

# 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**  
**2.6M**  
 211K Daily

**MONTHLY PAGE VIEWS**  
**20M**  
 634K Daily

**MONTHLY VISITS**  
**8.5M**  
 275K Daily

## % OF TRAFFIC BY DEVICE

## Where?



47%



(Browser & App)



(Browser & App)

## Who?

### GENDER

55%   
 45% 

**46**  
 AVERAGE AGE

  
**75%**  
 ABC1%

  
**36%**  
 35-54  
 YEAR OLDS

## Why?

**43%**  
 have ISA, investments or  
 premium bonds

**£31,800**  
 Average savings and  
 investments

**+61%**  
 more likely to be moving  
 house in next 12 months