



ETF ADVISOR

News And Trends On Exchange-Traded Funds

Media Kit

EDITORIAL EXCELLENCE

MISSION

ETF Advisor magazine is designed to provide financial advisors with news and state-of-the-art analysis about investment strategies utilizing Exchange-Traded Products. The editorial examines new investment vehicles and portfolio management techniques in detail, exposing financial advisors to new concepts that could increase the value they can deliver to their clients.

EDITOR

Jeff Schlegel is a financial journalist with more than 20 years experience covering a range of business and investment topics. He has won writing awards for both business and travel journalism, and his stories have appeared in the *New York Times*, *Washington Post* and *Barron's*, among others. He has served as senior editor of *Financial Advisor* magazine for nine years.

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Joanne Hill / Christian Magoon / Steve Schoenfeld / Randy Swan
Larry Swedroe / Sue Thompson

ETF REFERENCE GUIDE

A comprehensive performance listing of the ETF universe by asset class.

ETF REFERENCE GUIDE											
ASSET CLASS	ETF	ISSUED	ASSETS UNDER MANAGEMENT	TERMINAL	NAV	YTD RETURN	1-YR RETURN	3-YR RETURN	5-YR RETURN	10-YR RETURN	1-YR VOL
AMERICAN STOCK MARKET	SPDR S&P 500 ETF	1993	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%
	iShares Core S&P 500 ETF	2005	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%
	SPDR S&P 500 ESG ETF	2014	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%
	SPDR S&P 500 Divd Growth ETF	2005	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%
	SPDR S&P 500 Divd Growth ESG ETF	2014	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%
	SPDR S&P 500 Divd Growth ESG ESG	2014	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%
	SPDR S&P 500 Divd Growth ESG ESG	2014	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%
	SPDR S&P 500 Divd Growth ESG ESG	2014	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%
	SPDR S&P 500 Divd Growth ESG ESG	2014	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%
	SPDR S&P 500 Divd Growth ESG ESG	2014	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%
SPDR S&P 500 Divd Growth ESG ESG	2014	\$1,000,000,000,000	NO	1.00	15.2%	15.2%	15.2%	15.2%	15.2%	15.2%	

CONTENT

ETF Advisor is a quarterly magazine that will launch in the Fall of 2016. The following is a look at the topics that will be included in every issue.



O'Leary On O'Shares

Kevin O'Leary sees big things for his O'Shares ETFs.
BY JEFF SCHLEGEL

Kevin O'Leary, CEO of the investment management firm O'Shares, is a leading voice in the exchange-traded fund industry. In this cover story, he discusses the future of O'Shares ETFs and the opportunities they present for investors. O'Leary, who has a long history in the financial industry, shares his insights on market trends and the role of ETFs in a diversified portfolio. He highlights the growth of O'Shares' offerings and the potential for continued expansion in the global market. O'Leary's perspective is particularly relevant as investors seek innovative ways to manage risk and optimize returns in a volatile market environment.

Cover Story

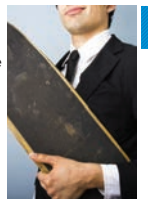
We take an in-depth look at an individual, company or issue that is making a significant impact in the world of exchange-traded products.

Domestic ETF

An in-depth look at a particular fund, sector or theme related to exchange-traded products focused on the U.S. market.

Global X: Hearing The Winds and Dollars of Millennials

By Christopher Rubben



Perhaps the most significant trend in the global investment landscape is the rise of Millennials. This generation's unique financial goals and risk tolerance are reshaping the market. Global X's innovative ETF offerings are designed to capture the essence of this demographic's investment preferences. Rubben explores how these funds are not only providing exposure to global markets but also addressing the specific needs of Millennials, such as ethical investing and sustainable growth. The article highlights the success of Global X's strategies and the potential for further innovation in the domestic ETF space.

International ETF

A deep dive into a particular fund, sector or theme related to exchange-traded products focused on the international sphere.

Does Gold Make Sense In A Post-Brexit World?

By Christopher Rubben



Gold has long been considered a safe haven asset, and its role in a portfolio has become increasingly important in the wake of Brexit. This article examines the implications of the UK's exit from the European Union on the gold market. Rubben discusses how global uncertainty has driven investors toward gold as a hedge against volatility. The piece also explores the performance of gold-related ETFs and provides insights into how investors can leverage these products to manage risk and preserve capital. Rubben's analysis is particularly timely as the market continues to navigate the complexities of the post-Brexit world.

People & ETFs

Janus Launches ETFs Attempting To Convert Health To Wealth

Janus Capital Group, Inc. has announced the launch of two new equity-focused ETFs, the Janus Health Care Fund (JHCX) and the Janus Global Health Care Fund (JGHC). Both funds are designed to provide long-term capital appreciation through investments in health care companies. JHCX is a U.S. equity fund, while JGHC is an international equity fund. Both funds are managed by Janus Capital Management, L.P.

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Calendar

10-11
East Nile
Location: New York
24-26
East Nile
Location: New York

10-13
East Nile
Location: New York
24-26
East Nile
Location: New York

10-16
East Nile
Location: New York
24-26
East Nile
Location: New York

10-18
East Nile
Location: New York
24-26
East Nile
Location: New York

10-20
East Nile
Location: New York
24-26
East Nile
Location: New York

People & ETFs

A list of ETF-related products and people that can be useful to a financial advisor's practice.

Strategy



Are You Cashing In With ETFs?

Investors are increasingly deploying ETFs due to their transparency and ease of use.

By Jerome M. Schneider and Natalie Zahradnik

ANSWERING TO INVESTMENT portfolios are at record highs, and the number of funds in the market is growing rapidly. This is due to the ease of use and transparency of these products. Many investors are now using ETFs to diversify their portfolios and reduce risk. This is especially true for institutional investors who are looking for ways to improve returns on their investments. ETFs offer a number of advantages over traditional mutual funds, including lower fees, greater transparency, and the ability to trade throughout the day. As a result, many investors are now turning to ETFs as a way to improve their investment performance.

Strategy

Investment managers who build multi-asset allocation portfolios around exchange-traded products discuss their strategies.

Insights

Leading voices in the ETF space offer their perspective, insights and opinions.

Insights

Remember, Fidelity, It's Always All About The Fees

Fidelity's approach to fees is a key differentiator in the ETF market. The company has consistently maintained low fees, which has helped it attract a large and loyal investor base. This is a key factor in Fidelity's success as a leading provider of ETFs. Investors should always be aware of the fees associated with their investments, as this can have a significant impact on their overall returns. Fidelity's commitment to low fees is a testament to its focus on providing the best possible investment experience for its clients.

Advisor



Playing Both Sides

John Ameriks, a principal at Vanguard Group, talks about market neutral funds.

By Maria Britl

MARKET NEUTRAL funds are designed to provide a return that is independent of the overall market. These funds use a variety of strategies to hedge out market risk, allowing investors to focus on generating alpha. John Ameriks, a principal at Vanguard Group, discusses the benefits and challenges of market neutral investing. He notes that these funds can be a valuable addition to a diversified portfolio, providing a source of steady returns that are not correlated to the market. However, there are also risks associated with market neutral investing, including the potential for underperformance relative to the market. Ameriks emphasizes the importance of understanding the underlying strategies and risks of these funds before investing.

Advisor

A financial advisor discusses how they employ ETFs or ETPs in client portfolios.

TARGET AUDIENCE

Independent Financial Planner/Advisor/RIA	78.7%
Full Service Securities Firm	10.6%
Insurance	4.4%
Accounting Firms	3.2%
Banking/Investment	1.8%
Other Professionals Allied to the Advisory Field	1.3%

Compensation Structure

Fee Advisors	92%
Fee Only	49%
Fee & Commission	43%
Commission Only	8%

Assets Readers Personally Manage

\$100M or more	40.3%
Under \$100M	59.6%

Source: FA Magazine Readership 9/16/16
BPA Membership Applied 9/16/16

TOTAL PRINT CIRCULATION 30,000

ADVERTISING

2017 CLOSING DATES

Issue	Space Close	Material Close	Mail Date
Winter	12/21/16	12/28/16	1/30/17
Spring	3/22/17	3/29/17	4/28/17
Summer	6/23/17	6/29/17	7/28/17
Fall	9/22/17	9/28/17	10/30/17

DISPLAY RATES

	1X	2X	3X	4X
Full Page, 4-Color	\$8,295	\$8,095	\$7,895	\$7,695
Spread	\$12,995	\$12,495	\$11,995	\$11,495
2/3 Page	\$7,595	\$7,395	\$7,195	\$6,995
1/2 Page	\$5,895	\$5,695	\$5,495	\$5,295
1/3 Page	\$5,195	\$4,995	\$4,795	\$4,595
Inside Front	\$10,495	\$9,995	\$9,495	\$8,995
Inside Front Cover Spread	\$16,995	\$15,995	\$14,995	\$13,995
Inside Back	\$9,895	\$9,595	\$9,295	\$8,995
Outside Back	\$11,995	\$11,495	\$10,995	\$10,495
False Cover	\$20,795	\$20,295	\$19,795	\$19,295

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