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The #1 website for business and financial opinion and analysis

Media Kit - 2013

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We reach Financial Professionals, Independent Investors, C-Level Executives, Business Decision Makers, Technology Decision Makers and Affluent Consumers

Content...

We have over **5,800 contributors** writing articles on every business sector, moderated for quality and market relevance

Engagement...

Engaging, actionable content and our social media tools drives our over **1.8 million registered users** to generate over 133,000 monthly comments

What is Seeking Alpha?

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Page Views (monthly): **83.7 million**

Average Time Spent on Site: **9:01**

Registered Users Average Time on Site: **35 Minutes**

Registered Users: **1.8 million+**

Seeking Alpha is the premier website for actionable stock market opinion and analysis, and vibrant, intelligent finance discussion.

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DIA \$129.58 ↑ 1.73 (1.35%)
SPDR Dow Jones Industrial Average ETF

4/12/2012, 1:13 PM ET

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What The Obama Capital Gains Increase Means To Investors
February 26, 2012 | 94 comments | about DIA, includes: AXP BA, CAT CVX DD HD IBM INTC KO MCD MMM MSFT UTX WMT XOM

President Obama's 2013 budget includes a provision to raise the capital gains tax to the regular personal income tax rate which for the highest earning tax payers will be 39.6% next year. Add to that the 3.8% ObamaCare surtax and phase out of deductions of 1.4% and you have a top tax rate of 44.8%, far above the current flat 15% rate on capital gains and dividends today.

As any prudent investor knows, taking into account potential taxes is a very important part of choosing an investment. Decisions like these allow tax-free bond issuers (governments) to pay below-market rates. Taxes also encourage individuals to invest using specially designated tax-advantaged retirement accounts. These special accounts, however, have limits far below the capital invested by any serious investor. Therefore taxes must be paid on significant portions of investments and these taxes can act to deter an investor from committing capital to any given company (causing the company to not have capital to hire new people, so on, and so forth).

Certainly a three-fold rise in the capital gains tax will have an impact on the viability of some investments. To measure the impact I decided to see how the academic 10% desired return would fare in a 44.8% capital gains tax environment compared to the 15% standard set by the previous administration.

Using the hypothetical assumption that Jane Investor has \$1 million to invest, seeking a 10% return she'd need \$1.1 million after one year to reach her goal. That \$100,000 profit would have to be after taxes are deducted. With a 15% tax rate the corporation would need an after-tax profit on her investment of \$117,647 or 11.76%, while a 44.8% rate would require a profit of \$181,159 or 18.12% to meet the investor's desired 10% after-tax goal. Comparing these returns to the return on equity (ROE) of each component in the Dow Jones Industrial Average (DIA) shows us whether or not an investor would have been successful being part of the investment, or equity portion, of each company's balance sheet under each scenario.

I looked at each company's ROE for the trailing twelve months to see if the rate exceeds either the 11.76% or 18.12% rates corresponding to the 15% capital gains "Bush Rate" and 44.8% proposed "Obama Rate." The results are a series of simple yes-or-no tests determined by whether or not the ROE of a company exceeds the pre-tax required rate of return.

Company	ROE	Bush Rate	Obama Rate
Alice (AA)	4.71%	No	No
American Express (AXP)	27.81%	Yes	Yes
Boeing (BA)	123.99%	Yes	Yes
Bank of America (BAC)	0.63%	No	No
Caterpillar (CAT)	40.29%	Yes	Yes
Cisco (CSCO)	14.74%	Yes	No
Chevron (CVX)	23.75%	Yes	Yes
DuPont (DD)	37.33%	Yes	Yes

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- α 133,000+ monthly comments create a diversity of opinion and viewpoints

“Exposure level on Seeking Alpha is extremely high. Contributors don’t feel the need to publish elsewhere.”

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Focus...

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We offer our readers the direct ability to **interact with authors and users** through many channels as well as popular social media interfaces

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Social Media

From site based commenting through popular social media channels, Seeking Alpha offers readers many choices.



4 Reasons To Sell Apple And 5 Possible Replacements

March 16, 2012 | 39 comments | includes: AAPL, BA, GE, GOOG, SLB, UPS

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Did everything just line up for an interim peak for Apple (AAPL)? On the Ides of March, the stock ran to an all-time high as a speculative frenzy, as measured by options volume and stock volume, continues to press the stock to significantly overbought levels.

Playing the "Pick the Top" game on AAPL may be almost as popular as betting on the NCAA basketball tournament and a lot more interesting to me. I have to admit to being a bit surprised, as I had expected it to be contained to the 550 level, but what's \$50 billion between friends?


Even if the \$600 print on 3/15 wasn't the top, and it quite possibly was, there are some dynamics that suggest to me that it could spend some time back at \$500-550. Here are my reasons:

- It hit a nice big round number - this could be a psychological resistance level that induces profit-taking (glad I didn't write this article when it was \$500 just weeks ago).
- This action coincides with quadruple-witch options expiration.
- The stock is significantly overbought - I use an indicator developed by StockVal, and it hit 1.87 on a weekly level at 600 (analogous to 2 s.d.).
- Big Money will likely be rebalancing in the next two weeks as quarter-end approaches, with the stock up almost 50% this quarter.

My best guess is that AAPL selling will be positive for the market, as

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 **bobbobwhite** Comments (1280)

The only stock on your list that is going nowhere for sure is UPS. It has not done anything to speak of since its IPO, and won't. The rest have a decent chance of gains but pale compared to AAPL.

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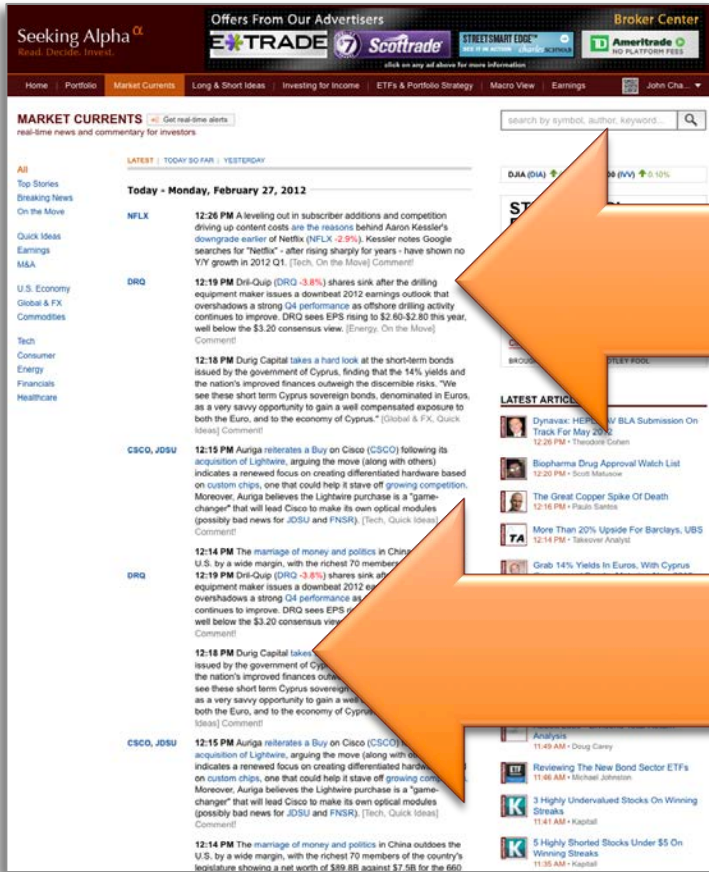
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*Source: Seeking Alpha Internal Analytics, August 2012

**Source: comScore Custom Study, Feb. 2012

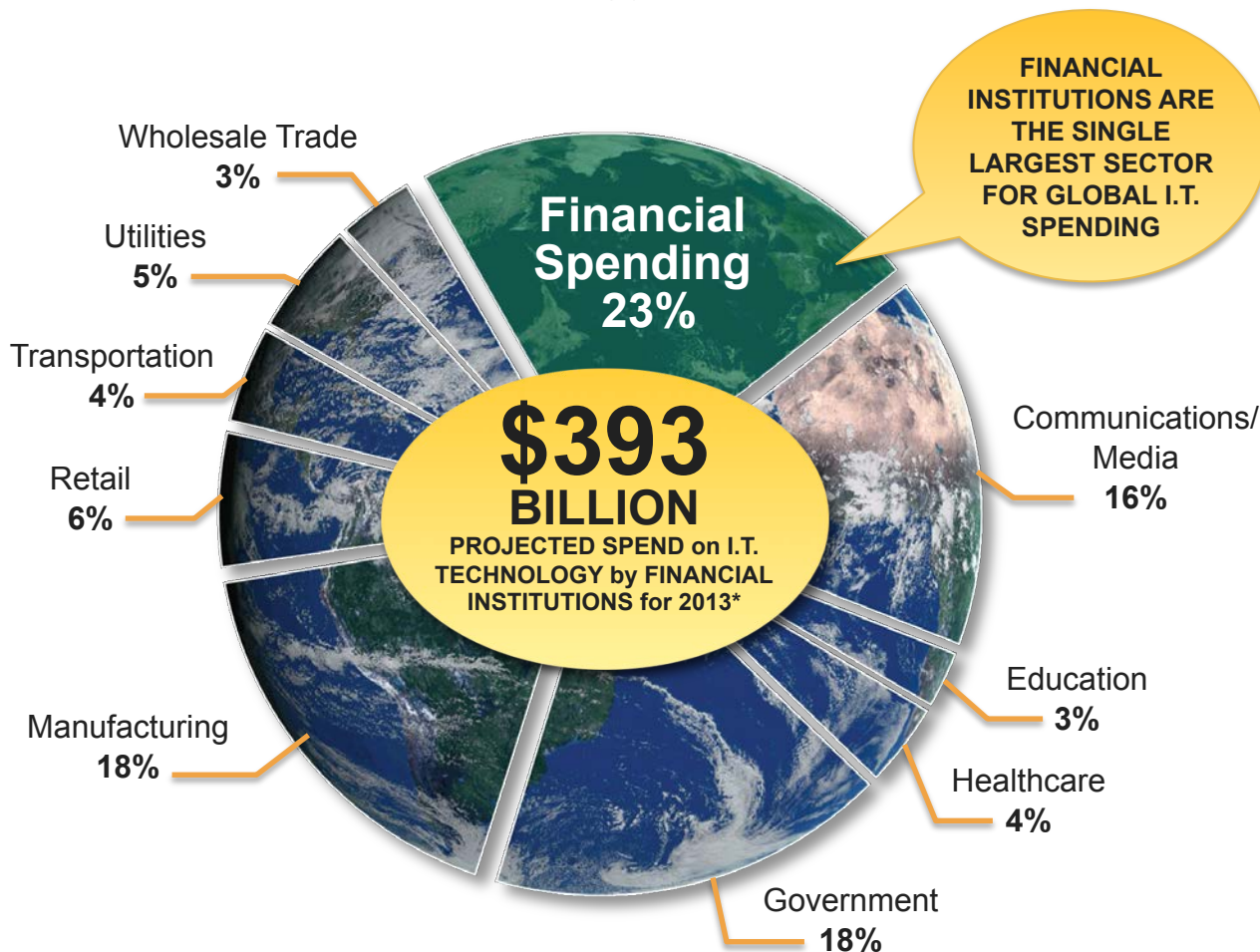


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(require technological updated systems)

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(competition in a global market)

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– Harris Interactive Study



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- α I have found the articles very eye opening and intriguing, allowing me to better help not only myself but also my clients
- α Consistent and very reliable. TRUSTED!
- α I turn to SA everyday, every minute for analysis and opinion.
- α Just praise for Seeking Alpha. Keep up the excellent work!

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- α I'm retired and make all investment decisions with respect to my self-directed IRA and my investment portfolio. I refer to Seeking Alpha every morning... I don't buy or sell solely on what it presented, but often it will lead to further research. I am very satisfied with content and format.
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