



ABOUT FINANCIAL THING

Financial Thing is a personal finance blog / website launched in 2015 as a resource for those looking for investment opportunities within peer to peer lending, crowdlending, crowdfunding and the Altfi sector. Financial Thing represents a unique opportunity for companies to reach highly targeted and motivated investors. Financial Thing presents DIY investment information in an easy to understand format that connects with everyday savers and investors. The information presented highlights the ever growing choices of peer to peer and crowd lending opportunities by providing unbiased reviews of Altfi companies as well as general investing information.

READER ENGAGEMENT

43%  EMAIL
OPEN RATE
Industry Average = 12%

7%  EMAIL
CLICK RATE
Industry Average = 1.8%

TRAFFIC SOURCES

80%  Google
Search

20%  DIRECT &
SOCIAL MEDIA

6,000 - 10,000

UNIQUE WEBSITE VISITORS
PER MONTH

OVER £50 MILLION INVESTED

By Financial Thing Readers

READER
LOCATION



74%



6%

REST OF
WORLD **20%**

Ad Packages

**FULL
Ad Package
£600 p/m**

Banner Ads (728x90px, limited to 5 spaces available monthly)
Sidebar banner Ads (300x250px)
Homepage fixed content (350x280px & 205x160px rotated weekly)
Inclusion on monthly marketing email
Desktop and mobile displays

**SLIM
Ad Package
£350 p/m**

Homepage banner Ads (728x90px, 5 companies monthly)
Sidebar banner Ads (300x250px)
Inclusion on monthly marketing email
Desktop and mobile displays

Standalone Advertising Options

**HOME PAGE
Fixed Content
£300 p/m**

Homepage fixed content (350x280px & 205x160px rotated weekly)
Inclusion on monthly marketing email
Desktop and mobile displays

**SIDEBAR
BANNER
£200 p/m**

Sidebar banner Ads (300x250px)
Desktop and mobile displays



ADVERTISING OPTION DESCRIPTIONS

Header Banner Ads 728x90 px

This ad space is limited to 5 companies per month on order to reduce saturation, meaning your ad is seen more often. The banner ads rotate on a 10 second automatic refresh rate, even if the user doesn't refresh the page. All ads appear in a random order using a random generator. The ad space is located in the header of every page on the website and displays on desktop and mobile versions. The ad links to your chosen URL.

Ad creatives are supplied by advertiser. Accepted formats are .jpg, .png or .gif

Sidebar Banner Ads 300x250 px

The sidebar banner ads rotate on a 12 second automatic refresh rate, even if the user doesn't refresh the page. All ads appear in a random order using a random generator. The ad space is located on any page that contains a sidebar and displays on desktop and mobile versions. The ad links to your chosen URL.

Ad creatives are supplied by advertiser. Accepted formats are .jpg, .png or .gif

Fixed Homepage Content 350x280 px & 205x160 px

This fixed content space is located in the most visible area of the homepage and remains in place for one calendar month. Each space rotates every Monday morning so your content appears in the larger areas for 3 weeks and the smaller areas for 5 weeks. This space links to a piece of engaging content. This content can be a review* (see below), a Q&A, a podcast, or another type of content as arranged.

* Financial Thing currently only reviews companies where personal money has been or is currently invested. This is to provide a non-bias review based upon investing experience.

For further information regarding advertising opportunities please email
help@financialthing.com



HOME PAGE DISPLAY



HEADER BANNER 728x90 px
(Appears on all pages)

PEER TO PEER LENDING ▾ WHERE I INVEST CASHBACK COMPARE PODCAST INVESTING ▾ ABOUT CONTACT



POPULAR

Index Tracker Continues To Beat Managed Funds And Probably Always Will



**FIXED HOMEPAGE
CONTENT SPACE**

350x280 px

Lending Works Review – My Unbiased
Peer To Peer Lender Review
★★★★☆

**FIXED HOMEPAGE
CONTENT SPACE**

350x280 px

Ratesetter Review – My Lender
Experiences After 3+ Years
★★★★☆

**FIXED HOMEPAGE
CONTENT SPACE**

350x280 px

Get To Know Loanpad – Initial Review +
Tutorial
February 5, 2019

**FIXED HOMEPAGE
CONTENT SPACE**

205x160px

Kuflink Review – My Peer To Peer Lender
Experiences

**FIXED HOMEPAGE
CONTENT SPACE**

205x160px

Get To Know Loanpad – Initial Review +
Tutorial

**FIXED HOMEPAGE
CONTENT SPACE**

205x160px

Wellmark Review – My Lender
Experiences After 2+ Years

**FIXED HOMEPAGE
CONTENT SPACE**

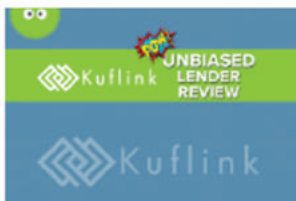
205x160px

1 Year – My Lender Experiences After 2+ Years

**FIXED HOMEPAGE
CONTENT SPACE**

205x160px

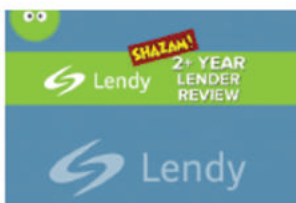
Funding Circle Review – My
Lender Experiences After 2+ Years



**Kuflink Review – My Peer To Peer Lender
Experiences**

★★★★☆

Kuflink Review ** Kuflink review updated August 30th, 2018** I have been
studying Kuflink for a while and decided to dip an investment toe in the...



**Lendy Review – My Lender Experiences After
2+ Years**

★★★★☆

Lendy Peer To Peer Lending Review ** Lendy review updated August
31st, 2018 ** After more than two years and a troubling amount of
defaults and suspect valuations,...



**SIDEBAR BANNER
300X250 px**

(Displays on all reviews and
pages with sidebars)



INTERIOR PAGE DISPLAY



HEADER BANNER 728x90 px
(Appears on all pages)

HOME INVESTING PEER 2 PEER LENDING CURRENT P2P HOLDINGS WHO WRITES THIS STUFF? RANDOM STUFF



Home » Peer to Peer Lending » If I Were Starting Over, Would I Still Invest In Peer To...

Peer to Peer Lending

If I Were Starting Over, Would I Still Invest In Peer To Peer Lending?

By Laurence -



As peer to peer company loan books mature and interest rates fall due to increased competition, many readers have been asking me if I still think peer to peer lending is still an investment vehicle I would recommend. I now have realistic return expectations as many of my peer to lending investments mature. When I manually invested in loans, I now know that even the best due diligence couldn't prevent capital losses because of the many overriding factors I have no control over (demand, supply, economy, valuation errors etc.).

So would I still invest through peer to peer lending? For now, my answer is yes and here are the reasons why:

Lender Return Rates Are Still Attractive

Advertised peer to peer lending net returns range between 3-25% depending on how much



SIDEBAR BANNER
300X250 px
(Displays on all reviews and
pages with sidebars)

POPULAR PEER TO PEER LENDING REVIEWS



Assetz Capital Review – My
Lending Experiences After 3+
Years

★★★★☆



Ratesetter Review – My Lender
Experiences After 3+ Years

★★★★☆



Landbay Review – My Lender
Experiences After 2+ Years

★★★★☆



Lending Works Review – My
Unbiased Peer To Peer Lender
Review

★★★★☆

POPULAR INVESTING ARTICLES





Banner Ad Specifications

Banner ads can be .jpg, .png or .gif formats. Flash files cannot be accepted.

Advertising Payments

Payments are made via credit card on recurring payment. Card will automatically be billed each calendar month on the date your first billing first occurred.

Cancellation

The minimum advertising commitment is 3 calendar months. If you would like to cancel after the 3 months, please send a written cancellation notice to help@financialthing.com 14 days prior to your commitment end date.

Financial Thing has the right to cancel advertising at anytime. If your advertising is cancelled, any applicable advertising fees will be prorated and returned.

For further information regarding advertising opportunities please email
help@financialthing.com