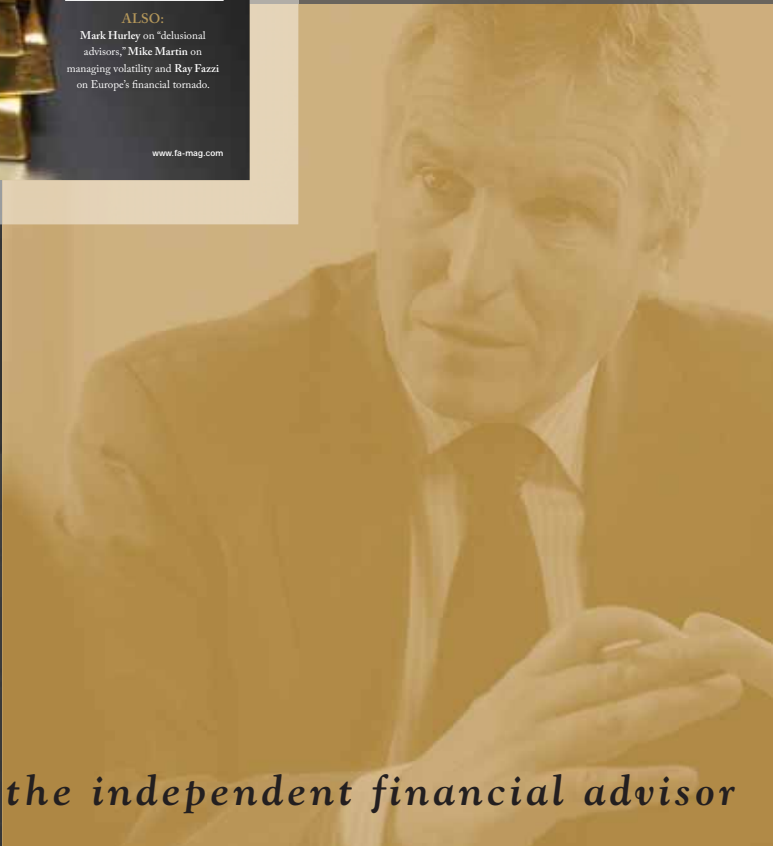




MEDIA

KIT2011



strategies, ideas and insights for the independent financial advisor



“I like that *FA* focuses on our profession and helping clients. Many other pubs focus more on product.”

“I get the best information on the different aspects of planning from *FA*.”

“I enjoy *Financial Advisor*. It’s my favorite of the periodicals I receive.”

—*FA* Subscribers, MRI 2010 Subscriber Study

PRINT

Financial Advisor is produced exclusively for independent advisors by one of the most experienced and respected publishing teams in the industry. Reaching 90,000 independent broker-dealer affiliated advisors and RIAs, *FA* offers readers unparalleled ideas and strategies to help them better invest for their affluent clients and manage their practice.

Private Wealth provides cutting-edge news and research on the investment marketplace to those advisors and influencers who work with the ultra-affluent. In addition to exploring the latest financial and legal strategies, *PW* also addresses key lifestyle issues.

Journal of Indexes, published in conjunction with IndexUniverse.com, is the central forum for an informed debate on indexes, index funds, ETFs and other index-based investment strategies. *Jol* is referred to as the “book of record” for the index industry, and is where index-focused investors turn for the latest news, research, strategies and data.

Exchange-Traded Funds Report (ETFR), published in conjunction with IndexUniverse.com, has been known throughout the industry as the best source for news and data on exchange-traded funds. That tradition continues today, as *ETFR* scours the globe to deliver in-depth coverage of one of the fastest growing and most dynamic products of the financial universe.

ELECTRONIC

FA-Mag.com provides users with timely articles, features and research along with breaking news impacting the financial services industry. Other key resources include the continuing education center, topic-specific channel sections, proprietary research surveys, webcasts, events calendar and industry related links—important features to assist advisors with their information needs.

FA News, the e-newsletter of *FA* magazine, is an essential resource for breaking news and events that directly impact financial advisors and the companies that provide products and services to the market.

Webinars. *FA*'s editorial expertise provides advisors with thought provoking, single-topic educational sessions to keep them informed of the latest trends and strategies in the financial markets.

EVENTS

Innovative Alternative Strategies Conference brings together top advisors and financial professionals from *Financial Advisor* and *Private Wealth* magazines to discuss and learn how advisors can achieve portfolio diversification with alternative investments, including: REITs, Hedge Funds, Specialty ETFs and Mutual Funds, Private Equity, Managed Futures, Options, Commodities, Derivatives and Structured Products, Life Settlements and Premium Finance.
June 21-22, 2011, Chicago

Innovative Real Estate Strategies Conference brings together readers of *FA* and *PW* magazines, including financial advisors, RIAs, independent and wirehouse reps, private bankers, wealth advisors, trust officers and family office advisors to learn where the opportunities are and how potential growth and current yields can help you deliver returns to your clients.
February 6-8, 2011, Florida

Inside ETFs Conference in conjunction with IndexUniverse.com, is the only ETF conference designed exclusively for advisors. This conference features leading practitioners and experts who explore how to best use ETFs and gives advisors the tools, techniques and strategies on how to incorporate them into their portfolio management.
February 6-8, 2011, Florida

Workshops. *FA* produces educational workshops that deliver crucial and instructive content to keep advisors on the pulse of the financial markets. Workshops also offer a unique and effective marketing platform for sponsors.

FA DELIVERS A CLEARLY DEFINED AND TARGETED AUDIENCE

Total Circulation: 90,000—100% Direct Request

- **67%** independent financial planners/advisors/RIAs
- **19%** fee-based wirehouse and regional brokerage advisors
- **12%** insurance/accounting/bank advisors
- **2%** others allied to the field

June 2010 BPA Statement



PERCENTAGE OF FA READERS WHO DO NOT RECEIVE THE OTHER TRADE PUBLICATIONS

- 75% of readers **do not** receive *Research*
- 60% of readers **do not** receive *Investment News*
- 60% of readers **do not** receive *Registered Rep*
- 46% of readers **do not** receive *Financial Planning*
- 46% of readers **do not** receive *Investment Advisor*

FA READERS ARE EXPERIENCED ADVISORS WITH ESTABLISHED PRACTICES

Compensation

- Fee based 62%
- Fee only 25%
- Commission 8%
- Other 5%

Tenure as Planner/Advisor

- Less than 5 years 3%
- 5 to under 10 years 9%
- 10 years or more 88%

Average: 20 years

Source: 2010 MRI Study

FA SUBSCRIBERS CONTROL OVER \$10 TRILLION IN CLIENT ASSETS

*Amount of Assets Readers **Personally** Manage*

- | | | | |
|---|-----|---|----|
| • Less than \$25 million | 14% | • \$250 million – \$500 million | 6% |
| • \$25 million – \$49.9 million | 26% | • \$500 million – \$1 billion | 1% |
| • \$50 million – \$99.9 million | 31% | • \$1 billion + | 2% |
| • \$100 million – \$249 million | 20% | | |
- Average: \$114 million*

Average Value of Client Accounts Readers Personally Manage: \$1.4 Million
Average Number of Clients Readers Personally Manage: 132

FA SUBSCRIBERS INVESTED OVER \$1.5 TRILLION FOR CLIENTS

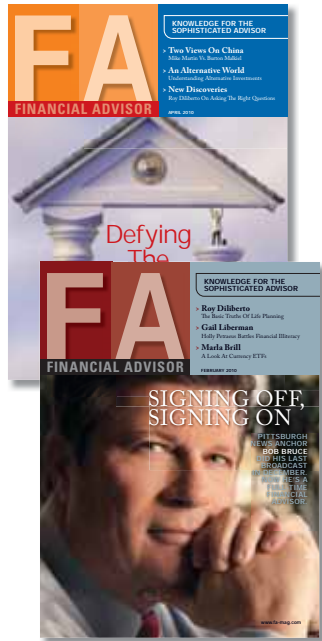
*Amount of Assets Readers **Personally** Invested in the Past 12 Months*

- | | | | |
|---|-----|---|-----|
| • Less than \$1 million | 15% | • \$25.0 million – \$99.9 million | 14% |
| • \$1.0 million – \$4.9 million | 31% | • \$100 million or more | 5% |
| • \$5.0 million – \$9.9 million | 20% | | |
| • \$10.0 million – \$29.9 million | 15% | | |
- Average: \$17 million*

PRODUCTS READERS PERSONALLY RECOMMENDED TO CLIENTS IN THE PAST 12 MONTHS

- | | | | |
|--------------------------------------|-----|--|-----|
| • Mutual Funds | 88% | • ETFs | 64% |
| • Fixed Income/Bonds | 75% | • Retirement Plans/401(k)s | 60% |
| • Life Insurance | 73% | • REITs | 52% |
| • 529 Plans/College Saving | 71% | • Other Alternative Investments* | 42% |
| • Annuities | 70% | • Charitable Giving | 27% |
| • Long-Term Care | 65% | • Socially Responsible Investing | 20% |

Source: 2010 MRI Study. * Other Alternative Investments Include: Commodities, Currency, ETNs, Fund of Funds, Land



MISSION

Financial Advisor provides readers with sophisticated planning and investment strategies to help them better invest for their affluent clients. Our editorial team goes in-depth to offer investment ideas and techniques advisors can use to address their client's financial goals. *FA* also challenges traditional financial planning wisdom by introducing readers to new approaches.

EDITORIAL TOPICS

RETIREMENT PLANNING/401(K)S / WEALTH MANAGEMENT

ANNUITIES / ETF STRATEGIES / MUTUAL FUND REVIEW

INSURANCE & RISK MANAGEMENT

SEPARATELY MANAGED ACCOUNTS / ALTERNATIVE INVESTMENTS

TECHNOLOGY SOLUTIONS / GREEN INVESTING

ANNUAL FEATURES

BROKER-DEALER GUIDE AND RANKING / NATIONAL TOP RIA RANKING

UNPARALLELED CONTENT

Editorial excellence is essential for any media vehicle. Accordingly, *FA* continuously brings together a prominent team of editors and contributing writers to provide the most compelling publication for the top decision-makers in the financial advisory field. At *FA*, we have assembled an all-star list of editorial leaders within the financial marketplace.

COLUMNISTS AND WRITERS

MITCH ANTHONY / BILL BACHRACH / MARLA BRILL / JOEL BRUCKENSTEIN

ROY DILIBERTO / DAVID DRUCKER / HAROLD EVENSKY / ANDREW GLUCK

J. MICHAEL MARTIN / MARY ROWLAND / RICHARD WAGNER

FA GREEN

FA green: Strategies For Sustainable, Responsible Investing And Giving is a quarterly section of *Financial Advisor* for financial professionals who want to consider green investment approaches for their clients. *FA green* brings readers insightful commentary from experts on sustainable investments and from advisors who have already utilized green investment strategies.



{2011 EDITORIAL CALENDAR}

	EDITORIAL FEATURES	BONUS DISTRIBUTION	INSERTION DUE	MATERIALS DUE	MAIL DATE
01	<ul style="list-style-type: none"> • Estate Planning • College Planning • Investing: Dividend-Paying Strategies • 2011 Economic Outlook 	FSI 2011 B/D Conference	Nov 30	Dec 5	Jan 2
02	<ul style="list-style-type: none"> • Equity Mutual Fund Review/Outlook • Annuities • ETF Coverage • Investing: Commodities 	Inside ETFs Conference TD Ameritrade Institutional Conf. IMCA NY Consultants Conference	Dec 30	Jan 5	Jan 25
03	<ul style="list-style-type: none"> • Compliance • Investing: Real Estate • Retirement Planning • <i>FA green</i> • Managed Accounts w/Semiannual Rankings 	Innovative Real Estate Strategies Conference	Jan 28	Feb 7	Feb 25
04	<ul style="list-style-type: none"> • Broker-Dealer Outlook/ Annual Broker-Dealer Ranking • Elder Planning (Long-Term Care) • Investing: International • ETF Coverage 		Feb 28	Mar 7	Mar 28
05	<ul style="list-style-type: none"> • Alternative Investing • 401(k) Planning • Trust Management 	NAPFA Annual Conference IMCA Annual Conference	Mar 30	Apr 5	Apr 26
06	<ul style="list-style-type: none"> • Life Insurance • Retirement Income Planning • <i>FA green</i> • ETF Coverage 	Innovative Alternative Strategies Conference Pershing Insite 2011 Morningstar Conference	Apr 29	May 5	May 26
07	<ul style="list-style-type: none"> • Annual Top RIA Ranking • Education Planning (including 529 plans) • Annuities 		May 29	Jun 6	Jun 27
08	<ul style="list-style-type: none"> • Retirement Services/ Retirement Services Provider Guide • Investing: Commodities • ETF Coverage 		Jun 30	Jul 5	Jul 26
09	<ul style="list-style-type: none"> • Savings and Debt-Reduction Strategies • Investing: REITs • <i>FA green</i> • Client Referral Strategies 	The Fiduciary Investment Research Manager Summit (FIRMS) FPA 2011 Annual Conference	Jul 29	Aug 5	Aug 29
10	<ul style="list-style-type: none"> • Year-End Tax Strategies • Charitable Giving • ETF Coverage • Long-Term Care Insurance 	IMCA Advanced Wealth Management Conference SRI in the Rockies	Aug 30	Sep 6	Sep 27
11	<ul style="list-style-type: none"> • Broker-Dealer Recruiting • Annuities • 401(k) Planning • Retirement Withdrawal Strategies 	Schwab IMPACT SIFMA Annual Conference	Sep 30	Oct 5	Oct 25
12	<ul style="list-style-type: none"> • Fee-Based Custodian Guide and Profiles • Retirement Planning • <i>FA green</i> • ETF Coverage • Custodian Platforms • Bond Mutual Fund Review 		Oct 28	Nov 7	Nov 28

ADVERTISING AWARENESS STUDY

IN EVERY ISSUE: Retirement Planning, Client Relations, Technology, Wealth Management, Investing, Portfolio Spotlight, Estate/Tax Planning

{ 2011 DISPLAY RATES }

Four-Color	1x	3x	6x	12x	18x
Full Page	\$12,595	\$12,195	\$11,595	\$10,995	\$10,495
2/3 Page	11,595	11,295	10,795	10,195	9,795
1/2 Page	9,995	9,695	9,095	8,395	7,795
1/3 Page	8,495	8,295	7,795	7,295	6,795
Spread	23,995	22,995	21,995	20,995	19,995

Black & White

Full Page	\$10,995	\$10,695	\$10,195	\$9,595	\$9,095
2/3 Page	9,995	9,695	9,095	8,595	7,995
1/2 Page	8,395	8,095	7,495	6,895	6,195
1/3 Page	7,095	6,795	6,095	5,495	4,895
Spread	20,995	20,395	19,195	18,195	17,595

Cover Rates

Cover 2 (Inside Front)		\$15,995	\$14,995
Cover 3 (Inside Back)		14,995	13,995
Cover 4 (Back Cover)		16,995	15,995

A short rate will be applied to any advertiser who does not fulfill contracted frequency
All rates listed above are gross.

Annual Broker-Dealer (April) and Fee-Based Custodian (December) Directory Guide Rates

Custom Profile Page \$4,800 (net)

- Bleed — add 10%
- 2C pricing: B&W rate + \$800
- Add \$300 for spot colors
- Preferred or special positions — add 10%
- 5th Color: \$590
- Metallic Color: \$995

Ad Sizes

Covers & Full Pagees

Trim	8½" x 10½"
Bleed	8¾" x 11½"
Live Area	7⅞" x 10⅞"

Spreads

Trim	16¼" x 10½"
Bleed	16½" x 11½"
Live Area	15¾" x 10¾"

Fractional Ad Sizes

2/3 Horz.	7" x 6"
2/3 Vert.	4½" x 9¾"
1/2 Horz.	7" x 4½"
1/2 Vert.	4½" x 7"
1/3 Sq.	4½" x 4½"
1/3 Horz.	7" x 3"
1/3 Vert.	2¼" x 9¾"

Digital File Specifications for Print

Media (Macintosh or PC formatted): E-mail (maximum file size 5 MB), Zip disk or CD-Rom
Please label disks/e-mail with name of advertiser and issue date.

Acceptable formats:

■ PDF files (preferred):

- Files should be 100% complete with all hi-resolution images and fonts embedded.
- Color files must be CMYK format.
- Files must be created exactly one inch larger than the height and the width of the trim size of the book (PDF doc. size = 9.12" x 11.88"). Offset registration marks at 12 points from trim.
- PDF documents must be created with Acrobat Distiller—documents created with PDFwriter are not supported and cannot be processed.
- PDF documents must contain Type 1 postscript fonts. Truetype, Multiple Master, Type 3 and Compact fonts are not supported.

■ Native application files (disks should include):

- Original QuarkXpress (v6.0), InDesign (CS3), Illustrator (CS3) or Photoshop (CS3) document. Documents should be supplied as single independent pages. Color files must be CMYK format (no RGB, Index or Lab colors. Spot colors will be converted to process unless indicated otherwise).
- Logos and high-resolution files (300 dpi). High-res files should be placed in original layout documents—no FPO images. Graphics should be TIFF or EPS format (no JPEGs, PICTs, RIFFs or GIFs).
- All screen and printer fonts used in page layout documents and within EPS supplied artwork files. Documents must contain Type 1 postscript fonts. Truetype, Multiple Master, Type 3 and Compact fonts are not supported. Do not use menu style fonts.

■ Proofs: Proof required (for color and content)—Kodak Approval, Iris, Rainbow or Velox (B&W) are all acceptable.

■ FTP Instructions: Go to www.fa-mag.com and click on the "FTP Site" at the bottom of the page. User name: ads_fa; Password: fauploads. Please send Aimee Melli (amelli@fa-mag.com) e-mail with the file name and issue date once the ad has been uploaded to the site.

Ad material questions? Call Aimee Melli at 732-450-8866, ext. 15 or e-mail: amelli@fa-mag.com

Send ad materials to: *Financial Advisor*, Production Department, 499 Broad Street, Suite 120, Shrewsbury, NJ 07702



WEB SITES

FA-mag.com provides advertisers with an excellent way to reach the advisor audience in the financial industry. Advertising placements are available throughout the site in various positions and topic specific sponsorship opportunities can help diversify and enhance your campaign more effectively.

Ad Unit*	Monthly 1x Rate		
Top Leaderboard	\$3,995	Skyscraper 3	\$3,295
Sponsored Channel Sections	\$3,895	Text Link	\$2,295
Skyscraper	\$3,595	Exclusive News Sponsor	\$1,895
Article Box	\$3,595	Button Box	\$1,595
Article Box 2	\$3,395	Bottom Leaderboard	\$1,495
Skyscraper 2	\$3,395	Quick Poll Sponsor	\$1,095

Frequency rates available upon request. All online rates are net. A short rate will be applied to any advertiser who does not fulfill contracted frequency.

FA-mag.com/green is a dedicated part of fa-mag.com and an extension of the special *FA green* section in *Financial Advisor* magazine. This dedicated area on our Web site will help advisors stay informed about the latest opportunities and investments in green investing. (Rates available upon request.)

Exclusive Sponsored Channel Sections

Monthly channel sponsorship includes:

- Top Leaderboard
- Skyscraper
- Article Box
- Bottom Leaderboard
- Logo on home page
- Logo on monthly channel blast

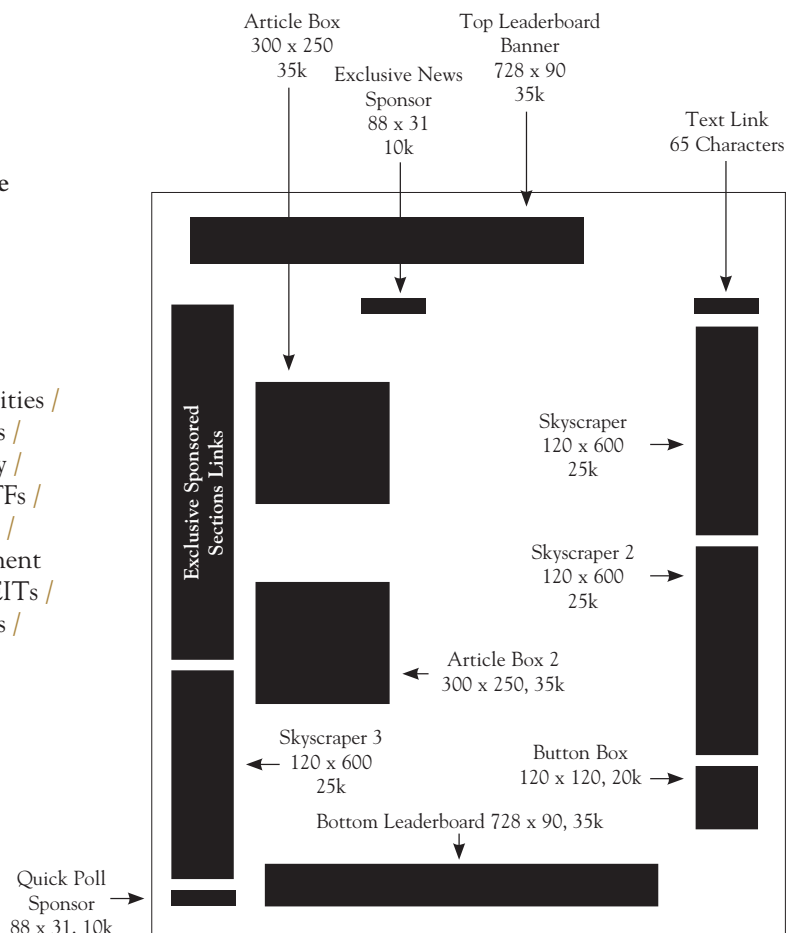
Available Channels for Sponsorship:

401(k) Plans / Alternative Investments / Annuities / Analysis / Broker-Dealers / Business Transitions / CE Center / Compliance / Custodians/Fee-Only / Economy / Education/529 / Estate Planning / ETFs / Fixed Income / Insurance / International Funds / Mutual Funds / Practice Management / Retirement Income / Retirement Planning / Real Estate/REITs / Tax Planning / Technology / U.S. Equity Funds / Women in Planning / Social Media

FA green Channels:

Alternative Energy / Community Reinvesting / ETFs / Indexes / Mutual Funds / Philanthropy / Practice Management / Research / Shareholder Advocacy / Sustainable Investing

*See page 9 for Web site specs.



E-DIRECTS

A customized marketing message will be sent to our list of approximately 62,000 online subscribers. HTML and text versions are permitted, and *Financial Advisor* will track the success of the e-direct by providing a status report one week after the e-direct has been e-mailed.

Rate: \$7,995 net

Specs:

- HTML not to exceed 600 pixels across the content area, mapping in the html code is not recommended, embedded images, cannot accept Word files converted to HTML. (Please take in account Microsoft Outlook 2007 limitations when building html files for email distribution. *Financial Advisor* magazine will not alter HTML code to render in Outlook 2007.)
- E-direct file size should not exceed 60k.
- There is a 150,000 character limit to custom HTML/XHTML e-mails.
- HTML and text files to be received 5 business days prior to flight date.

Styling:

- Direct element HTML styling is needed for elements that do not fall under the global style or inline styling that is different from controlled content.
- Any href's that have different styling than the global style will not hold inline styling. Styling for href's needs to be coded as standard HTML Font styling. I.e... etc

E-NEWSLETTERS

FA news. *Financial Advisor's* electronic newsletter sent to approximately 75,000 online subscribers on Tuesdays, Wednesdays and Fridays. *FA news* is the source of breaking news and events that directly impact financial advisors and the companies that provide products and services to the advisor marketplace. Three banner placements are available and inventory is based on availability.

FA retirement. *Financial Advisor's* special edition of *FA news* focuses on retirement planning issues. *FA retirement* is sent electronically to approximately 75,000 online subscribers on the third and fourth Wednesday of every month. Three banner placements are available and inventory is based on availability.

FA green. *Financial Advisor's* green electronic eNewsletter sent to approximately 68,000 online subscribers on the first Wednesday of every month. *FA green* eNewsletter is the source of breaking news and events that effect green investing. Three banner placements are available and inventory is based on availability.

FA etfs. *Financial Advisor's* special edition of *FA news* focusing on ETFs. *FA etfs* is sent electronically to approximately 75,000 online subscribers on the fourth Monday of every month. Three banner placements are available and inventory is based on availability.



Banner rates:	Top Leaderboard 728 x 90	\$3,795
	Article Box 1 300 x 250	\$3,195
	Article Box 2 300 x 250	\$2,695

Specs:

- File Format - GIF/Animated gif, JPEG (Requires URL Click-thru)
- Animation - 3 loops maximum.
- Alternative Text - May be up to 10 words.
- Delivery Schedule - Within 5 business days of flight date.

DIGITAL EDITION

The digital edition of *Financial Advisor* will be available exclusively to all subscribers who receive the print edition of *FA* magazine. The *FA* digital edition will be a 100% representation of the print version and will include all editorial, graphics, photos and advertising.

ADDITIONAL ONLINE OPPORTUNITIES

Custom Webinars. *Financial Advisor* magazine offers a unique combination of marketing and editorial expertise to produce well-attended and sought-after events with our leading all-star columnists and contributors. CE Credits may be earned from the CFP Board and IMCA upon webinar content review.

Rates: \$15,000 to \$25,000 net based on customization level.

Media Partnership Webinar Program. Partner with *Financial Advisor* to give your planned webinar greater exposure to the advisor community and increase awareness and attendance of your event.

Rate: \$13,995 net

Broker-Dealer Online Recruitment Center. Place your classified listing complete with company description, contact information, and logo.

Rate: 3-month minimum, \$250/per month

White Papers. Advertisers have the opportunity to post industry related white papers in a dedicated section on www.fa-mag.com and a white paper alert blast.

Rate: \$8,340 net for a year; \$5,070 net for six months, \$2,835 for three months and \$995 net for one month.

Specs: Word document, URL links permitted.

Format and additional information for Web sites

- **File format** - GIF/Animated gif, JPEG, Rich Media, or HTML code (with approval) accepted. URL address required for click-through
- **Rich Media (HTML)** - Must contain a placeholder in the ad code for the click tracking.
- **Text link** - Must be text characters accompanied by Click URL. Tags are not accepted.
- **Exclusive Sponsor Channel Home Page Logo File Format** - Vector eps
- **Flash** - Flash banners must contain hardcoded URL or contain ClickTags. The following format is preferred: on (release) {if(clickTAG.substr(0.5)="http:") {getURL(clickTAG,clickTARGET);}}
- **Animation** - 3 loops maximum.
- **Video** - Files must be .flv (flash), must contain ClickTags, max length 60 seconds, no looping, polite load 100k, file size 1.2 mb maximum.
- **Alternative text** - May be up to 10 words.

Delivery Schedule – Within 5 business days of flight date. Some rich media formats require 7 business days for testing.

New Creative – Option to change creative content of any advertising space once per month.

Creative Submission - Contact: Keith Huryk • E-mail: khuryk@fa-mag.com • 732.450.8866, ext. 20



Ranked as One of America's Fastest-Growing Companies in the Inc. 5000

*Financial Advisor / Private Wealth / Journal of Indexes / FA News / FA Retirement News / PW News / FA ETFs News
FA green / Innovative Alternative Strategies Conference / Innovative Real Estate Strategies Conference
Inside ETFs Conference / Nick Murray Interactive / Exchange-Traded Funds Report*

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