**Medium** [**https://medium.com**](https://medium.com)

* PROS
	+ Customized feel is great (your network, reading list, etc.)
	+ Shows read time
	+ Good two column layout
* CONS
	+ Top content layout not easy
	+ Social media type scroll, endless

**Motley Fool** [**https://www.fool.com/premium/**](https://www.fool.com/premium/)

* PROS
	+ Card layout for sections
* CONS
	+ Big top layout, doesn’t allow for scanning of a lot of material
	+ Not enough spacing between sections/elements, feels crammed

**Investing.com** [**https://www.investing.com**](https://www.investing.com)

* PROS
	+ Two layout column works
* CONS
	+ Ad layout overwhelming content
	+ Not engaging layout – too many statistics vs. photos

**Morning Star** [**https://www.morningstar.com**](https://www.morningstar.com)

* PROS
	+ Quick link grab section at the top is nice
	+ Recommended categories sub menu
	+ Sections towards the middle are good (3 column layout large, small, small)
	+ Quick links section at the bottom, not visually great but easy to scan and grab content
* CONS
	+ Ad is WAY too big at the top, can hardly see the menu bar
	+ Inconsistent layout, hard to track and scan

**Yahoo Finance** [**https://finance.yahoo.com/?guccounter=1&guce\_referrer=aHR0cHM6Ly93d3cuY29uc3VtZXJpc21jb21tZW50YXJ5LmNvbS9iZXN0LWludmVzdG1lbnQtbmV3cy13ZWJzaXRlcy1zdG9jay1pbnZlc3RpbmctbmV3cy1hbmFseXNpcy8&guce\_referrer\_sig=AQAAAKj\_vlmyPqT9eUSB1EhKvRFEB0aoefTpqgBy1Sh025r6naD3yooqulOXzvLWumZZUtsUf3HfZkGnjnj8wbrcZ1cUoEgZLqoA4wnlU4\_Njbns8q3JFpbBW0issOKV\_XaHtH5PhppvCGtPRXLFK6DPv2dU\_lv8Led1OIL7pu4uQnKe**](https://finance.yahoo.com/?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuY29uc3VtZXJpc21jb21tZW50YXJ5LmNvbS9iZXN0LWludmVzdG1lbnQtbmV3cy13ZWJzaXRlcy1zdG9jay1pbnZlc3RpbmctbmV3cy1hbmFseXNpcy8&guce_referrer_sig=AQAAAKj_vlmyPqT9eUSB1EhKvRFEB0aoefTpqgBy1Sh025r6naD3yooqulOXzvLWumZZUtsUf3HfZkGnjnj8wbrcZ1cUoEgZLqoA4wnlU4_Njbns8q3JFpbBW0issOKV_XaHtH5PhppvCGtPRXLFK6DPv2dU_lv8Led1OIL7pu4uQnKe)

* PROS
	+ Ticker at top is nice with visuals but not sure its necessary to show graphics in little space
	+ Right column tickers nice towards middle/bottom
	+ Some ads built in to look like articles
* CONS
	+ Ad at top
	+ Right column is bad at top
	+ Layout not consistent
	+ Way too long form of a page without different sections

**Market Watch** [**https://www.marketwatch.com**](https://www.marketwatch.com)

* PROS
	+ Easy layouts
	+ Sections are easy to differentiate
	+ Sections in right column that support main sections (a little more visual)
* CONS
	+ Ticker at top too large
	+ Ad at top not good
	+ Not clear that bullets under are different articles
	+ Missed white space

**Bloomberg** [**https://www.bloomberg.com/middleeast**](https://www.bloomberg.com/middleeast)

* PROS
	+ Stock ticker at top
	+ Ad too big at the top above menu
	+ Side bar with LATEST
	+ Layout has a lot of content but is easy to scan and digest
	+ Ad inline with content
	+ Sections easy to differentiate
* CONS
	+ Stock ticker moves quickly
	+ Some uneven white space thoughout
	+ Not consistent

**CNN Business** [**https://edition.cnn.com/business**](https://edition.cnn.com/business)

* PROS
	+ Stocks running along the top
	+ I like the layout of article with photo and then listed text articles below
	+ Sections are easy to differentiate
	+ Paid content section (ads)
* CONS
	+ Huge article above menu, pushes down the fold too far
	+ Ads out of line

**WSJ** [**https://www.wsj.com**](https://www.wsj.com)

* PROS
	+ Ad in column not bad
	+ Section breaks with multiple articles (u.s., world, etc)
	+ Ads placed in to look like articles (not sure if pro or con)
	+ Sponsored links & offers at the bottom
* CONS
	+ Too much space at top
	+ Article at top isn’t engaging, too small, way too ad like to entertain
	+ Layout has a lot of information, a bit hard to digest
	+ Towards the bottom the lose some space from the right column, looks uneven

**Financial Times** [**https://www.ft.com**](https://www.ft.com)

* PROS
	+ Good Layout
	+ Section breaks are nice
	+ Typography layout nice
	+ Large sections with multiple articles (us news, coronavirus, etc)
	+ Ads in line with structure
	+ Can create feed
* CONS
	+ Don’t love the color pallete

**Seeking Alpha** [**https://seekingalpha.com**](https://seekingalpha.com)

* PROS
	+ Subscribe at bottom (allows for quick subscribing to different sectors of the website)
	+ Different card categories (trending analysis, trending news, editors picks, notable calls & insights, latest articles, stock ideas, dividends & income, ETFs & Portfolio strategy, markets, institutional insights)
	+ Shows data/stats, live feed
* CONS
	+ A lot of information on one page
	+ Not as many photos
	+ A lot of white space
	+ Ads not inline with the rest of the content