



At the intersection of wealth and responsibility.

Gravity Exists launched in late 2022 to inform affluent families and entrepreneurs as well as their financial and legal advisors.

Our coverage spans finance, economics, policy, society, and culture filtered through the practical concerns facing private investors. Long-form articles are presented alongside topical webinars featuring expert presenters and Q&As with industry, and policy thought leaders.

We have a growing team of contributors with decades of experience in senior positions at publications, including Institutional Investor, the Financial Times, and the Wall Street Journal.

Gravity Exists publishes an email newsletter on Wednesdays. Currently, over 95% of subscribers are on newsletter distribution, with click-through rates at over 200% of industry averages.*

Our current professional subscriber base encompasses independent wealth managers, family offices, and small institutions. A development focus for 2023 is expanding the professional subscriber base to include tax advisors, plan sponsors, and non-profits.

Gravity Exists' private investor subscriber base consists of a geographically and socioeconomically diverse readership united by an interest in responsible financial planning for their families and businesses.

PROFESSIONAL SUBSCRIBER BREAKDOWN

INDEPENDENT WEALTH MANAGERS & MULTI-FAMILY OFFICES

- 3,500+ individuals
- 800+ firms
- \$1+ trillion** AUM

FAMILY OFFICES

- 100+ individuals
- 20+ firms
- \$100+ billion† AUM

PRIVATE, REGIONAL, AND BOUTIQUE BANKS

- 750+ individuals
- 20+ firms
- \$1+ trillion** AUM

WIRE HOUSE/IA/OTHER

- 4,500+

INSTITUTIONS

- 140+ individuals
- 70+ non-profits
- \$35 billion† in assets

ADDITIONAL DISTRIBUTION

- Newsletter distributed by Interactive Brokers reaching institutional and self-directed individual accounts.

INDIVIDUAL INVESTOR CIRCULATION DATA AVAILABLE UPON REQUEST.

EXPERT & SPONSORSHIP OPPORTUNITIES

Gravity Exists seeks experts and sponsors for webinar presentations and in-depth interviews regarding:

- Investments & Economics
- Estate and Generational Planning
- Capital Markets
- Impact Investing/Philanthropy
- Small Institutions/Plan Sponsor Topics
- Business Owner/Operator Issues

These features will receive prominent positioning on the front page and in the weekly newsletter.

Discussions must be topical, informative, and neither self-referential nor sales oriented. Sponsors must be free of feature-specific conflicts of interest.

For more information, please contact: business@gravityexists.com

* Based on MailChimp rankings data

** As per SEC filings Q4, 2022

† Estimates drawn from public information and subscriber survey