

# SmartMoney.com's Editorial Offerings

## COMMENTARY & ANALYSIS

SmartMoney.com's staff of writers provide top-notch analysis on the latest issues facing the financial landscape. Features are updated either daily, weekly, or monthly depending on the section.

**Market Update:** Provides a summary of market activities, updated several times per day.

**One-Day Wonder:** Updated twice daily, information about a big stock mover when you need it most: during trading hours.

**Common Sense:** Pulitzer Prize-winning author, James B. Stewart's weekly column covering markets and investments.

**Ahead of the Curve:** Connecting politics to portfolio performance, with investment approaches fit for any kind of market.

**Under The Radar:** Weekly column looking at some of the more notable small stocks, and discussing their pros and cons.

**Techsmart:** A weekly look at the technology market to keep investors on top of the latest news and trends.

**ETF Focus:** Once a week, an inside look at ETF industry trends and offerings.

**Pro Shop:** Weekly conversations with market strategists, fund managers, economists, political strategists and academics.

**Pundit Watch:** Monthly discussion with our panel of Wall Street experts for its latest take on the economy and stock market.

**Trendspotting:** Monthly column offering commentary on the latest market trends.

**Business Class:** Provides tips specifically for the business traveler each week.

**Deal of the Day:** Daily column tipping readers off on how and where to save and spend smarter.

## PERSONAL FINANCE CENTER

SmartMoney.com provides a comprehensive collection of in-depth articles and interactive worksheets to help users meet their financial goals, delivered by experts in the personal finance arena. We can host the content for you, or it can reside on your servers and integrated into the look and feel of your site. We have an ever growing library in the following personal finance categories:

**Tax Guide:** Advice on Filing, Home & Family & and More

**Real Estate:** Articles on Buying & Selling Homes

**Insurance:** Life, Homeowner's, Disability, Auto

**Retirement:** Planning, Investing, 401(k)s, IRAs

**College Planning:** Investing, Planning, Financial Aid, 529s

**Marriage & Divorce:** Marriage, Weddings, Divorce Basics, Assets

**Estate Planning:** Where to Begin, Wills, Trusts

**Debt Management:** Digging Yourself Out of the Hole

**Health Care:** The Do's and Don'ts of the Healthcare System

**Autos:** Loans, New Cars, Leasing, Repairs

**Ask SmartMoney/Consumer Action:** Advice on personal finance scenarios

**Elder Care:** Long-term-care insurance, Assisted living

**Life Stages:** Single, Just married, Retiring

**Short-term Investing:** Setting goals, Reallocating portfolios

## SMARTMONEY UNIVERSITY (SMU)

SmartMoney University is an investing resource tool for users at all points of the investing spectrum. With an extensive glossary and expansive content, SMU helps beginners grasp the complicated world of finance as well as financial veterans who want to expand on their knowledge base. SMU is separated into various Departments which include:

**Investing 101:** Basic investment theory, risk management, stock fundamentals, mutual funds, bonds and taxes. Interactive demonstrations and tools.

**Taking Action:** Getting organized, Defining goals, allocating assets, building portfolios and choosing a broker.

**Strategic Investing:** Developing strategy for screening for stocks, picking stocks, choosing funds and investing in bonds.

## SELECT COLUMNS

### Stock Screen

Employs different screening recipes to help identify stocks with potential, published 4 times a week. .

### Fund Screen

Uses a different screen each week to uncover hidden fund opportunities.

### Tradecraft

Weekly exploration of the science of momentum trading, delivered by a hedge-fund pro.

### PERSONAL FINANCE

**Deal of the Day**  
**Save \$300 a Month**  
By Kelli B. Grant  
We've got lots of ways to cut costs. And, no, it doesn't involve skipping your morning latte.

**Deal of the Day**  
**Which Shopping Site Is Best?**  
By Kelli B. Grant  
We tested seven shopping comparison sites to see which ones offer up the best prices.

[More Personal Finance stories below](#)

### CONSUMER ALERT

[Ford Recalls 150,000 SUVs](#)  
[U.S. Life Expectancy Near 78 Years](#)  
[Gasoline Prices Rising Quickly](#)

### LATEST STORIES

**Consumer Action**  
**With This (Used) Dress, I Thee Wed**  
By Aleksandra Todorova  
Brides are saving thousands by using the web to buy once-worn gowns.

**Deal of the Day**  
**The Wrist Wars**  
By Kelli B. Grant  
Looking for a luxury watch? Before you shell out thousands, we tell you what to consider.

### NAVIGATION CENTER

<b>Consumer Action</b> <a href="#">Get Rid of Your Green Amex Card!</a> Here are five reasons why your old standby might be past its prime.	<a href="#">Autos</a> <a href="#">College Planning</a> <a href="#">Debt Management</a> <a href="#">Elder Care</a> <a href="#">Estate Planning</a> <a href="#">Health Care</a> <a href="#">Insurance</a>	<a href="#">Marriage &amp; Divorce</a> <a href="#">Real Estate</a> <a href="#">Retirement</a> <a href="#">Short-Term Investing</a> <a href="#">Small Business</a> <a href="#">Tax Planning</a> <a href="#">Life Stages</a>
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Columns: [Ask SmartMoney](#) | [Consumer Action](#) | [Deal of the Day](#) | [Me & My Money](#) | [Tax Matters](#) | [10 Things](#)

**Worksheets & Calculators:** [Autos](#) | [College Planning](#) | [Debt Management](#) | [Elder Care](#) | [Estate Planning](#) | [Health Care](#) | [Insurance](#) | [Marriage & Divorce](#) | [Real Estate](#) | [Retirement](#) | [Short-Term Invest](#) | [Taxes](#)

### SMARTMONEY UNIVERSITY

Ever since we launched SmartMoney.com in late 1996, readers young and old have deluged us with requests for investing advice, searching for a way to get in on the action. We never found a satisfactory place on the Web to send them. So we decided to build one ourselves -- an investor education site that delivers the sophistication and clarity that has distinguished the SmartMoney franchise.

SmartMoney University is designed so that beginners can begin at the beginning and more sophisticated investors can pick and choose. Rather than hold you to some rigid course structure, we've built the site in modules so you can self-select, jumping in wherever you think it makes sense.

Click on the department headings below to begin.

#### INVESTING 101

New to investing? Need a refresher? This is the place to begin learning how to make money in the markets. We've packed this section with interactive demonstrations and tools that are as fun as they are informative. Areas covered:

#### TAKING ACTION

Alternative title: Getting a Grip. It's time to organize your financial life once and for all. Define your goals and calibrate your current financial condition. Then set up an asset-allocation program and a customized portfolio of SmartMoney mutual fund picks. We'll even show you how to choose a broker -- if you think you need one.

#### STRATEGIC INVESTING

Hot tips. The latest fad. You can invest that way if you want. Or you can develop a coherent strategy to spot the winning

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