investing across the web

VC Licensing
Power your story with our library of original, data-driven graphics
Updated weekly
Whitelabel options available

VC Books
Our best visualizations, on your bookshelf
Learn more:
Visualizing Change
Signals

Spectrum
Services include:
Analysis & strategy
Knowledge acquisition
Research and content creation
Ongoing trend monitoring
Training and development
Internal communications
You may not know these companies by name, but you've definitely seen their content recommendations at the end of articles and blog posts.

DUCKDUCKGO.COM
NAVER.COM
DOCOMO.NE.JP
GOOGLE.ES
GOOGLE.CO.JP
KOREA
TABOOLA.COM
TRIBUNNEWS.COM
JAPAN
91
U.S.
73
59
QUORA.COM
U.S.
66
7
U.S.
37
PINTEREST.COM
U.S.
45
12
DISCORDAPP.COM
Pages (“AMP”) Project is a Google-backed, open source initiative to standardize and simplify mobile pages.

INDIA
YAHOO.CO.JP
U.K.
60
80
JAPAN
YAHOO.COM
7
JD.COM
CHINA
97
BRAZIL
AMPPROJECT.ORG
TMALL.COM
Hindi
CHINA
98
U.S.
92

Global, June 2019
– a short-form video app gaining traction in the global market. The company is owned by ByteDance, which also runs TikTok, a top news aggregator in China. The company is currently the world’s most valuable unicorn and is the parent of Toutiao.

Visual Capitalist is the flagship of the VC galaxy and one of the world’s leading platforms for visual business content.
Get in front of a global audience. We bring your story to life and, more importantly, we ensure investors see it.

Contact our Partnerships Team to learn more.

**Advertising**

Sponsored Infographics

We work with you to craft powerful, data-driven branded content that educates and provides context around your area of expertise.

**Custom Content Solutions**

From motion and impact graphics to whitepapers and custom reports, our premium branded content plans are custom built for your needs.

**Company Spotlight**

A custom landing page on our site, highlighting your value proposition to investors. Key features include free quarterly updates, a bespoke lead generation program, 1.2M advertising impressions, and analytic monitoring.

**Sponsored Infographics**

We work with you to craft powerful, data-driven branded content that educates and provides context around your area of expertise.

**VC Channels**

Branded visual content platforms that educate a specific audience on focused topics.

Learn more:
- Wealth101
- The Advisor Channel
- The Money Project
- VC Elements
All campaigns are fully customizable to meet your objectives.

Contact our Partnerships Team to learn more.

Digital Display Ads
Custom animated GIF ads, with strategic audience segmentation to drive traffic to your content.

Custom Advertising Plans
A unique campaign to suit your organization’s objectives, specially designed to complement your exact requirements.

Takeover Ads
A high impact takeover ad, announcing your news to our audience. This runs sitewide for a 24 hour period.

Newsletter Sponsorship
Get in front of our 260,000+ email subscribers by sponsoring our daily email newsletter. Our premium sponsorship option lists your company ‘above the fold’ to maximize engagement with the 50,000+ people that open our emails each day.

<table>
<thead>
<tr>
<th></th>
<th>Digital Display Ads</th>
<th>Takeover Ad</th>
<th>Email Ads</th>
<th>Premium Email Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPM Rate</td>
<td>$24</td>
<td>$15,000 (flat day rate)</td>
<td>$22 (below fold)</td>
<td>$35 (above fold)</td>
</tr>
<tr>
<td>Minimum Impressions</td>
<td>120,000</td>
<td>200,000</td>
<td>200,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Dimensions</td>
<td>Width: 480px Length: 500px</td>
<td>Width: 1200px wide Length: 300-500px</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Responsive Optimized</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
THOUGHT LEADERSHIP

Amplify your proprietary data and insight through visual storytelling, and share your expertise with millions of decision makers through a fully-fledged thought leadership campaign.

We apply our proven principles to distill complex topics into understandable and highly shareable campaigns.

What’s included:

- Concise and impactful visualizations
- Long-term, comprehensive strategies across a range of channels
- Unbiased, data-driven content that builds brand trust
- Authentic branded content that can be used across your marketing channels

Contact us to find out more.
Good data deserves great visualizations.

Luckily, that's what we do. Since 2011, we've not only captivated millions of readers by explaining complex topics visually, but we've helped the world's biggest brands do it too.

Gain access to our world-class designers through VC Studios.

Our print and digital capabilities are guided by a design ethos that prioritizes clarity, credibility, impact, and vision. We transform your data with our proprietary visual-first approach, and build campaigns beyond the status quo to capture attention without sacrificing trust.

Because no one needs more information—they need more understanding.

Interested in finding out more about VC Studios? Contact us to find out how we can help.
VC+ grants readers premium access to the best visual content on business and investing from around the web.

Access the Trendline
Access our premium graphic newsletter, The Trendline. Upcoming features are announced each month.

Investor Community Beta
In development. As part of the VC+ offering, we're building an investor community platform. Check back for updates and news.

What's included:
- Special Features
- Access to The Trendline: Premium Graphic Newsletter
- Insider benefits: 15% discount at the Visual Capitalist Store
- Investor Community (coming soon)

Sign up for VC+
Take your corporate communications strategy to the next level with our pioneered visual-first consulting services.

**Corporate Communications**

Transform your organization’s internal communication strategy with our visual-first approach.

**Marketing Communications**

Redefine your content campaigns and materials with our visual-first marketing communications consulting services.

**What’s included:**

- Analysis and Strategy
- Knowledge Acquisition
- Research and Content Creation
- Brand Building and Capital Markets
- Ongoing Trend Monitoring
- Training and Development
- Internal Communications
- Content Campaign Marketing
- Marketing

Contact us to learn more and discuss a strategy for your needs.
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**Our Vision**
Our vision is to make the world’s information more accessible. Because of this, we allow our original content to be used as found on the Visual Capitalist platform for free with attribution. However, those looking to make edits to the content—including resizing, printing, translating, whitelabelling, or updating data—require a license.
Discover hundreds of pages of our best infographics, charts, and visualizations with our data-driven coffee table books.

**Visualizing Change**
This hardcover, coffee-table style book fuses art and data, mapping together our best charts to analyze macro trends around the globe.

**Signals**
Our latest book, Signals: Charting the Direction of the Global Economy, uses data to clearly highlight the global economic trends of the next decade.
We guide your team every step of the way.

Transform your story. Join the visual revolution.