

Help Your Viewers Take Control of Their Financial Lives

Become the station that your local audience relies on to get a head start to their day, with a powerful financial segment in your morning show.

Money Matters brings a fresh perspective on the biggest business news of the day and useful personal finance information which will help your viewers make better financial decisions. From breaking financial news to big consumer stories, Money Matters makes these topics relatable and actionable for your viewers.

Money Matters content is all-platform ready, so our live shots, original videos and digital content play well on your broadcast, web, mobile and social channels. **CNN Wire** comes with every Money Matters license, so you have access to business and money stories, images and graphics for your digital platforms.



Maribel Aber
Your **Money Matters** Correspondent

CNN MONEY MATTERS

YOUR MARKET-EXCLUSIVE
FINANCIAL NEWS TEAM

WHY MONEY MATTERS

Differentiate your local brand.

Money Matters is a market-exclusive product. Stand out from the local competition and become the station your audience relies on for trusted business reporting every weekday morning.



Get content for all your platforms.

Broadcast, website, mobile, social – we’ve got you covered. Our content is written and produced so that it plays well on any platform. Beyond the live shots for your morning show, our Money Matters team produces engaging original videos that will easily plug into your web and mobile platforms.

Every Money Matters license comes with access to the CNN Wire, the same text and image news syndication service that powers CNN.com, the #1 news website.

Attract sponsorship revenue.

The quality of Money Matters’ financial journalism, access to multiplatform content and market-exclusive license structure makes the financial segment of your newscast and digital platforms an attractive cross-platform opportunity to pitch to sponsors and advertisers.

Credible team. Refreshing style.

In financial reporting, nothing matters more than credibility. Money Matters correspondent Maribel Aber is a former NASDAQ executive, and brings the expertise, passion and rapport you want on your team. Money Matters is written with today’s digital-savvy audience in mind, so our financial coverage will always reflect the pace, style and interest of today’s audiences.

WHAT YOU GET WITH MONEY MATTERS



Market-exclusive news

Monday through Friday. Money Matters is a market-exclusive financial news product providing live shot coverage from the NASDAQ MarketSite in Times Square, an iconic location recognized around the world. Let our team help you own the financial news in your market.

Customized live shots

Monday through Friday. We provide customizable live reports on the biggest business and consumer stories of the day. We can also deliver customized teases and promotional spots targeting potential sponsors. Just let us know how we can help – our team is your team.

Look-lives for midday

Monday through Friday. Each weekday by 11 a.m. ET, mid-day briefs are accessible in the Money Matters category on the CNN Newsource website. Round out your mid-day shows with consumer stories of the day.

Extend your brand

Monday through Friday. Extend your brand all the way to the heart of the world's financial capital. From our shoot location at the NASDAQ MarketSite in Times Square, your station logo can be positioned in the shot, along with NASDAQ-listed stocks and indexes on the "Video Wall." We also offer bump shots of Times Square.

Extend your team

Monday-Friday. CNN Money Matters correspondent Maribel Aber becomes part of your local team, interacting with station news anchors to bring financial stories to life.

Multi-platform content

Tuesdays and Thursdays. Beyond the morning live shots, twice weekly we produce digital packages with original content focused on business, technology and consumer-related stories that are relevant for any audience on the go.

Wall Steet weekend wrap

Fridays. Each week we offer pre-produced market-exclusive look-live for use in your weekend shows.

Access to the CNN Wire

24/7. Each Money Matters license comes with access to the CNN Wire — the news syndication that powers CNN.com, the #1 news website. So you'll have a powerful financial segment for your morning show, as well as access to financial stories, compelling images and useful infographics for your digital platforms.

OUR FINANCIAL COVERAGE

Our coverage spans the full spectrum of national and local financial matters. We'll always draw the connection between big financial stories and how they impact your local audience.

Consumer Interest: credit rates, healthcare impacts, college tuition, gas prices, housing market and other stories that affect your viewers' daily lives

Breaking financial news: Dow and S&P reports, economic releases and other stories of interest

Market coverage: pre-market indicators, what investors should look for, overseas market impacts and more

Company news: earnings reports, product launches, new plant openings, ground breaking events and other company-related stories



CNN Newsource correspondent Maribel Aber covers business, money, personal finance and the economy from the perspective of how it affects families and consumers. She hosts the digital series “Money Matters with Maribel Aber,” and appears regularly on HLN’s “Morning Express with Robin Meade,” “On the Story with Lynn Smith” and “Weekend Express.” She has also reported breaking news for CNN, including the China Market Crash in 2015, Sandy Hook Elementary school shooting and Facebook IPO in 2012.

Prior to CNN Newsource, Maribel joined NASDAQ in 2000 as associate director, global sales & member services. Her work led to an appointment as chief of staff for the vice chairman of NASDAQ in 2001 and later promotion to vice president of the NASDAQ MarketSite, home of the NASDAQ Opening Bell. Maribel began her television career as a regular contributor on money and career issues for “The Better Show” and contributed on career issues for “Dr. Drew’s Lifechangers.”

Maribel graduated from the University of Virginia with a bachelor’s degree in foreign affairs and a minor in German. She earned her Juris Doctor from New York Law School.