

# Wall Street Oasis Media Kit

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WallStreetOasis.com is the largest online community of students and young finance professionals looking to advance their careers and gain market insight into all investable assets (stocks, crypto, options, real estate, etc).

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# NEWSLETTER EMAIL MARKETING

Our Weekly Wrap Up goes out each Friday at 12:00pm EST.  
 85K subscribers and an open rate over 43% (YTD 2021)  
 Three ads available in each issue: Featured, Spot #3 and Spot #5

## Where Deals, Diligence and Compliance Get Done



[Firmex - The World's Most Widely Used Data Room](#) - "With more than 15,000 new rooms opened every year, we support more deals than anyone. Our simple and secure data rooms, along with our award-winning customer service, give you confidence and control over your critical documents..." [Request a Quote](#)

-----> **Featured**

## TOP DISCUSSIONS:

1) [VP: "Do NOT Enter IB"](#) (202 comments) - "Don't fall into the false reality that 'senior banking is not that bad' or 'PE is better' because both of these are nothing more than myths..."

2) [Keep Your Head Up](#) (18 comments) - "The past year has been rough. Work-related burnout has been real, in all sectors. People have been laid off or driven to the edge of insanity with their current jobs. Some families and partners have been separated for months. Take a step back. Think about what you..."

3) [This is What Traders Are Talking About](#) - Looking for market-moving stories and expert investment analysis? Start your mornings with Insider's 10 Things Before the Opening Bell newsletter.

-----> **Spot #3**

4) [Senior Banker Q&A](#) (65 comments) - "WFH has changed the work style pretty dramatically. From 8 - 5 I am generally booked solid with zoom calls..."


5) [Discover Why the Vanderbilt MSF Program is Ranked #1 by WSJ/THE](#) - "Vanderbilt MSF students have a 98 percent average employment rate and companies such as Deloitte, Bank of America, and UBS hire our students. Don't miss the next deadline. Apply now."

-----> **Spot #5**

# NEWSLETTER EMAIL MARKETING

The Daily Peel goes out early every morning at 7:00am EST M-F.  
85K subscribers and an open rate over 43% (estimate)  
Exclusive sponsor each issue includes logo in header and feature section


July 5, 2021



**The Daily Peel**

Peel back the markets. Only what you need in 5 minutes.

Brought to you by...

 **FUNDRISE**

**Market Snapshot**

Indices	Name	Closing 6/14/21	1-Day % Change	YTD % Change	Market Cap (\$M)
*SPX	S&P 500	\$ 4,255	0.2%	13.3%	NM
*IXIC	Nasdaq Composite	\$ 14,174	0.7%	10.0%	NM
*DJI	Dow	\$ 34,394	-0.2%	12.4%	NM

**Picks from the Bunch**

GOOG	Alphabet Inc Class C	\$ 2,527.04	0.52%	44.2%	\$ 1,668,472
AMZN	Amazon.com, Inc.	\$ 3,383.87	1.11%	3.9%	\$ 1,706,566
PTON	Peloton Interactive Inc	\$ 112.09	-0.91%	-26.1%	\$ 33,436
ATOM	Atomera Inc	\$ 26.54	2.99%	64.9%	\$ 611
T	AT&T Inc.	\$ 29.09	-0.78%	1.1%	\$ 207,703
RIDE	Lordstown Motors Corp	\$ 9.26	-18.84%	-53.8%	\$ 1,635

**Crypto**

BTC	Bitcoin	\$ 40,315.70	3.33%	39.1%	\$ 758,746
ETH	Ether	\$ 2,578.60	240.2%	300.085%	\$ 300,085

Logo Header Placement

for Nikola as shares of the electric vehicle startup  
in June 2020 marred by fraud allegation and the  
change of pace, the stock jumped 19.2% to mark  
the stock's fourth straight day of gains totaling over 27%.

**Airbnb (\$ABNB)** – Have you booked any fun trips for this summer? Well, you're not the only one. Airbnb shares gained 6.3% on Thursday as the company is set to capitalize on a resurgence of travel and leisure following a depressing year for the industry. RBC initiated coverage of the stock with a "buy" rating and picked as its top travel stock over Expedia and Booking Holdings. The online platform announced several changes to its platform Monday focused on flexibility ahead of an expected travel boom as pandemic restrictions ease.

Featured Section

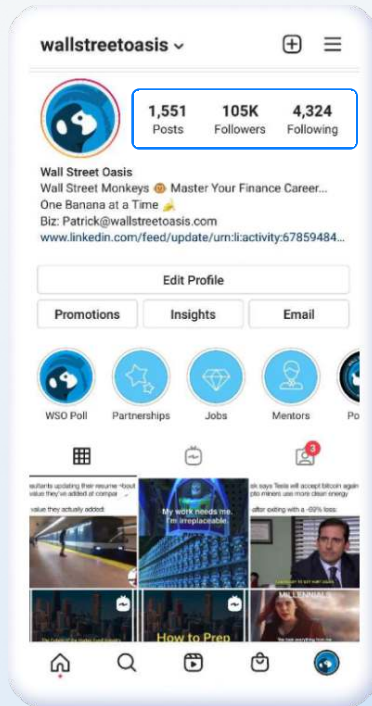


**FUNDRISE**

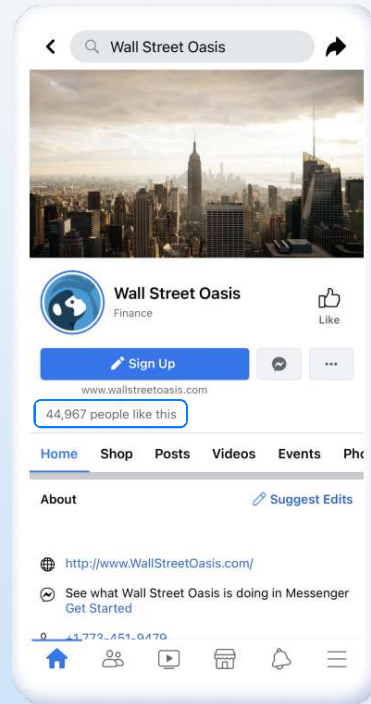
Make sure you [check out Fundrise](#), our favorite way to invest in real estate. The first platform to create a simple, low-cost way for anyone to access real estate's historically consistent, exceptional returns...plus, they help us bring you The Daily Peel for free.

# REACH ACROSS SOCIAL MEDIA

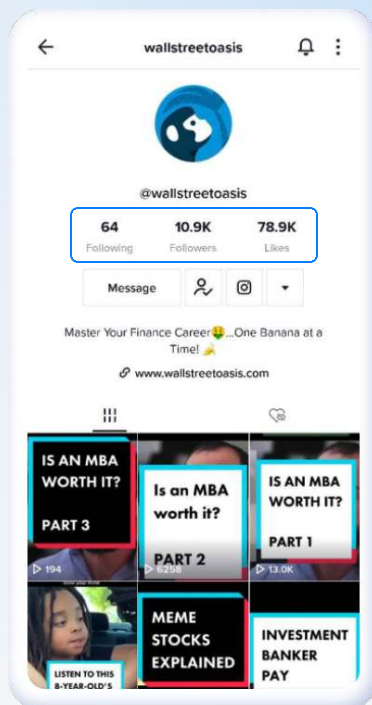
## Instagram



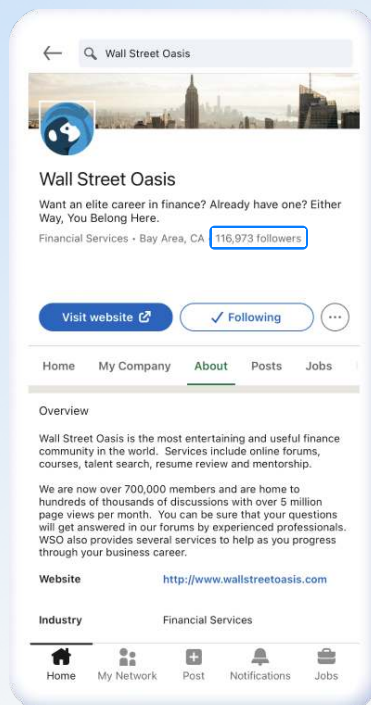
## Facebook



## Tik Tok



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# AD PRICING TABLE

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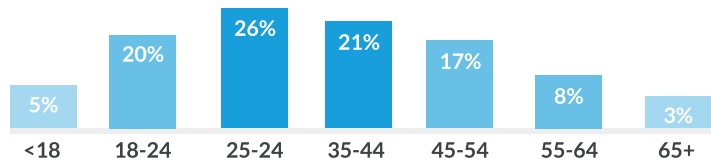
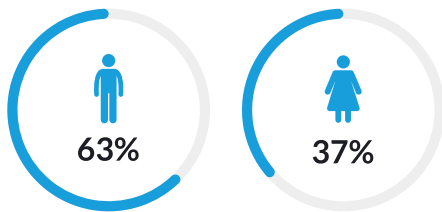
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# DEMOGRAPHIC BREAKDOWN

## Gender and Age

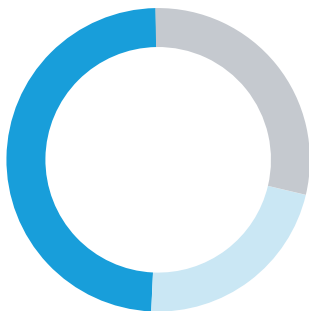


WSO attracts **1.6x more visitors in the 18-24 age segment** than the internet average.

**29%**  
ON WSO

**14%**  
INTERNET AVG

## Education Level



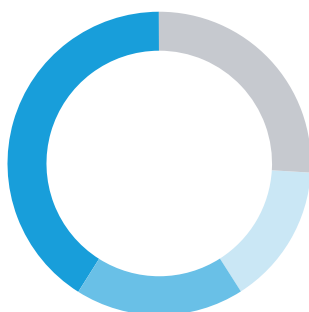
- No College ... 22%
- College ... 49%
- Graduate School ... 29%

WSO attracts **2x more visitors with a graduate school-level education** than the internet average

**29%**  
ON WSO

**14%**  
INTERNET AVG

## Household Income



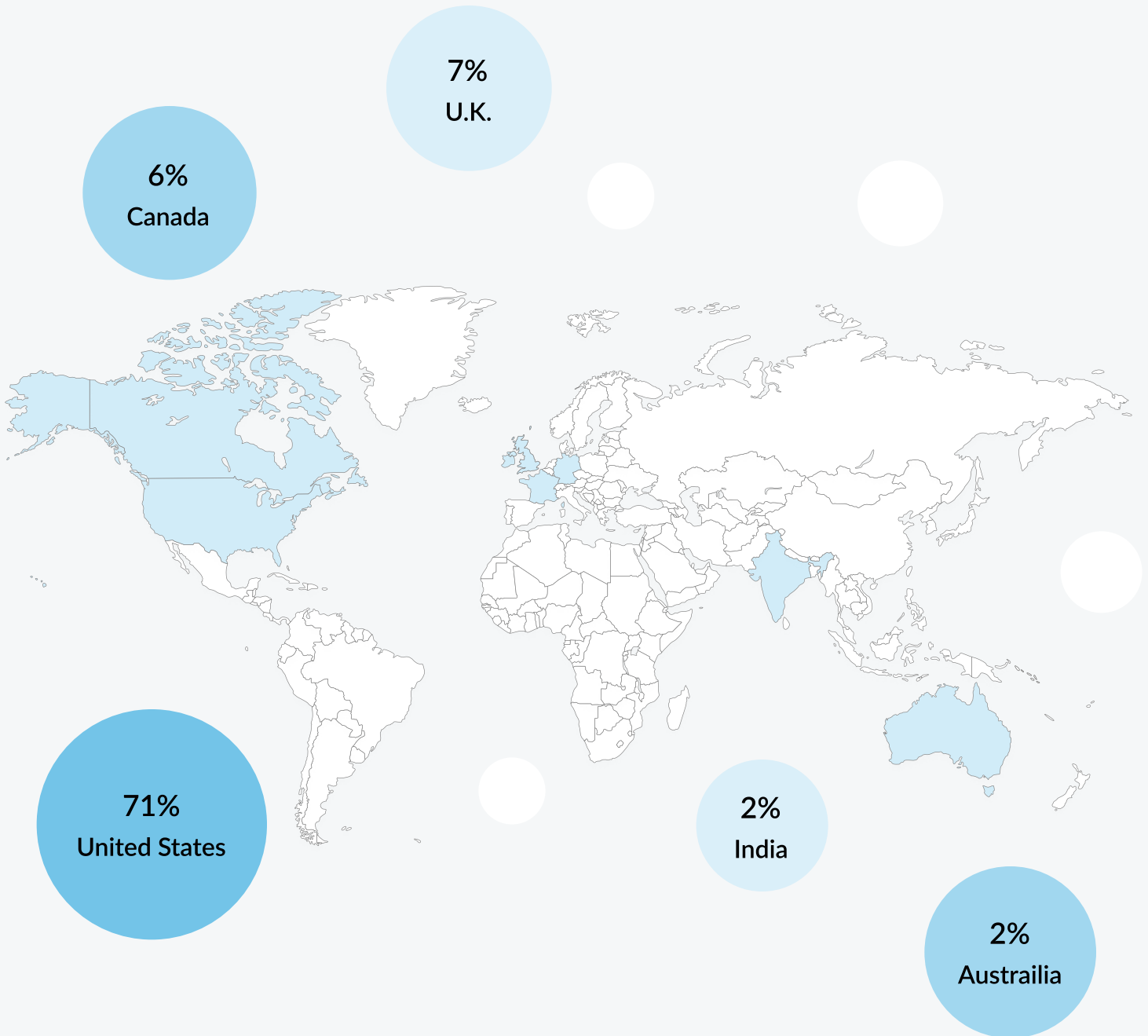
- < \$50K ... 41%
- \$50K - \$100K ... 26%
- \$100K - \$150K ... 15%
- \$150K+ ... 17%

WSO attracts over **2x more visitors in the \$150K + income segment** than the internet average

**17%**  
ON WSO

**8%**  
INTERNET AVG

# GEOGRAPHIC BREAKDOWN



## Other Visitors

1.4% Singapore | 1.2% HongKong | 1% France | 1% Germany