2013 media kit
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

FA’s online audience manages an average of $180 million in client assets...

Amount of assets readers personally manage

- Less than $50 million .............. 21%
- $50 million - $99.9 million ........ 35%
- $100 million - $249 million ........ 29%

- $250 million - $500 million ......... 9%
- $500 million - $1 billion ............ 3%
- $1 billion + .......................... 3%

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

Amount of assets readers personally invest

- Less than $1 million ............... 5%
- $1.0 million - $4.9 million ........ 21%
- $5.0 million - $9.9 million ........ 22%

- $10.0 million - $24.9 million ...... 26%
- $25.0 million - $99.9 million ...... 19%
- $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

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited an advertiser’s Web site</td>
<td>51%</td>
</tr>
<tr>
<td>Requested additional information from an advertiser</td>
<td>32%</td>
</tr>
<tr>
<td>Purchased or recommended products or services advertised</td>
<td>26%</td>
</tr>
<tr>
<td>Discussed a banner advertisement with a client or colleague</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Took one or more actions</strong></td>
<td><strong>68%</strong></td>
</tr>
</tbody>
</table>

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%
- Bonds/Bond Funds ................. 78%
- ETFs ................................ 78%
- 529 Plans/College Saving ........ 70%
- Fixed Income Products .......... 66%
- Life Insurance .................... 66%
- Annuities .......................... 62%
- REITs ............................... 60%
- Retirement Products .......... 59%
- Long-Term Care ..................... 58%
- Retirement Plans/401(k)s .... 58%
- Other Alternative Investments* .... 42%
- Charitable Giving .................. 30%
- 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%
  - Fee-Based .......................... 53%
  - Fee Only ............................. 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
<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Maximum File Size</th>
<th>Monthly 1X Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial</td>
<td>(640x480)</td>
<td>80k</td>
<td>$9,995</td>
</tr>
<tr>
<td>Top Leaderboard</td>
<td>(728x90)</td>
<td>40k</td>
<td>$4,495</td>
</tr>
<tr>
<td>Exclusive Blog Sponsorship</td>
<td>(See right)*</td>
<td></td>
<td>$4,195</td>
</tr>
<tr>
<td>Exclusive Portfolio Manager Insight Sponsor</td>
<td>(See right)*</td>
<td></td>
<td>$4,195</td>
</tr>
<tr>
<td>Skyscraper 1</td>
<td>(160x600)</td>
<td>40k</td>
<td>$4,195</td>
</tr>
<tr>
<td>Medium Rectangle 1</td>
<td>(300x250)</td>
<td>40k</td>
<td>$4,195</td>
</tr>
<tr>
<td>Medium Rectangle 2</td>
<td>(300x250)</td>
<td>40k</td>
<td>$3,795</td>
</tr>
<tr>
<td>Skyscraper 2</td>
<td>(160x600)</td>
<td>40k</td>
<td>$3,795</td>
</tr>
<tr>
<td>Skyscraper 3</td>
<td>(160x600)</td>
<td>40k</td>
<td>$3,595</td>
</tr>
<tr>
<td>Exclusive Quick Poll Sponsor</td>
<td>(88x31)</td>
<td>10k</td>
<td>$2,695</td>
</tr>
<tr>
<td>Half Page (Home Page Only)</td>
<td>(300x600)</td>
<td>40k</td>
<td>$2,495</td>
</tr>
<tr>
<td>Exclusive News Sponsor</td>
<td>(88x31)</td>
<td>10k</td>
<td>$2,095</td>
</tr>
<tr>
<td>Button Box</td>
<td>(120x120)</td>
<td>20k</td>
<td>$1,795</td>
</tr>
<tr>
<td>Bottom Leaderboard</td>
<td>(728x90)</td>
<td>40k</td>
<td>$1,695</td>
</tr>
</tbody>
</table>

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

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**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

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**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.

<table>
<thead>
<tr>
<th></th>
<th>Size</th>
<th>File Size (max.)</th>
<th>Per Banner Per Edition (1x)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90</td>
<td>40k</td>
<td>$4,195</td>
</tr>
<tr>
<td>Medium Rectangle Box 1</td>
<td>300 x 250</td>
<td>40k</td>
<td>$3,595</td>
</tr>
<tr>
<td>Medium Rectangle Box 2</td>
<td>300 x 250</td>
<td>40k</td>
<td>$3,095</td>
</tr>
</tbody>
</table>

**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 color="#999999"><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 (88x31 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:

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>$995 per month</td>
</tr>
<tr>
<td>Middle Banner</td>
<td>$895 per month</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>$795 per month</td>
</tr>
</tbody>
</table>

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

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