

# This is MONEY

ThisIsMoney.co.uk is the number one online destination for financial information, quality editorial and advice.

Edited by Simon Lambert and written by an expert team of journalists, it delivers the latest developments on everything from the financial world including investments, savings, holidays, pensions, mortgages and everything in between.



**Did you know?**  
**THISISMONEY.CO.UK**  
**IS A MULTIPLE AWARD**  
**WINNING FINANCIAL**  
**WEBSITE**

## What?

**MONTHLY UNIQUE VISITORS**  
**2.2M**  
 96K Daily

**MONTHLY PAGE VIEWS**  
**19M**  
 666K Daily

**MONTHLY VISITS**  
**8.5M**  
 285K Daily

## % OF TRAFFIC BY DEVICE

## Where?



42%



(Browser & App)




(Browser & App)

## Who?

### GENDER

48%   
 52% 

**46**  
 AVERAGE AGE

  
**73%**  
 ABC1%

  
**39%**  
 35-54  
 YEAR OLDS

## Why?

**47%**  
 have ISA, investments or premium bonds

**£30,600**  
 Average savings and investments

**+75%**  
 more likely to be moving house in next 12 months