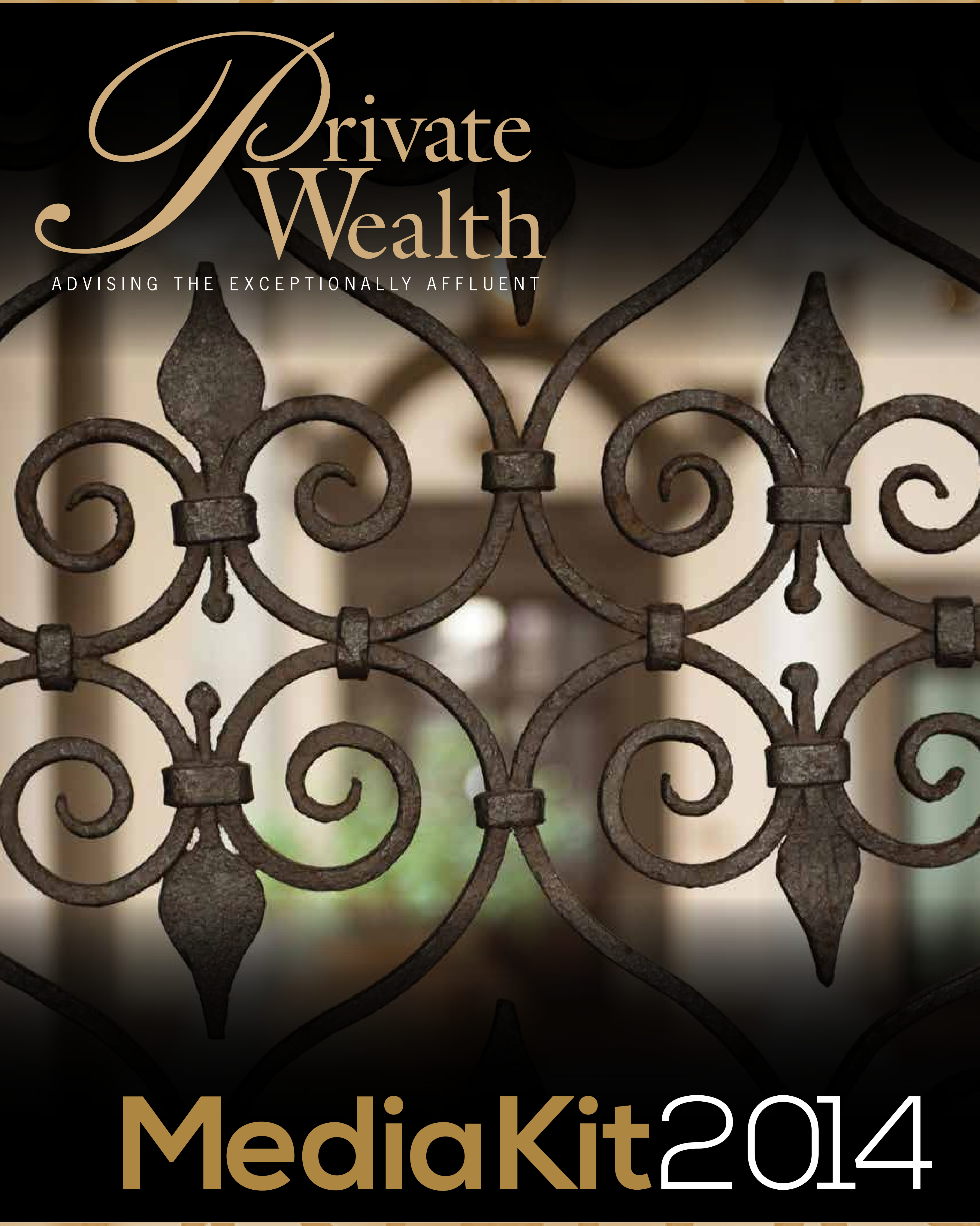
Private Wealth

ADVISING THE EXCEPTIONALLY AFFLUENT



MediaKit2014

PW OFFERS MORE

PRINT

Private Wealth is the first and only magazine to exclusively target wealth and family office advisors who service the financial, legal, insurance/risk management and lifestyle needs of the ultra-affluent—those with a minimum net worth of $10 million. Collectively, these advisors to the exceptionally affluent have the greatest purchasing power in the world and thus are the most desirable prospects for financial, legal and luxury brand providers.

Private Wealth delivers specialized strategies to these collaborators, who work with very wealthy clients, by providing targeted, cutting-edge news specific to the unique financial and lifestyle needs of their clients. *PW* also addresses the insights, processes and techniques that make for a successful practice focused on the ultra-affluent.

ONLINE

PW-mag.com offers you an excellent way to reach advisors and centers of influence to the super-affluent. The site offers a host of items important to readers, including topic specific channels, industry videos and increased editorial coverage. Advertising placements are available throughout the site in various positions.

EVENTS

7th Annual Inside ETFs Conference | Jan. 26–29 | Westin Diplomat, Hollywood, Fla.
In conjunction with IndexUniverse, this event is the only ETF conference planned exclusively for advisors. It features panels of leading practitioners and experts exploring how to best use ETFs and gives advisors the tools, techniques and strategies to incorporate these funds into their portfolios.

5th Annual Financial Advisor Retirement Symposium | April 29–30 | Caesars Palace, Las Vegas
Key industry experts and prominent advisors share their insights and strategies and help advisors assistclients with individual retirement needs. The conference offers a forum to hear and share ideas on the new realities of retirement and allows advisors to discuss the latest strategies and top-level solutions.

Impact Investing Conference | Jul. 30 | Colorado Convention Center, Denver
One of the fastest growing sectors in the financial services industry, advisors will learn which impact investments are turning in the best results—and why.

5th Annual Innovative Alternative Investment Strategies Conference
July 31–Aug. 1 | Colorado Convention Center, Denver
The industry's largest and most influential alternative investment conference, this event brings together top advisors and financial professionals from *FA* and *PW* magazines to discuss how planners can diversify client portfolios with investments such as REITs, hedge funds, ETFs, managed futures and options.

***FA/PW* Asset Manager Showcase**
March 24–25, San Francisco | May 19–20, Chicago
October 2–3, Boston | November 17–18, Palm Beach Gardens, FL
This four-city series of regional events will feature portfolio managers and specialists representing established, boutique, emerging and undiscovered managers. Each event will feature a day and a half of presentations focused on the investment capabilities and insights of up to 24 select investment management firms and their sub-advisors.

Workshops—One-Day, Single-Topic, Specialized Events
Creating A Multi-Client Family Office Practice, Cultivating the Super-Rich and the Family Office.

IN EVERY ISSUE

Features • Research • Investments • The Client Experience
Asset Management Spotlight • Lifestyle Services
Life Insurance/Risk Management • Technology
Estate Planning • Wealth Protection • Business Development

EXECUTIVE EDITORIAL TEAM

Evan Simonoff – Editorial Director

Evan has spent the last 25 years as an editor and a reporter in the financial services market. Prior to 2000, he spent 10 years as Editor-in-Chief of *Financial Planning* magazine and has been recognized as an expert on personal finance and investments.

Hannah Shaw Grove – Executive Editor

Hannah is an expert on the demographics, psychographics and financial behavior of high-net-worth individuals and their advisors. She spent more than 15 years in the financial services industry working closely with institutional and high-net-worth investors to develop sophisticated financial planning and servicing solutions.

Russ Alan Prince – Editor-At-Large

Russ is the President of Prince & Associates Inc.—a leading market research firm specializing in global private wealth. He is a highly regarded consultant on strategic, profitability and structural business issues with ultra-high-net-worth individuals and elite advisors.

Thomas Kostigen – Editor-At-Large

Tom is a former Bloomberg News editor. His journalism has appeared in numerous publications, including *The Financial Times, The Washington Post, The Chicago Tribune, The Wall Street Journal, The Los Angeles Times* magazine, and others. He also writes the Impact Investor column for Dow Jones MarketWatch and *The Wall Street Journal* Digital Network. He is a *New York Times* best-selling author.

Raymond Fazzi – Managing Editor

Ray has 25 years experience as a professional journalist and is a senior editor of *Financial Advisor* magazine. He joined Charter Financial Publishing in 2000, where he has covered all aspects of the financial advisory industry, including practice management, compliance and investment issues.

TARGET AUDIENCE

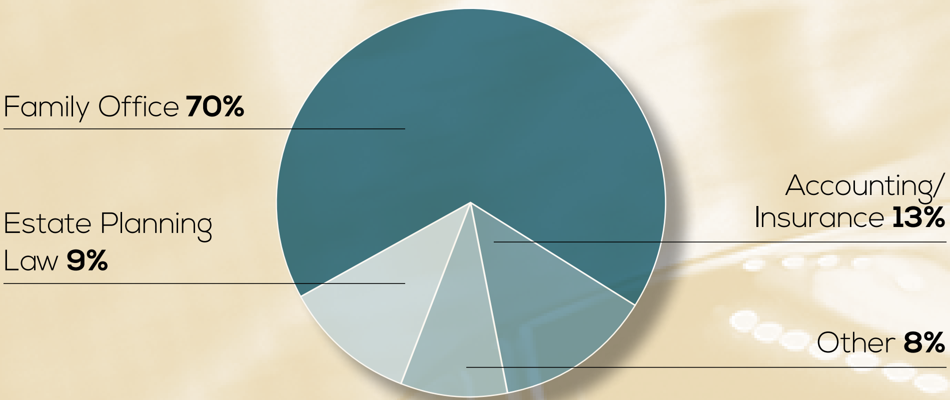
(circulation: 30,000)

Family Offices | Private Bankers | High-End RIAs/Wealth Advisors | Estate Planners | Trust Officers
Accountants | Attorneys | Asset and Investment Managers | Insurance and Risk Management Specialists
Philanthropic Advisors | Family Business Consultants | Luxury and Concierge Service Providers

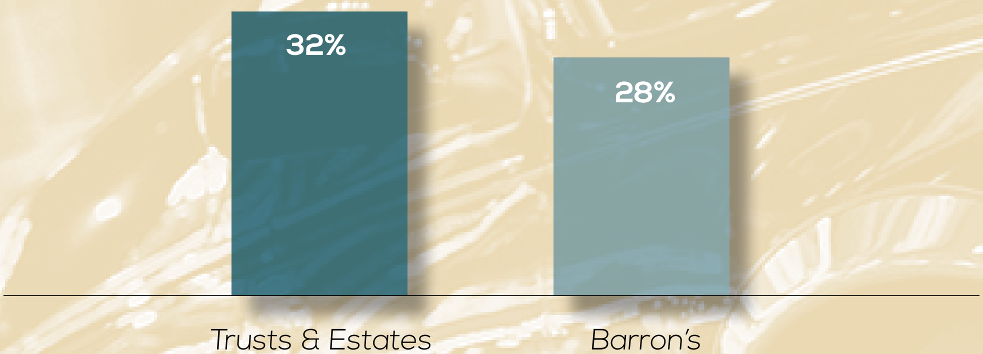
Note: *All segments of the target audience are advising or influencing wealthy clients and/or families with a minimum net worth of $10 million*

TARGETED READERSHIP

Types Of Firms Readers Own Or Work For



Publications Readers Receive In Addition To Private Wealth



Tenure In The Financial Services Industry

Readers With 10 or More Years' Experience	**84%**
Average Years in the Industry	**22 Years**

Average Number of Clients Readers **Personally** Advise	**81**
Average Client Account Value Per Reader	**$22 Million**
Average Amount of Assets Readers **Personally** Manage	**$379 Million**

Source: 2011 Subscriber Study, Signet Research

Issue / Topics	Bonus Distribution	Space	Materials	Mail Date
JANUARY/FEBRUARY • Insurance Planning • Estate Planning	• **Inside ETFs Conference** • 2014 Heckerling Annual Conference • AM&AA Winter Conference • IMCA NY Consultants • TD Ameritrade Institutional • ABA Wealth Management & Trust Conference	11/27/13	12/6/13	1/2/14
MARCH/APRIL • Hedge Funds • Lifestyle Management	• ***Financial Advisor* Retirement Symposium** • ***FA/PW* Asset Manager Showcase** • AALU Annual Meeting • IMCA National Conference	2/7/14	2/14/14	3/7/14
MAY/JUNE • Angel Investing • Practice Development	• ***FA/PW* Asset Manager Showcase** • Pershing INSITE • Morningstar Investment Conference	4/7/14	4/14/14	5/9/14
JULY/AUGUST • **Hedge Fund Investing Supplement With Company Profiles** • Impact Investing • Family Enterprise	• **Innovative Alternative Investment Strategies Conference** • **Impact Investing Conference**	6/6/14	6/13/14	7/10/14
SEPTEMBER/OCTOBER • **Multifamily Office Update and Directory of MFO/Wealth Advisory Services** • **Impact Investing Supplement With Company Profiles** • Hard Assets/Collectibles • Tax Planning	• ***FA/PW* Asset Manager Showcase** • **MFO Conference** • **Impact Investing Conference** • IMCA Advanced Wealth Conference	8/4/14	8/11/14	9/2/14
NOVEMBER/DECEMBER • **Family Office/Wealth Advisory Technology Guide and Directory of Providers** • Trust Services • Philanthropy	• ***FA/PW* Asset Manager Showcase** • Schwab Impact	10/7/14	10/14/14	11/10/14

	1X	3X	6X	12X	18X
BLACK & WHITE					
Full page	$6,595	$6,195	$5,795	$5,495	$5,195
2/3 page	5,895	5,595	4,995	4,995	4,595
1/2 page	5,095	4,695	4,295	3,995	3,695
1/3 page	4,195	3,795	3,495	3,195	2,895
Spread	11,895	11,195	10,595	9,995	9,395
FOUR-COLOR					
Full page	$7,495	$6,995	$6,595	$6,295	$5,995
2/3 page	6,895	6,495	6,195	5,895	5,595
1/2 page	5,995	5,595	5,195	4,895	4,595
1/3 page	5,095	4,795	4,495	4,195	3,895
Spread	13,195	12,595	11,995	11,395	10,795
Cover 2		$9,295	$8,895	$8,495	
Cover 3		8,595	8,295	7,995	
Cover 4		9,595	9,295	8,995	

Add $300 for spot colors
Preferred or special positions — add 10%
All rates are commissionable

Bleed — add 10%
Inserts — rates available upon request

AD SIZES

Full Page

Trim	$8\frac{1}{8}$" x $10\frac{7}{8}$"
Bleed	$8\frac{3}{8}$" x $11\frac{1}{8}$"

Spreads

Trim	$16\frac{1}{4}$" x $10\frac{7}{8}$"
Bleed	$16\frac{1}{2}$" x $11\frac{1}{8}$"

Live Area

Covers and full pages	$7\frac{5}{8}$" x $10\frac{3}{8}$"
Spreads	$15\frac{3}{4}$" x $10\frac{3}{8}$"
2/3 horizontal	7" x 6"
2/3 vertical	$4\frac{1}{2}$" x $9\frac{3}{4}$"
1/2 horizontal	7" x $4\frac{1}{2}$"
1/2 vertical	$4\frac{1}{2}$" x 7"
1/3 square	$4\frac{1}{2}$" x $4\frac{1}{2}$"
1/3 horizontal	7" x 3"
1/3 vertical	$2\frac{1}{4}$" x $9\frac{3}{4}$"

Digital File Specifications for Print

Media
- E-mail (maximum file size 5 MB), CD/DVD Rom or FTP
- Please label CDs/e-mail with name of advertiser and issue date

Preferred format: PDF
- Files should be 100% complete with all hi-resolution images (300 dpi) and fonts embedded.
- Color files must be CMYK format. Spot colors will be converted to process unless indicated otherwise.
- PDF documents must contain Type 1 postscript fonts. Truetype and Multiple Master fonts are not supported.
- Page files should be built to the trim size with the bleed area extending 1/8" beyond the trim. Keep all text and images within the live area (1/4" in from trim).
- Images should be TIFF or EPS format in CMYK or Grayscale. Do not embedd ICC profile with images. Total ink density should not exceed 300%.
- Offset printer's marks at 12 points from trim so they do not appear within the print or bleed area.

Proofs
All color ads must include a SWO P standard color proof. All b/w ads must include a composite laser.

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

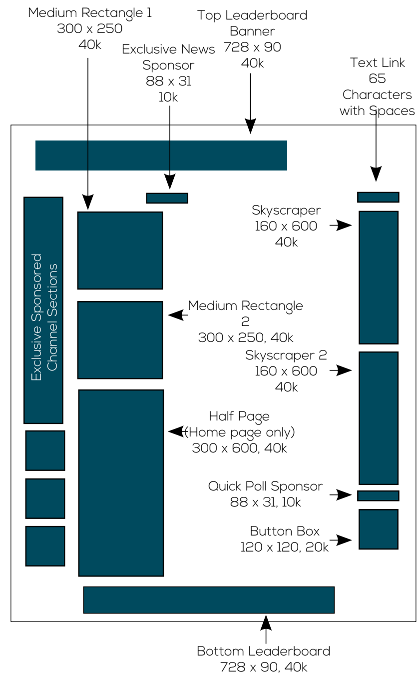
Ad material questions? Call Aimee Melli at 732-450-8866, ext. 15 or e-mail: amelli@pw-mag.com
Send ad materials to: *Private Wealth*, Production Department, 499 Broad Street, Suite 120, Shrewsbury, NJ 07702

For more information, contact: Dawn Zarcaro at 732.450.8866, ext. 22 or dzarcaro@pw-mag.com

ONLINE OPPORTUNITIES

AD UNIT	1x MONTHLY RATE
Interstitial (640x480)	$2,595
Exclusive Sponsored Channel Section: *Top Leaderboard, Medium Rectangle, Skyscraper, Bottom Leaderboard, Logo (120x60) on home page, Logo (120x60) on, monthly channel blast*	$2,595
Top Leaderboard Banner	$2,095

AD UNIT	1x MONTHLY RATE
Medium Rectangle 1	$1,795
Skyscraper 1	$1,795
Medium Rectangle 2	$1,495
Skyscraper 2	$1,495
Half Page	$1,495
Exclusive Quick Poll Sponsor	$1,295
Button Box	$995
Text Link	$895
Bottom Leaderboard	$795



Exclusive Sponsored Channels: Deliver your marketing message to your target audience by sponsoring an exclusive channel of your choice.

Alternative Investments | Arts and Culture | Estate Planning
Insurance | Investing | Lifestyles | Practice Development
Real Estate/REITs | Research | Technology | Wealth Protection

E-directs. A customized marketing message will be sent to our list of approximately 24,000 online subscribers. HTML and text versions are permitted, and *Private Wealth* will track the success of the e-direct by providing a status report one week after the e-direct as been e mailed. **Rate: $2,995**

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 e-mail distribution. *Private Wealth* 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 in-line styling. Styling for href's needs to be coded as standard HTML Font styling. i.e. <font color="#999999"><font style="strong"> etc

Creative Submission: Contact Dawn Zarcaro at 732-450-8866, ext. 22 or email dzarcaro@pw-mag.com

PW News is *Private Wealth* magazine's weekly electronic newsletter, which is sent to approximately 30,000 online subscribers twice a week on Monday and Wednesday. *PW News* is the source of breaking news and events that directly impact professionals focused exclusively on meeting the financial, legal and lifestyle demands of the ultra-high-net-worth clients. Three banner placements are available in the weekly edition and inventory is based on availability.

BANNER RATES

Top Leaderboard Banner (728x90)	$2,095
Medium Rectangle 1 (300x250)	$1,795
Medium Rectangle 2 (300x250)	$1,495
Half Page (300x600)	$2,095

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

Custom webinars. *Private Wealth* magazine offers a unique combination of marketing and editorial expertise to produce well-attended and sought-after events with our leading all-star columnists. **Rates: $15,000 to $20,000** net based on customization level

Media partnership webinar program. Partner with *Private Wealth* magazine to give your planned webinar greater exposure to the advisor community and increase awareness and attendance of your event. **Rate: $8,995**

White papers: lead generation. PW-mag.com has two options for companies seeking to distribute white papers to our audience. In addition to having your white paper distributed by *Private Wealth*, we also have the ability to track the engagement levels of our audience and develop highly targeted lead gen reports.

Traditional and lead generation whitepapers are available. Rates for these programs can vary and can also be customized to meet specific campaign objectives and goals. Please contact your sales representative for details.

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