

2013 media kit





Average value of
client accounts readers
personally manage:

\$1.8 million

Average number
of clients readers
personally manage:

164

Online

FA-MAG.COM

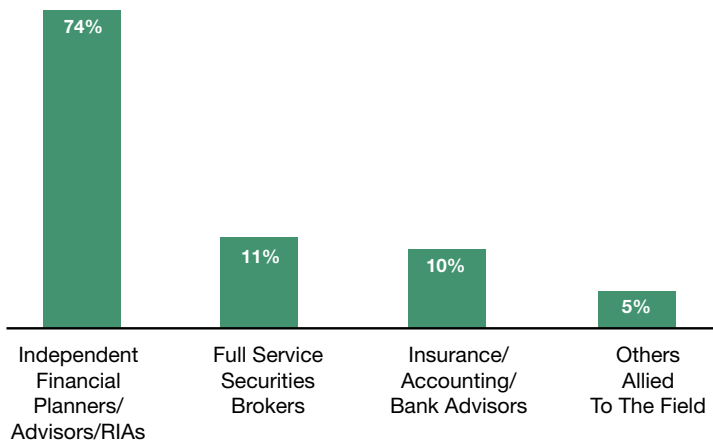
FA-mag.com gives advertisers an excellent way to reach the financial advisor audience. The site covers a host of topics important to our readers—including retirement investing, ETFs, alternative investing and annuities. The increased editorial coverage in the last several months has been well-received by our audience. Advertising placements are available throughout the site in various positions, and topic-specific sponsorship opportunities can help diversify and enhance your campaign more effectively.



FA-mag.com delivers a distinct audience

“FA-mag.com is part of my daily routine.”

—FA-mag.com Reader,
Signet AdProbe™ 2012 Web Report



Source: Signet Research Ad Awareness Study, 2012

FA's online audience manages an **average of \$180 million** in client assets...

*Amount of assets readers **personally** manage*

- | | |
|---|--|
| • Less than \$50 million 21% | • \$250 million - \$500 million 9% |
| • \$50 million - \$99.9 million 35% | • \$500 million - \$1 billion 3% |
| • \$100 million - \$249 million 29% | • \$1 billion + 3% |

... and invests an **average of \$28 million** for clients

*Amount of assets readers **personally** invest*

- | | |
|---|---|
| • Less than \$1 million 5% | • \$10.0 million - \$24.9 million 26% |
| • \$1.0 million - \$4.9 million 21% | • \$25.0 million - \$99.9 million 19% |
| • \$5.0 million - \$9.9 million 22% | • \$100 million or more 7% |

Source: Signet Research Ad Awareness Study, 2012



Actions taken as a result of banner ads or articles on fa-mag.com

Visited an advertiser's Web site	51%
Requested additional information from an advertiser	32%
Purchased or recommended products or services advertised	26%
Discussed a banner advertisement with a client or colleague	11%
Took one or more actions	68%

Source: Signet AdProbe™ 2012 Web Report. Multiple responses permitted

Products fa-mag.com readers ***personally*** recommended to clients in the past 12 months

• Mutual Funds	84%	• REITs	60%
• Bonds/Bond Funds	78%	• Retirement Products	59%
• ETFs	78%	• Long-Term Care	58%
• 529 Plans/College Saving	70%	• Retirement Plans/401(k)s	58%
• Fixed Income Products	66%	• Other Alternative Investments*	42%
• Life Insurance	66%	• Charitable Giving	30%
• Annuities	62%	• Socially Responsible Investing	20%

Source: Signet Research Ad Awareness Study, 2012. * Other Alternative Investments Include: Commodities, Currency, ETNs, MLPs, Land

FA-mag.com readers are experienced advisors with established practices

Compensation

• Fee Advisors	86%
<i>Fee-Based</i>	53%
<i>Fee Only</i>	33%
• Commission	4%
• Salary	10%

Tenure as Planner/Advisor

• Less than 5 years	3%
• 5 to 10 years	14%
• 10 years or more	83%

Average: 20 years

Source: Signet Research Ad Awareness Study, 2012

WWW.FA-MAG.COM ADVERTISING

Medium Rectangle 1

Top Leaderboard Banner

Exclusive News Sponsor

Button Box

Exclusive Quick Poll Sponsor

Interstitial

Skyscraper 1

Exclusive Blog Sponsor

Exclusive Portfolio Manager Insight Sponsor

Skyscraper 3

Bottom Leaderboard

Medium Rectangle 2

Half Page (Home Page Only)

Skyscraper 2

Ad Unit	Size	Maximum File Size	Monthly 1X Rate
Interstitial	(640x480)	80k	\$9,995
Top Leaderboard	(728x90)	40k	\$4,495
Exclusive Blog Sponsorship	(See right)*		\$4,195
Exclusive Portfolio Manager Insight Sponsor	(See right)*		\$4,195
Skyscraper 1	(160x600)	40k	\$4,195
Medium Rectangle 1	(300x250)	40k	\$4,195
Medium Rectangle 2	(300x250)	40k	\$3,795
Skyscraper 2	(160x600)	40k	\$3,795
Skyscraper 3	(160x600)	40k	\$3,595
Exclusive Quick Poll Sponsor	(88x31)	10k	\$2,695
Half Page (Home Page Only)	(300x600)	40k	\$2,495
Exclusive News Sponsor	(88x31)	10k	\$2,095
Button Box	(120x120)	20k	\$1,795
Bottom Leaderboard	(728x90)	40k	\$1,695

Frequency rates available upon request. All online rates are net. See page 9 for specifications. All cancellation must be made 30 days prior to scheduled flight date in writing to your advertising sales representative. Cancellations made in less than 30 days may incur a cancellation fee.

*Exclusive Blog Sponsorship and Exclusive Portfolio Manager Insight Sponsor include the following banner sizes: 728x90, 160x160, 300x250, and 88x31 (Logo)



EXCLUSIVE SPONSOR CHANNEL SECTIONS

Deliver your marketing message to your target audience by sponsoring an exclusive channel of your choice.

Monthly channel sponsorship includes:

- Top Leaderboard
- Skyscraper
- Medium Rectangle
- Logo (120x60) on home page of fa-mag.com
- Bottom Leaderboard
- Logo (120x60) on monthly channel blast

Available Channels for Sponsorship:

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

Ad Unit

Exclusive Sponsored Channel Sections

Size

(see above)

Rate

\$4,195 per month net



EXCLUSIVE PORTFOLIO MANAGER INSIGHT SPONSOR

The Exclusive Portfolio Manager Insight channel on our web site offers market and economic commentary via blogs from nationally known portfolio managers. You will have the opportunity to be the exclusive sponsor within this section monthly.

Ad Unit: Exclusive Portfolio Manager Insight Sponsor

Size: 728x90, 300x250, 160x600, 120x60 (See page 3)

Rate: \$4,195 per month net

WEEKLY WEB SITE PRINT SPONSOR

As the weekly Web site Print Sponsor your logo and leaderboard banner will be displayed when an online reader clicks the “print” option. Your branding will also appear on the hard copy of the print out which increases your exposure. Your logo and leaderboard banner will link to URLs that you have designated.

Rate:

1 week: \$995 2 weeks: \$1,895 3 weeks: \$2,695 4 weeks: \$3,395

Specs: Logo (120x60), Leaderboard (728x90)



E-NEWSLETTERS

FA news. *Financial Advisor's* electronic newsletter is sent to approximately 160,000 online subscribers on Tuesdays and Thursdays. *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 for all editions and inventory is based on availability.

Special *FA News* editions that focus on specific industry topics:

FA Alternative Investments is sent electronically on the fourth Friday of every month.

FA ETFs is sent electronically on the second and fourth Monday of every month.

FA Fixed Income is sent electronically on the first Friday of every month.

FA Insurance & Annuities is sent electronically on the second Wednesday of every month.

FA Mutual Funds is sent electronically on the fourth Wednesday of every month.

FA Retirement is sent electronically on the first and third Wednesday of every month.

FA Top Stories is sent electronically every Friday.

	Size	File Size (max.)	Per Banner Per Edition (1x)
Top Leaderboard	728 x 90	40k	\$4,195
Medium Rectangle Box 1	300 x 250	40k	\$3,595
Medium Rectangle Box 2	300 x 250	40k	\$3,095

Specs:

- File Format - GIF/Animated GIF, JPEG (Requires URL Click-through), Rich Media (HTML) - Standard tags only (no iFrames or JavaScript).
- Animation - 3 loops maximum.
- Alternative Text - May be up to 10 words.
- Delivery Schedule - Within 5 business days of flight date.



E-DIRECTS

A customized marketing message will be sent to our list of approximately 135,000 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: \$8,895 net

Specs:

- HTML not to exceed 600 pixels across the content area. Mapping or embedded images are not recommended. We cannot accept Word files converted to HTML. (Please take into account Microsoft Outlook 2007 limitations when building html files for e-mail 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 hrefs needs to be coded as standard HTML Font styling. I.e., `<font`



VIDEOS

Financial Advisor videos cover current industry topics and events. The sponsorship on the videos includes a 15 second pre-roll and your logo on the home page of fa-mag.com.

Exclusive Sponsorship Monthly Rate: \$4,195 per month

Micro Bar Banner (88x 31 logo)

Specs:

- Pre-roll clip: 15 seconds max, 580 x 320 screen size, .flv (also accepted HD Quicktime, .mov or .avi format)



“FA-mag.com is a great source of information and ideas. The articles are well written and I reference them during discussions with my clients.”

—FA-mag.com Reader, Signet AdProbe™ 2012 Web Report

MOBILE WEB SITE ADVERTISING

The mobile version of the Web site was created specifically for mobile device users to make their browsing experience more efficient and user friendly. You now have the ability to place banner advertisements within the mobile Web site platform in three separate locations.

Banner rates:

Top Banner	\$995 per month
Middle Banner	\$895 per month
Bottom Banner	\$795 per month

Specs:

- Ad Unit Size – XX Large Banner (300x50)
- Ad Unit Specs – .gif, .jpg or .png file and a click-through URL. No animation or flash files accepted. 10k file size maximum.



Special online opportunities

EXCLUSIVE SPONSORSHIPS

April 2013 Annual Broker/Dealer Survey Sponsorship Opportunity On FA-mag.com. This opportunity allows you to be the sponsor from April 2013 to March 2014. As the exclusive sponsor, you will be entitled to all of the banner placements within this exclusive channel (on the top and bottom leaderboards, in the medium rectangle and in the skyscraper). Your logo will be included within a dedicated e-direct promoting the survey, in a PDF file of the expanded rankings posted online, in a house ad in the April 2013 edition of *Financial Advisor* magazine promoting the survey and on two banner ads within *FA News* also promoting the survey.

Rate: \$10,995 N

July 2013 Annual RIA Rankings Sponsorship Opportunity On FA-mag.com. Your sponsorship will run from July 2013 to June 2014. As the exclusive sponsor, you will be entitled to all of the banner placements within the exclusive channel (on the top and bottom leaderboards, in the medium rectangle and in the skyscraper). Your logo will be included within a dedicated e-direct promoting the survey, in a PDF file of the expanded rankings posted online, in a house ad in the July 2013 edition of *Financial Advisor* magazine promoting the survey, and on two banner ads within *FA News* also promoting the survey.

Rate: \$10,995 N



WEBINARS

Custom Webinar. *Financial Advisor* magazine will design webinars for our readers, allowing them to educate others in the advisor community. A *Financial Advisor* webinar offers our clients the chance to be recognized as industry leaders and information providers. Each webinar is customized for the needs of both the readers and the sponsors. Our webinars feature recognized industry experts and offer the opportunity for the sponsor to participate on the live webinar. CE Credits may be applied for with the CFP Board and IMCA. Approval is granted upon review of the content from both boards. Complete webinar information will be provided upon request.

Rates: \$20,000-\$25,000/net based on customization level.

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

Rate: \$13,995/net*

**We have the ability to enhance your webinar by producing the event for you, helping you submit for CE Credits through the CFP Board and IMCA, and by providing you with an html file that you can use to send out your webinar invitation electronically for additional fees. Complete webinar information will be provided upon request.*

BROKER-DEALER RECRUITMENT CENTER

FA-mag.com offers our exclusive audience the opportunity to learn more about the independent broker/dealers and third-party custodians vying for their business. Every month we post multiple classified listings from the leading independent broker/dealers and third-party providers on FA-mag.com.

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

Specs: 450x255, Static 40k/Flash 40k



**65% of online users rate fa-mag.com Superior/
Above Average.***

*Signet Research 2012 Subscriber Study. *Related to other trade sites*



WHITE PAPERS

FA-mag.com will feature branded white papers from industry sponsors and thought leaders to our subscribers through a monthly digital white paper alert blast and a posting within the white paper section on FA-mag.com for one month.

Rate: 1 month: \$1,095, 3 months: \$995 per month, 6 months: \$895 per month and 12 months: \$745 per month

Specs: Logo (120x60) and click-through URL, a white paper intro paragraph (at a maximum of 500 characters with spaces), a Word document or PDF of the white paper, and a white paper title (at a maximum of 70 characters with spaces).



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.
- Exclusive Sponsored Channel - Vector eps logo
- Expanding - Leader board - Maximum: 728x180 – open down - file size max. 100k
Medium Rectangle - Maximum: 600x250 – open right – file size max. 100k
Skyscraper - Maximum: 320x600 – open left – file size max. 100k (skyscraper 3 - open right)
Must expand only on click or rollover, contain a close button, and auto-collapse after 15 sec
- 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 five business days of flight date. Some rich media formats require seven 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

Technical questions? Call Keith Huryk at 732-450-8866, ext. 20 or e-mail: khuryk@fa-mag.com.



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