

STOCKTRADES LTD

CANADAS FASTEST GROWING
INVESTMENT COMMUNITY



Stocktrades Ltd is a Canadian based investment company aimed at giving investors access to the most in-depth, comprehensive research available on the internet. Founded in 2016 to address the deficiencies when it comes to Canadian investment content, the platform has become one of the largest stock and ETF focused investment websites in the country, and is home to one of the largest Canadian based investment communities in Stocktrades Premium.

Demographics & statistics

67%

MALE

63%

AGES 18-44

92%

CANADIAN
AUDIENCE

13%

RETURNING
VISITORS

Mailing List

18K

NEWSLETTER
SUBSCRIBERS

43%

AVERAGE
OPEN RATE

5%

AVERAGE
CLICK RATE

3M+

EMAILS
SENT

Social Media

9000

TWITTER
FOLLOWERS

14k

YOUTUBE
SUBSCRIBERS

1700

FACEBOOK
FOLLOWERS

1250

PREMIUM
MEMBERS

Organic Reach

33K

RANKING
KEYWORDS

70K

30 DAY ACTIVE
USERS

3.4M

PAGEVIEWS
SINCE 2021

1.6M

UNIQUE VISITORS
SINCE 2021

Quick Facts:

Our flagship post "Best Canadian Stocks To Buy" attracts over 20,000 unique Canadian self directed investors a month.

Our audience is acquired 100% organically.

Over 75% of our audience is coming directly from Google with the intent of finding stocks or ETFs to buy.

Numerous media mentions inside the Globe & Mail, Kiplinger, Moneysense, Forbes, Entrepreneur, TD Direct Investing, and more.

Our Stocktrades Premium platform is home to over 1200 self-directed Canadian investors.