Our Audience

AnnuityFYI.com is utilized by both investors and brokers looking for up to date rates and product information.

This is your opportunity to put your brand in front of investors that are interested in your products as well as the brokers that sell them!

About the Site

Your resource for learning about, comparing and selecting the most competitive annuities since 2000.

Contact us for more information!
1-866-223-2121 | Greg@AnnuityFYI.com

Social Media

3,299 Likes
https://www.facebook.com/AnnuityFYI/

1,699 Followers
@AnnuityFYI

Site Stats

22,000 Unique Visitors/Month

51,000 Page Views/Month

12,000 Investor Emails

2,300 Broker Emails
Audience Demographics

AnnuityFYI.com reaches a digitally-savvy audience that’s more inclined to seek product solutions online, including insurance and annuity products.

- 63% of our traffic is age 45+.
- 70% of our visitors are male.
- More than half of our visitors are: avid investors, business professionals and business/economic news junkies.

Robust Portfolio of Capabilities

AnnuityFYI.com has a number of standard and custom solutions designed to help you achieve your marketing goals.

We help you develop fully-integrated programs that reach the audience you want to target—whether it’s a branding campaign, product launch or thought leadership distribution.

Standard Placements
468x60 Run of Site

Email
Sponsored Newsletter
Dedicated Email

Social Media
Sponsored Posts

Share of Voice
Channel Takeover
Site Takeover
Blog Takeover

Deferred Income Annuities

A deferred income annuity (DIA) and also sometimes referred to as a longevity annuity, is a contract between you and an insurance company. You give a lump sum payment to the insurance company in exchange for guaranteed lifetime income that begins at a future date, up to forty years later in some cases. Deferred income annuities can serve as a sort of pension for those investors without an employer’s defined benefit plan.

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