

Paid Subscriber

Morningstar.com Audience Stats

Registered Member 3 Million
 Paid Subscriber 125,000

Paid Subscriber Stats

Average Age: 54 years

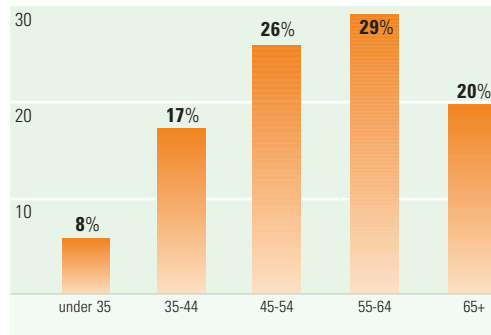
Annual Household Income: \$133,000

Size of Investment Portfolio: \$783,000

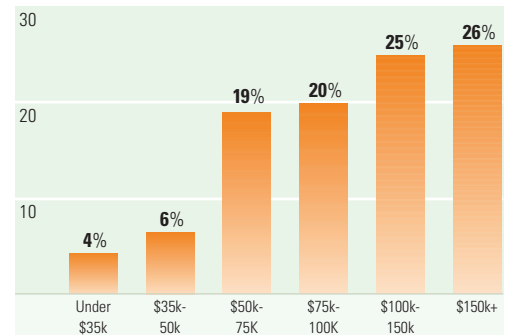
Gender:
 Male 84%
 Female 16%

As paid subscribers, Morningstar.com's Premium Members have proved their willingness to invest in quality products and services. They maintain higher incomes and more in investable assets than the Registered member base. Our demographics indicate a prime audience for advertisers wishing to target high net-worth individuals, involved investors and technology savvy prospects.

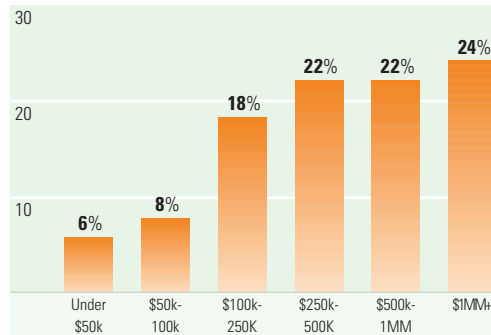
Age (average: 54 years)



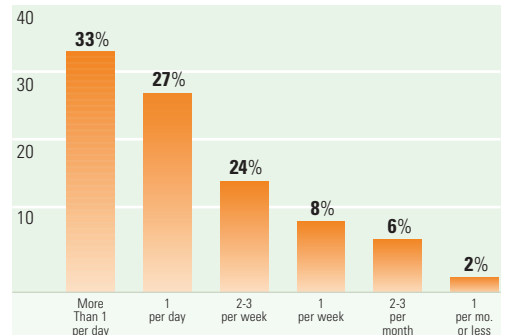
Annual Household Income (average: \$133,000)



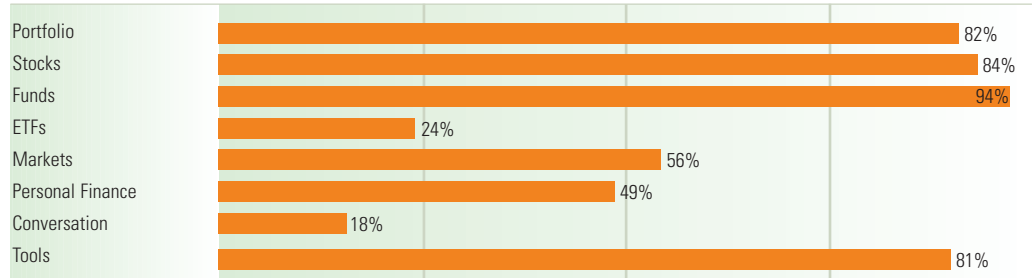
Size of Investment Portfolio (average: \$783,000)



Visiting Frequency



Usage of General Site Areas



Source: Morningstar.com Annual Membership Survey, December 2003