

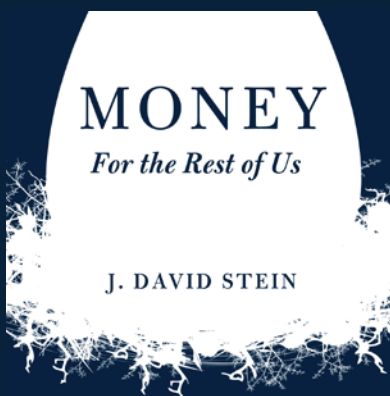
MONEY

For the Rest of Us

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moneyfortherestofus.com



The Podcast

- Money For the Rest of Us is a personal finance show on money, how it works, how to invest it and how to live without worrying about it.
- The format is narrative driven with the host David Stein weaving together stories, examples, academic research and media findings on topics related to money, investing and the economy.
- The podcast was launched in May 2014, has over 250 episodes and more than 10 million downloads. The show has over 600 five-star ratings and reviews on Apple Podcasts.



David Stein

Money For the Rest of Us is produced and hosted by David Stein. Prior to the launch of the show, David was Chief Investment Strategist and Chief Portfolio Strategist at Fund Evaluation Group, LLC, a \$33 billion investment advisory firm, where he co-headed the 21-person research group. He co-founded the firm's \$2.2 billion asset management division, developed its investment philosophy and process and was the lead portfolio manager. He has extensive public speaking experience including at corporate events for iShares, Morningstar, TDAmeritrade and others. David is also the author of *Money for the Rest of Us: 10 Questions to Master Successful Investing*.

The Numbers



40,000
downloads per
episode

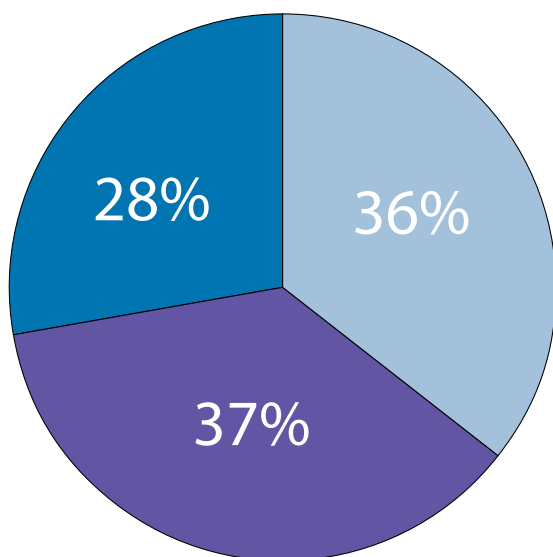





84% of listeners
have a bachelor's
or post-graduate
degree



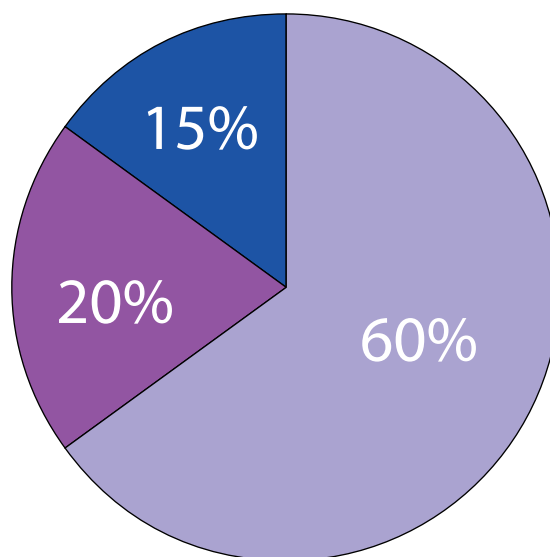
69% of listeners
have a household
income greater
than \$100,000




Listener Age



Aged 25 - 34 
Aged 34 - 54 
Other 

Listener Gender



Male 
Female 
Trans/Other 

What Listeners Say

Money For the Rest of Us listeners trust David and value his common sense approach to financial matters as he breaks down complex financial topics into easily digestible segments, understandable lessons and entertaining stories. Here is a sampling from the 300+ five star reviews on iTunes.

"Fantastic — J. David Stein is a very articulate, thoughtful and knowledgeable guy. I listen to this show regularly during my daily...activities and highly recommend it."

- Natalie Cardot

"David has done a tremendous job taking large complex issues and is able to break it down. By illustrations and storytelling, he is able to walk us through everything finance. He has a gift and truly keeps it simple."

- Brett Millsap

"Informative and well explained — Great podcast for anyone looking to gain more knowledge on financial markets and how they interact."

- Trenton Carlson

"Great money podcast — David does a great job of explaining complex problems. He lays everything out in understandable ways. Gives you a different perspective of money."

- Peter E.

"Great podcast — Very knowledgeable and helpful host, good production and sound. Very relaxing to listen to."

- Omid B.

"Great advice. It's investing made simple and easy."

- Stacy J.



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For the Rest of Us

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