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Mission Statement

KIPLINGER'S PERSONAL FINANCE is a trusted and authoritative source of guidance on investing, managing and spending money.

OUR READERS are affluent and influential men and women who are actively involved in their own personal-finance decisions.

WE OFFER OUR READERS reliable information and advice for all stages of their financial lives.

WE ARE GUIDED by the expectation that our readers will act on what we write about and benefit from doing so.

Kiplinger's

PERSONAL FINANCE

About Kiplinger

Kiplinger's Personal Finance is the standard bearer in personal finance journalism. For 60 years, the magazine has staked its claim by providing investing, managing and spending guidance with a consistent, timely and authoritative editorial voice.

According to our Editor-In-Chief, Knight Kiplinger,

"The Kiplinger organization has been giving financial and business-management advice about as long as anyone" (Our sister publication, The Kiplinger Letter, has been publishing since 1923.) "To us, the work we do is more than a business; it's a calling, a profession – indeed, a mission. We're passionate about giving our readers great value in every issue. Our readers trust us, and that bond of trust is what makes us such an effective advertising medium, too."

Published since 1947, Kiplinger's Personal Finance provides down-to-earth advice on managing money and achieving financial security. We provide our readers with trustworthy information and practical guidance on saving, investing, planning for retirement, paying for college, buying an automobile, home and other major purchases, as well as reliable advice for all stages of their financial lives. Our readers are affluent and influential men and women who are actively involved in their personal-finance decisions, and we are guided by the expectation that they will act on what we write about and benefit from doing so.

KIPLINGER is a prestigious brand built on a heritage of trust and a reputation for authoritative financial advice. Our more than 2 million readers recognize this solid foundation and place their trust in the magazine.