

PROFILE

SmartMoney.com Profile

SmartMoney is a leader in online financial publishing by revolutionizing the way people utilize the Web for financial planning and research. Provocative commentary and analysis combined with powerful investment tools has earned SmartMoney.com critical acclaim and a growing audience of affluent investors and financial professionals.

SmartMoney delivers:

- Breaking market news, commentary and analysis
- Over 95 financial planning worksheets and calculators
- Interactive stock profile tools
- Portfolio management system
- Our signature award-winning product – The Map of the Market, allows users to visualize the market in a glance

SmartMoney also offers SmartMoney Select, a subscription-based Web site for serious investors and professionals who demand sophisticated, in-depth financial information and tools.

SmartMoney has received the National Magazine Award for Best Interactive Design, and has consistently been named a “Best of the Web” by Forbes Magazine. SmartMoney has also received accolades from Fortune, PC, I.D. and min magazines.

The screenshot shows the SmartMoney.com homepage. At the top, there's a navigation bar with 'HOME', 'INVESTING', 'SPENDING', 'PERSONAL FINANCE', 'TOOLS', 'PORTFOLIO', and 'SMALL BIZ'. Below this is a 'FINANCIAL HEADLINE' section with a search bar. The main content area is divided into several sections: 'TOP HEADLINES' with news items like 'New Plan to Help Around 8 Million Homeowners'; 'My Portfolio' with a table of stock holdings; 'My Watchlist' with a table of stocks to watch; 'Quick Poll' asking about stock-investing behavior; and 'MARKETS' with a table of market indices. There are also sections for 'Investing' and 'Spending' with featured articles.

The screenshot shows the 'Map of the Market' tool. It's a heatmap where different colors represent the performance of various market sectors. The sectors shown include Financial, Healthcare, Consumer Cyclical, Industrial, Technology, Energy, Consumer Noncyclical, and Telecommunications. A legend on the right indicates that green represents a 'Color buy (% change)' and red represents a 'Color sell (% change)'. The tool also has controls for 'Zoom out', 'Change since close', and 'Forward PE'.