FINANCIAL ADVISOR

FA

INTRODUCES

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

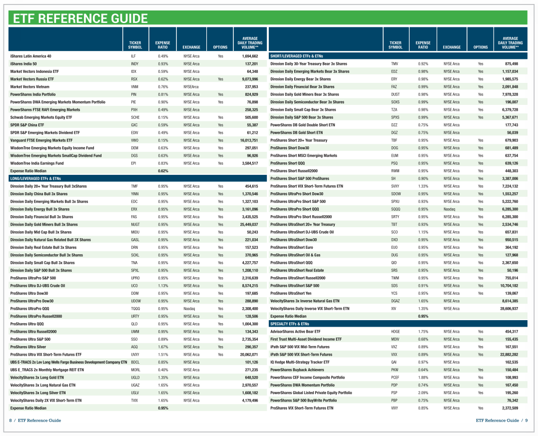
Jeff Schlegel is a financial journalist with more than 20 years experience covering a range of business and investment topics. He has won writing awards for both business and travel journalism, and his stories have appeared in the *New York Times*, *Washington Post* and *Barron's*, among others. He has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

CONTRIBUTORS

Ron DeLegge / Tom Dorsey / Deborah Fuhr / Noah Hamman
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

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.


KEVIN O'LEARY / COVER STORY

O'Leary On O'Shares

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

BY JEFF SCHLEGEL

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.


DOMESTIC ETF / PORTFOLIO

Global X: Winning The Hearts and Dollars Of Millennials

By Christopher Robbins


INTERNATIONAL ETF / PORTFOLIO

Does Gold Make Sense In A Post-Brexit World?

By Christopher Robbins

International ETF

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

People & ETFs

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

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.

Advisor

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

ETF ADVISOR

TARGET AUDIENCE

Independent Financial Planner/Advisor/RIA	**78.7%**
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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
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1/3 Page	$5,195	$4,995	$4,795	$4,595
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Founding Publisher, David Smith
732.450.8866, ext. 26
david@fa-mag.com

Publisher
East Region Advertising Director
Diane Rogala
732.493.2159
diane@fa-mag.com

West Coast and Midwest Region
Advertising Director
Sarah Haase
312.504.8755
sarah@fa-mag.com

New England Region
Advertising Director
Rich Ofsthun
617.470.9291
rich@fa-mag.com

Associate Publisher - Digital
Sandra Croce
732.450.0193
sandra@fa-mag.com

Digital Advertising Director
Toni Cantwell
732.450.8866, ext. 19
toni@fa-mag.com

499 Broad Street, Suite 120 • Shrewsbury, New Jersey 07702 • 732-450-8866 • Fax: 732-450-8877 • www.etfa-mag.com