FINANCIAL ADVISOR

Media Kit 2016

DIGITAL / PRINT / EVENTS

Insight, Opportunities and Solutions for Financial Marketers

fa-mag.com

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FINANCIAL ADVISOR

FA Offers More

Print

Financial Advisor is produced exclusively for independent advisors by one of the most experienced and respected publishing teams in the industry. Reaching 108,000 independent broker-dealer-affiliated advisors and registered investment advisors (RIAs), *FA* offers readers unparalleled ideas and strategies to help them better invest for their affluent clients and manage their practices.

The *FA* Magazine App gives advertisers the ability to integrate their marketing campaign and reach advisors with new, engaging technology. This new format allows advertisers to enhance their print advertisements with voice, links and more for people reading *FA* via computers, smartphones and tablets.

Digital

FA-MAG.COM provides users with timely articles, features and research along with breaking news about the financial services industry. The site also features the continuing education center, channels covering different financial topics, proprietary research surveys, webcasts, whitepapers, an events calendar and industry-related links. FA-mag.com is tablet and smartphone friendly.

FA NEWS, the electronic newsletter of *FA* magazine, is an essential resource for breaking news and events that directly affect financial advisors and the companies providing products and services to the advisor market. *FA* also offers special *FA* News editions that focus on specific industry topics.

WEBCASTS: *FA*'s editorial expertise provides advisors with thought-provoking, single-topic educational sessions to keep them informed of the latest trends and strategies in the financial markets.

Events

Financial Advisor and ***Private Wealth*** magazines host a variety of one- and two-day conferences that focus on Retirement Planning, Liquid and Traditional Alternative Investments and Strategies, Women in Wealth Management, Working with Family Offices and Impact Investing. All of our events include general and breakout sessions, as well as keynote panels. CE credits are offered for qualified topics.

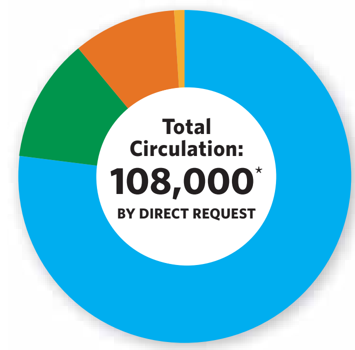
ECRUITING REAL ESTATE BLOGS **WEBCASTS** COLLEGE PLANNING TAX PLANNING MARKET AND ECONOMIC OUTLOOK **CONTENT SPECIFIC CHANNELS** CONFERENCES WORKSHOPS WHITEPAPERS
NABLE INVESTING INSURANCE MANAGEMENT RISK MANAGEMENT **MUTUAL FUND REVIEW** RETIREMENT PLANNING 401(K) SEPARATELY MANAGED ACCOUNTS **TECHNOLOGY SOLUTIONS** WEA
U.S. EQUITY **ANALYSIS** BUSINESS TRANSITIONS SOCIAL SECURITY **VARIABLE ANNUITIES** CUSTODIAN PROFILES FIXED INCOME **FINANCIAL LIFE PLANNING** CE CREDIT ESTATE PLANNING WEAL

Print

FA Delivers to a Clearly Defined and Targeted Audience

Independent Financial Planners/Advisors/RIAs	76.7%
Fee-Based Wirehouse and Regional Brokerage Advisors	12.3%
Insurance/Accounting/Bank Advisors	10%
Other Types of Professionals Allied to the Field	1%

*Effective November 2015



FA Subscribers Control Over $14.5 Trillion in Client Assets

Assets Readers Personally Manage

Average Client Assets:

$138 million

$1 Billion +	2.2%
$999.9M to $500M	1.7%
$499.9M to $250M	6.5%
$249M to $100M	20.6%
$99.9M to $50M	32.7%
Less than $50M	36.4%

IAL LIFE PLANNING CE CREDIT ESTATE PLANNING WEALTH MANAGEMENT PORTFOLIO SPOTLIGHT RETIREMENT PLANNING INSURANCE INVESTING RIA RANKING ETFS BROKER-DEALER RECRUI
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Products FA Readers Personally Recommended To Clients

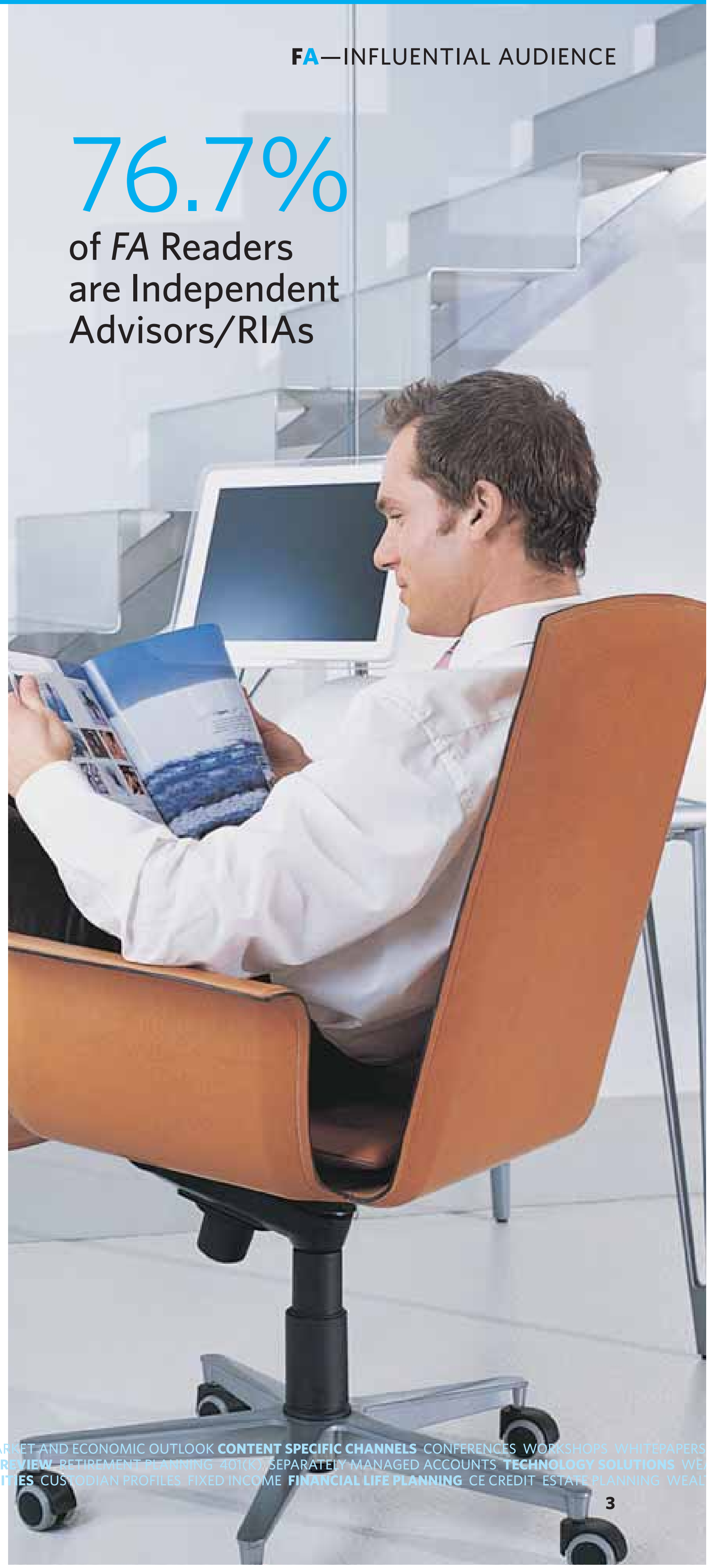
Over Past 12 Months

Mutual Funds	**86%**
Bonds/Bond Funds	**75%**
529 Plans/College Saving	**71%**
ETFs	**71%**
Life Insurance	**67%**
Fixed Income Products	**61%**
Annuities	**60%**
Retirement Products	**58%**
Long-Term Care	**56%**
REITs	**55%**
401(k) Plans	**52%**
Separately Managed Accounts	**45%**
Other Alternative Investments	**41%**
Master Limited Partnerships (MLPs)	**36%**
Charitable Giving	**24%**
Socially Responsible Investing	**21%**
Managed Futures	**12%**
Property and Casualty Insurance	**7%**

Source: Signet Research 2014 Subscriber Study.

76.7%

of *FA* Readers are Independent Advisors/RIAs



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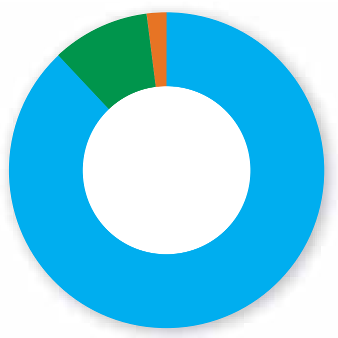
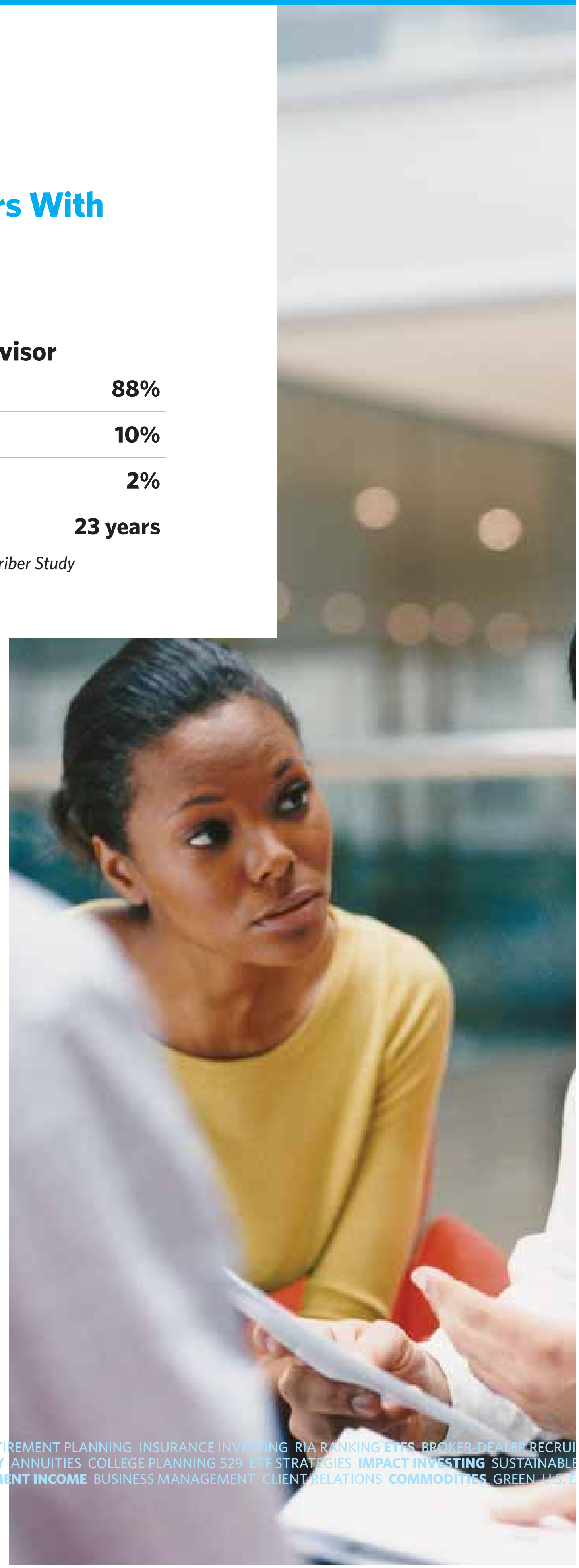
FA Readers Are Experienced Advisors With Established Practices



Tenure as Planner/Advisor

10 years or more	**88%**
5 to 10 years	**10%**
Less than 5 years	**2%**
Average	**23 years**

Source: Signet Research 2014 Subscriber Study



Compensation Structure

Fee Advisors	**84%**
Fee-Based	54%
Fee-Only	30%
Salary	**9%**
Commission	**4%**
Other	**3%**

Source: Signet Research 2014 Subscriber Study

$2.4 million

Average value of client accounts readers personally manage.

153

Average number of clients readers personally manage.

FA Readers Regularly Respond To Advertising and Editorial Conent

Action(s) taken during the past year as a result of advertisements and/or articles in FA.

74%

Referred or discussed an ad or and article to someone in a company by passing along a tear sheet, a photocopy or an actual issue.

45%

Visited an advertiser's website.

44%

Bought products or services advertised or requested additional information from a company, sales representative or distributor.

21%

Recommended/specified products advertised.

Multiple responses permitted. Source: Signet Research Ad Awareness Study, June 2015

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Mission

Financial Advisor provides readers with sophisticated planning and investment strategies to help them better invest for their affluent clients. Our editorial team goes in-depth to offer investment ideas and techniques advisors can use to address their clients' financial goals. *FA* also challenges traditional financial planning wisdom by introducing readers to new approaches.

Unparalleled Content

Editorial excellence is essential for any media vehicle. Accordingly, *FA* brings together a prominent team of editors and contributing writers to provide the most compelling publication for the top decision-makers in the financial advisory field. At *FA*, we have assembled an all-star list of editorial voices within the financial marketplace.

Editorial Topics

Alternative Investments / Annuities / College Planning / ETF Strategies
Fixed Income / Impact and Sustainable Investing / Insurance & Risk Management
Mutual Fund Review / Real Estate / Retirement Planning / 401(K)
Separately Managed Accounts / Technology Solutions / Wealth Management

Columnists and Writers

Mitch Anthony / Bill Bachrach / Marla Brill / Joel Bruckenstein / Caren Chesler
Roy Diliberto / Ric Edelman / Harold Evensky / Mark Hurley / Dan Jamieson
Deena Katz / Michelle Knight / Ted Knutson / Tom Kostigen / David Lawrence
Dan Moisand / Nick Murray / Philip Palaveev / James Picerno / Russ Alan Prince
Eric L. Reiner / Mary Rowland / Don Trone / Richard Wagner

2016 Advertising Awareness Studies PRINT & ONLINE

Financial Advisor will partner with Signet Research Inc. and conduct advertising awareness studies in the June and December issues of *FA*, and website studies during the months of March and September.

CIAL LIFE PLANNING CE CREDIT ESTATE PLANNING WEALTH MANAGEMENT **PORTFOLIO SPOTLIGHT** RETIREMENT PLANNING INSURANCE INVESTING RIA RANKING **ETFS** BROKER-DEALER RECRUI
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GEMENT PORTFOLIO SPOTLIGHT REITS **GROWTH** RETIREMENT ADVISOR YOUR PRACTICE IRAS **RETIREMENT INCOME** BUSINESS MANAGEMENT CLIENT RELATIONS **COMMODITIES** GREEN U.S. E

FA 2016 Editorial Calendar

	EDITORIAL FEATURES	BONUS CONFERENCE DISTRIBUTION	INSERTION DUE	MATERIALS DUE	MAIL DATE
Jan	• U.S. Equity Outlook • Insurance • Retirement Income • Custodian Platforms	• **Inside ETFs*** • FSI OneVoice	Nov 25	Dec 4	Dec 29
Feb	• U.S. Fixed-Income Outlook • Last-Minute Tax Strategies • Alternative Investing	• IMCA NY Consultants • TD Ameritrade	Jan 4	Jan 7	Jan 29
Mar	• **Attracting Women to the Profession Special Section** • Real Estate • College Planning • Emerging Markets Investing	• **1st Annual Investing In Smart Beta** • **Building a Financial Advisory Practice with the Ultra-Wealthy**	Jan 29 WEBSITE ADVERTISING AWARENESS STUDY	Feb 5	Feb 29
Apr	• **7th Annual Inside Retirement Conference Supplement** • **2nd Annual Invest in Women Conference Supplement** • **Broker-Dealer Outlook/Annual Broker-Dealer Ranking and Profiles** • Impact/Sustainable Investing • Insurance	• MMI Annual Convention • IMCA Annual	Feb 29	Mar 7	Mar 31
May	• **Liquid Alternative Special Section** • 401(k) Planning • Energy Investing • Serving Female Clients • Young Advisors To Watch	• **2nd Annual Invest in Women** • **7th Annual Inside Retirement** • NAPFA Spring	Mar 30	Apr 6	Apr 29
Jun	• Small, Independent Broker-Dealers • Annuities • Emerging Markets Investing	• Pershing INSITE • Morningstar Investment Conference	Apr 29 PRINT ADVERTISING AWARENESS STUDY	May 6	May 31
Jul	• **Annual Top RIA Ranking** • **Technology Special Section** • Insurance • Dividend-Paying Strategies • Impact/Sustainable Investing		May 31	Jun 6	Jun 30
Aug	• **7th Annual Inside Alternatives Conference Supplement** • **Broker-Dealer Recruiting Special Section** • REITs • Alternative Investing		Jun 30	Jul 6	Jul 29
Sep	• College Planning • International Investing • Insurance	• **5th Annual Impact Investing** • **7th Annual Inside Alternatives**	Jul 29 WEBSITE ADVERTISING AWARENESS STUDY	Aug 5	Aug 26
Oct	• Broker-Dealer Technology Platforms • Year-End Tax Strategies • Impact/Sustainable Investing	• IMCA Advanced Wealth Management • NAPFA Fall National • Schwab IMPACT	Aug 30	Sep 7	Sep 30
Nov	• **Fixed-Income Special Section** • 401(k) Planning • Charitable Giving • Annuities		Sep 30	Oct 6	Oct 28
Dec	• Custodian Platforms • Alternative Investing • International Investing		Oct 28 PRINT ADVERTISING AWARENESS STUDY	Nov 4	Nov 30

IN EVERY ISSUE: Retirement Planning, Client Relations, ETFs, Technology, Wealth Management, Investing, Estate Planning, Practice Management. *Events in blue produced exclusively by* Financial Advisor. **Produced in conjunction with ETF.com*

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FA 2016 Display Rates

BLACK & WHITE	1X	3X	6X	12X	18X
Full Page	$13,333	$12,849	$12,365	$11,675	$10,974
2/3 Page	11,562	11,191	10,491	9,955	9,265
1/2 Page	9,687	9,368	8,667	7,977	7,174
1/3 Page	8,194	7,864	7,009	6,319	5,670
Spread *(5% Discount)*	24,735	24,097	22,974	21,635	20,512
FOUR-COLOR					
Full Page	$15,208	$14,724	$14,023	$13,333	$12,746
2/3 Page	13,436	13,066	12,478	11,778	11,345
1/2 Page	11,562	11,191	10,491	9,687	8,997
1/3 Page	9,800	9,584	8,997	8,400	7,864
Spread	28,330	27,527	26,188	24,735	23,613
COVER RATES					
Cover 2 (Inside Front)		$21,851	$20,667	$19,493	
Cover 3 (Inside Back)		20,667	19,493	18,638	
Cover 4 (Back Cover)		23,025	21,851	20,667	

A short rate will be applied to any advertiser who does not fulfill contracted frequency. All rates listed above are gross.

AD SIZES

Covers and Full Pages

Trim	8⅛" x 10⅞"
Bleed	8⅜" x 11⅛"
Live Area	7⅝" x 10⅜"

Spreads

Trim	16¼" x 10⅞"
Bleed	16½" x 11⅛"
Live Area	15¾" x 10⅜"

Fractional Ad Sizes

2/3 Horz.	7" x 6"
2/3 Vert.	4½" x 9¾"
1/2 Horz.	7" x 4½"
1/2 Vert.	4½" x 7"
1/3 Sq.	4½" x 4½"
1/3 Horz.	7" x 3"
1/3 Vert.	2¼" x 9¾"

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 high-resolution images (300dpi) and fonts embedded.
- Color files must be CMYK format. Spot colors will be converted to process unless indicated otherwise.
- Files 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 embed ICC profile with images. Total ink density should not exceed 280%.
- 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 SWOP standard color proof. All b/w ads must include a composite laser.

FTP Instructions

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

FOR SPECS VISIT: www.fa-mag.com/fa-print-ad-specs

RATE QUESTIONS? Call Dawn Zarcaro at 732-450-8866, ext. 22 or e-mail: dawn@fa-mag.com

AD MATERIAL QUESTIONS? Call Aimee Melli at 732-450-8866, ext. 15 or e-mail: aimee@fa-mag.com

SEND AD MATERIALS TO: *Financial Advisor*, Production Department, 499 Broad Street, Suite 120, Shrewsbury, NJ 07702

Content Marketing

Special Feature Commentary Opportunity

MARCH Attracting Women to the Profession

MAY Liquid Alternatives

AUGUST Broker/Dealer Recruiting and Technology

NOVEMBER Fixed Income Special Feature

EACH FEATURE INCLUDES:

- A 100-word company description and logo
- A 300-word manager commentary and portrait
- Print and digital components

RATE: $5,150 NET

Special Integrated Sponsorship Opportunity

APRIL Annual Broker-Dealer Ranking and Profiles

Broker-Dealers can complement their annual ranking in the *Financial Advisor* Broker-Dealer Survey by showcasing their firms in a corporate advertorial profile. **RATE: $5,510 NET**

APRIL Annual Broker-Dealer Survey

This 12-month sponsorship opportunity runs from April 2016 to March 2017 and is limited to four sponsors. Each sponsor will be entitled to four corporate banner placements within this distinct channel. Each sponsor's logo will be included within a dedicated e-direct promoting the survey, in a PDF file of the expanded rankings posted online, in an ad in the April 2016 edition of *Financial Advisor* magazine promoting the survey and on two banner ads within *FA* News also promoting the survey. **RATE: $10,995 NET**

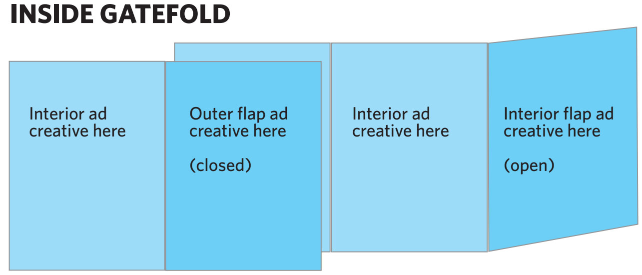
JULY Annual RIA Ranking

This 12-month sponsorship will run from July 2016 to June 2017, and is limited to four sponsors. Each sponsor will be entitled to one corporate print ad and four corporate banner placements within the RIA Ranking cover story online. Each sponsor's logo will be included in a dedicated e-direct promoting the survey, in the PDF and print versions of the RIA Ranking, in an ad in the July 2016 edition of *Financial Advisor* magazine promoting the survey, and in two banner ads in *FA* News. **RATE: $25,000 NET**

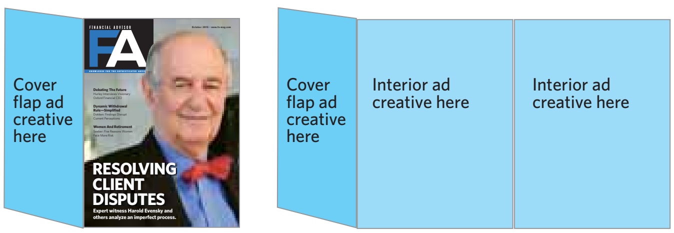
High-Impact Units

FALSE COVER/COVER TIP

INSIDE GATEFOLD



FRENCH GATE COVER



BELLYBAND

POLYBAG

Please contact your sales rep for details and pricing.

FA Magazine App Advertising

Advertising within mobile apps is new to many—yet is one of the most promising venues. Smartphone ownership doubled in 2011 and 1 in 3 U.S. consumers now owns a tablet. All print magazine ads will automatically be included in the app, but we also offer the following additional advertising opportunities:

BANNER ADS

Location	Storefront
Size	2048x450 (landscape) • 1536x450 (portrait)
File Formats	PNG or JPG

AUTO TRIGGER AD

URL of the advertiser's choice and can be placed over any pagewithin the app.

PREMIUM APP PLACEMENTS

Your print ad can move to a premium position in magazine app.

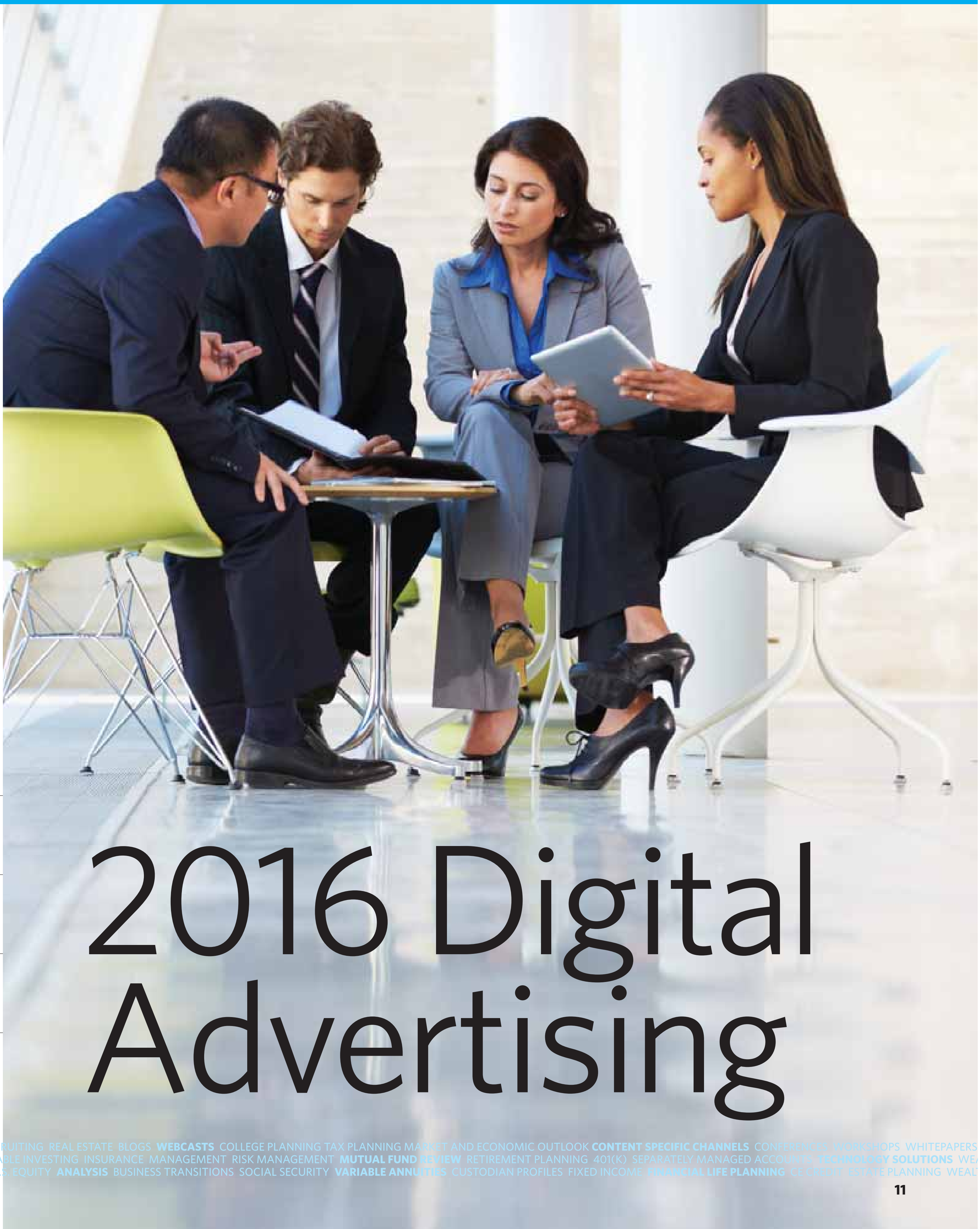
ADDITIONAL ADJACENT AD PAGES

Make your full page print magazine ad a spread in the app by adding a page or profile.

EMBEDDED VIDEO OR SOUND

Please call for rates and specifications.

FOR SPECS VISIT: www.fa-mag.com/online-specs-digital-edition



2016 Digital Advertising

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Run of Site Units

A

Leaderboard

Size	728x90
CPM	**$135**

B

Rectangle 1

Size	300x250
CPM	**$120**

C

Rectangle 2

Size	300x250
CPM	**$105**

D

Skyscraper 1

Size	160x600
CPM	**$120**

E

Skyscraper 2

Size	160x600
CPM	**$105**

F

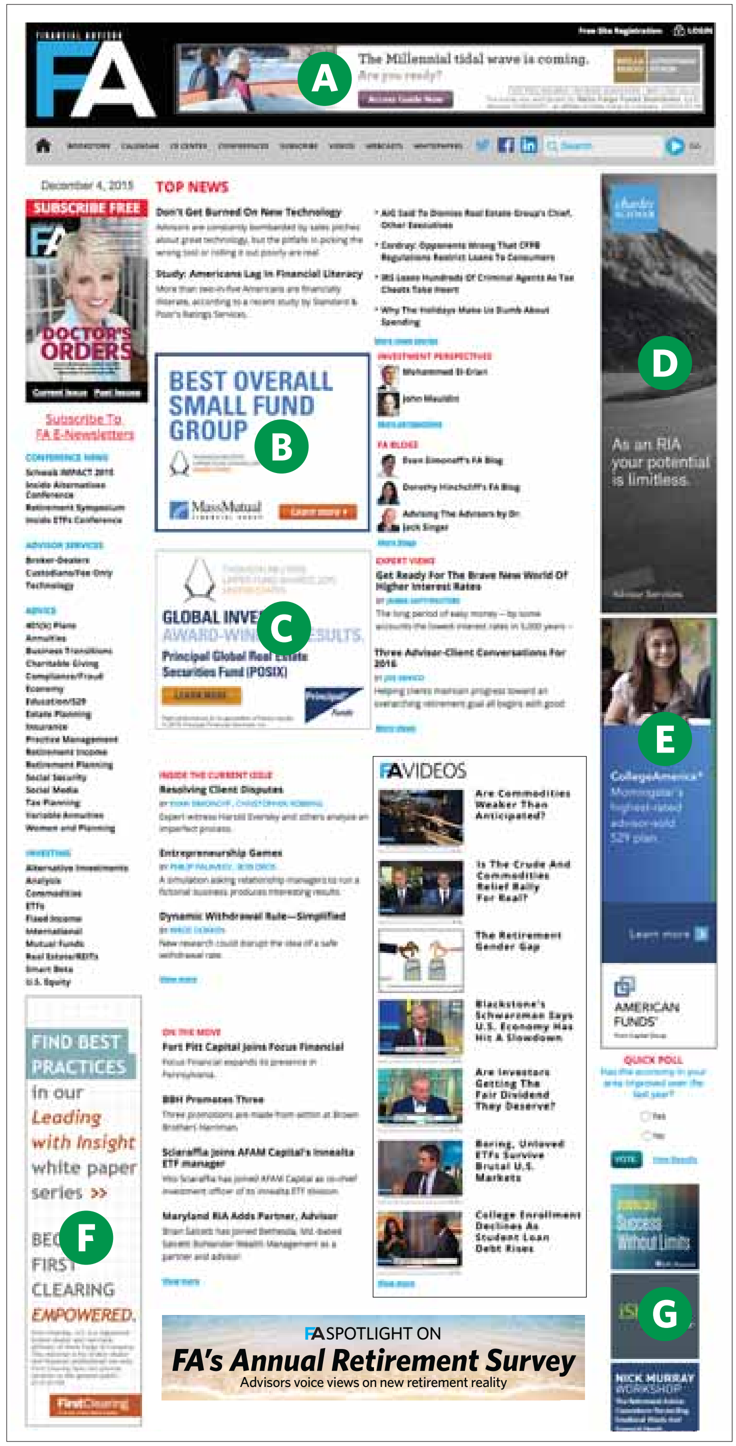
Skyscraper 3

Size	160x600
CPM	**$95**

G

Button Box

Size	120x120
CPM	**$50**



FOR SPECS VISIT: www.fa-mag.com/online-specs-website-banners

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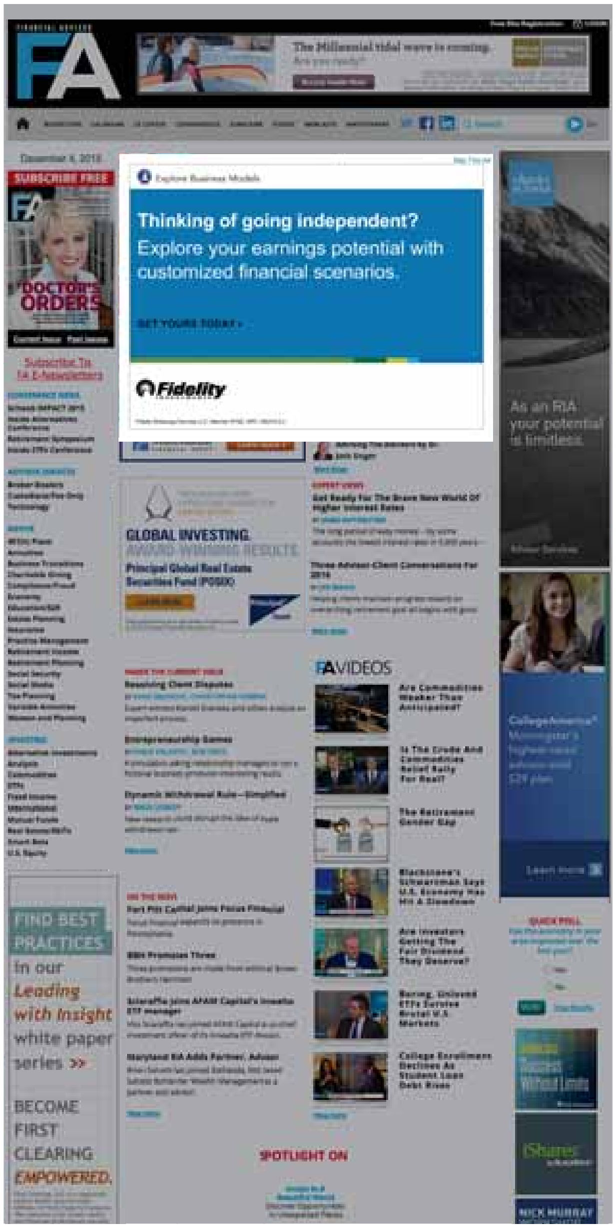
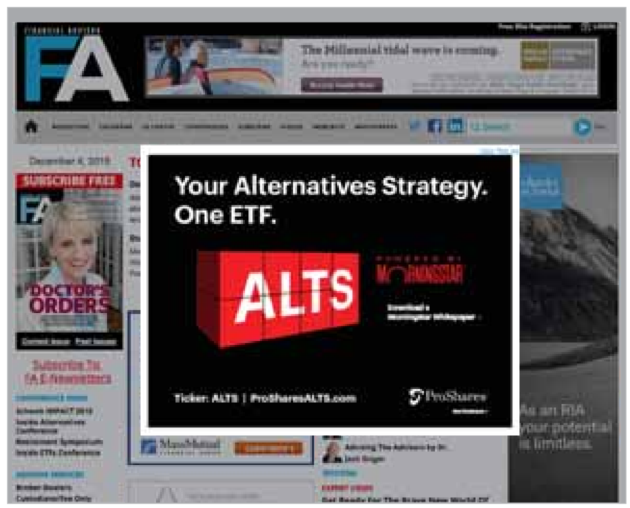
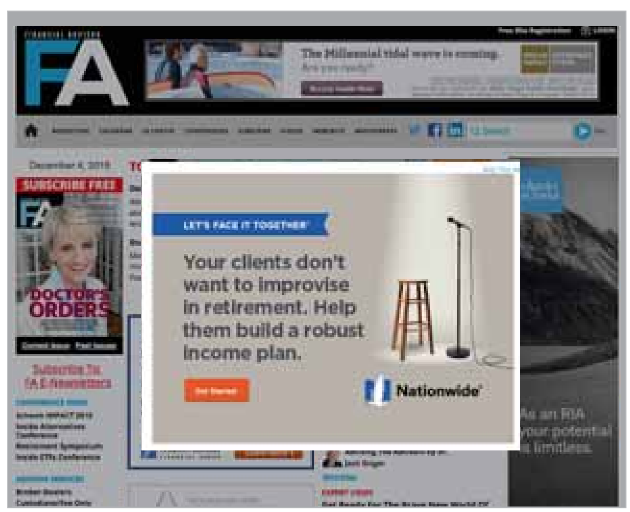
High-Impact Units

Interstitial

Size	640x480
CPM	$**300**







FOR SPECS VISIT:
www.fa-mag.com/online-specs-website-banners

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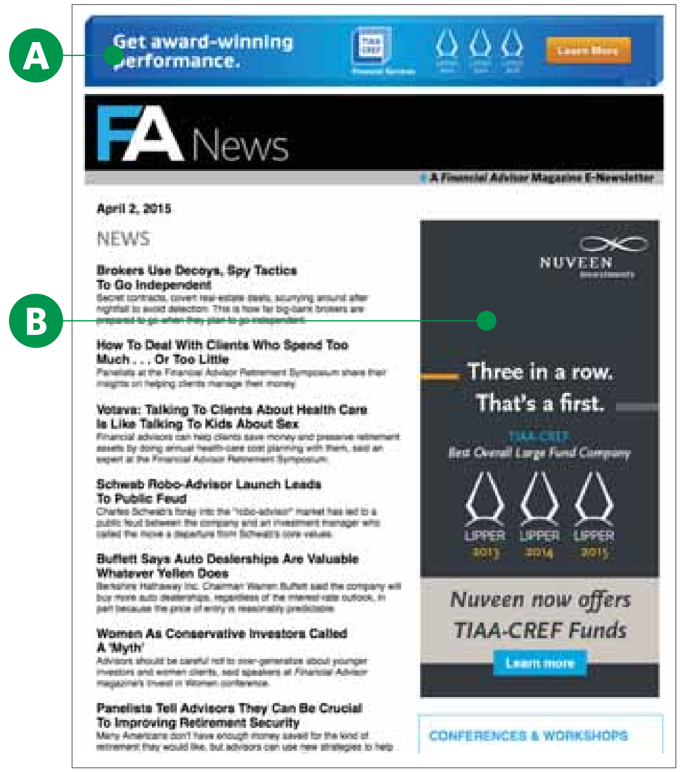
FA News

Financial Advisor's electronic newsletter is sent to approximately 160,000 digital subscribers five times a week. *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.



FA News:
Top Stories of the Week

Sent every Friday, this newsletter consist of the most highly read stories of the week.

A

Leaderboard

Size	728x90
Rate	**$4,195/edition**

B

Half Page

Size	300x600
Rate	**$4,195/edition**

Upper Rectangle

Size	300x250
Rate	**$3,595/edition**

Lower Rectangle

Size	300x250
Rate	**$3,095/edition**

FOR SPECS VISIT:
www.fa-mag.com/online-specs-e-newsletters

FA News:
Topic-Specific Editions

Alternatives	Mutual Funds
B-D News	Retirement
College Planning	Retirement Income
ETFs	Retirement Planning
Fixed Income	RIA News
Insurance & Annuities	Variable Annuities

CONTACT YOUR REP for consideration of a topic not listed above.

FA News:
Breaking News Editions

This edition is available as 100% SOV only.

Choice of Layout: 2 or 3 banners **$10,000**

A

Leaderboard

Size	728x90
Rate	**$4,500/edition**

B

Half Page

Size	300x600
Rate	**$4,500/edition**

Upper Rectangle

Size	300x250
Rate	**$3,800/edition**

Lower Rectangle

Size	300x250
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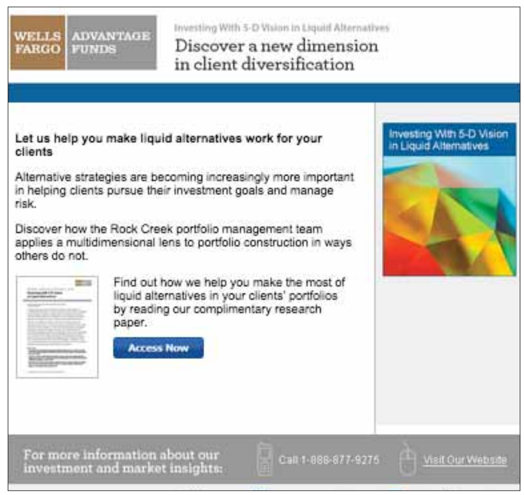
E-Directs

Send your customized marketing message to our list of approximately 120,000 e-mail subscribers. Html and text versions are permitted.

Additional Assistance and Options:

- Your rep will assist you with deciding on or creating the most effective subject lines to target our advisor community.
- A/B split subject lines are encouraged. Send your e-mail in the same day to an evenly split list with two different subject lines to test the strength of your subject line choices.

Monday through Friday Sends	**$10,000 NET**	Saturday and Sunday Sends	**$5,000 NET**



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FA Whitepaper Distribution

Financial Advisor will feature branded whitepapers from industry sponsors and thought leaders, available to subscribers through a monthly digital whitepaper alert blast and posted within the whitepaper section of FA-Mag.com for one month.

For each month's posting, you will be entitled to one whitepaper alert listing and a one-month listing in the whitepaper section of FA-Mag.com. We can only accept a PDF file of the research paper for our distribution offer. Please refer to our lead generation model if you would like to include a URL with submission form.

Sponsorship Rates

1x	**$1,200/month**
3x	**$1,100/month**
6x	**$1,000/month**
12x	**$900/month**

The above rates reflect per single listing. For multiple listings by the same firm in the same month, a frequency discount would apply.

Lead Generation Program

After review of your campaign message, a customized program will be created and executed by our staff. At the close of each month, a series of activity reports will be provided to you as well as the leads that were collected through these efforts.

Elements that may be included in your customized program:

- Banners on FA-mag.com
- Banners in various topics of our e-newsletters
- Dedicated e-mails
- Whitepaper alert

All placements will be scheduled at our discretion

RATE: **$150/LEAD**

FOR SPECS VISIT:
fa-mag.com/online-specs-lead-generation


FA Whitepaper Alert

Stay up-to-date with the latest news and trends

Read the most recent white papers provided by industry sponsors, which are posted on the Financial Advisor magazine website, fa-mag.com. FA will alert you once a month of the latest white paper postings available.

Active Share, Toward a Stock Picker's Market?

ClearBridge

Explore five groups of mutual funds—from stock pickers to moderately active to the closet indexers. Which categories produced the best risk-adjusted return 1990-2009? The more different the portfolio from its benchmarks, the greater the range of possible outcomes. Consider a tool like active share.

Read More

Prospecting Best Practices: Effective and Efficient

High Net Worth Insight

The most successful private wealth advisors are able to identify opportunities in their territory with a high likelihood to close and have the insight to react quickly to win the client. This white paper highlights several of the innovative prospecting methods being used by elite private wealth advisors to find and attract new clients. To learn how High Net Worth Insight, a service of the Financial Times, will improve your book of business, sign up for free trial access at hnwinsight.com.

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LPL Financial

As a Registered Investment Advisor, you enjoy the freedom and rewards that come with successful business ownership. At LPL Financial, we're committed to helping you take your success to the next level.

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Investing Megatrends: New Technology

- The "Data Deluge" we are experiencing is one of the world's durable investment themes.
- Significant capital investments in data infrastructure provide structural support for this trend.
- Many companies can benefit from the collection, analysis, transmission and storage of data.

Read More

Breakthroughs in Managing Tangible Assets: Completing the Picture of Wealth

insured.

Tangible assets, such as fine art, wine, jewelry, antiques, and classic cars, have finally been recognized as an asset class in their own right. But poor documentation and valuation often create insurance, tax, and estate planning issues for wealthy families. This white paper explores the challenges of tangible asset management and presents seven steps for addressing them, including opportunities for wealth advisors to enhance the service they provide to clients.

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Navigating a Changing Interest Rate Environment

Dreyfus

Over the past five years, a series of extraordinary market events followed by an unprecedented level of monetary policy intervention have led fixed income investors to an interest rate crossroad. We examine risks you know and risks you may not be aware of.

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Webcast Events

A webcast offers our clients the chance to be recognized as industry leaders, educators and information providers. With every event we create a robust promotional campaign, which is custom-designed depending on the topic of each event. We also provide our technology platform and, if applicable, we will handle the entire process of submitting your webcast content for consideration by both the CFP Board and IMCA for CE credit approval. Approval is not guaranteed but would be granted upon review of the content by both boards. After the event we will provide the full list of registered attendees for your event.*

Brief definitions and pricing for each level is listed below. Please contact your representative for a complete list of entitlements.

CUSTOM LEVEL. *Financial Advisor* magazine editors will work with the client to create a single webcast or a series of webcasts. Clients will be able to choose the topic and panelists for each event. Our editors will research the content to be included and will also be the contact for panelists on behalf of the client. Our editors have some of the strongest relationships with highly recognized industry experts, which is beneficial to the success of an event with *Financial Advisor* magazine.

Rate: $20,995/net

Please note that if your event will require assistance above and beyond our usual services, an additional fee may apply.

MEDIA PARTNERSHIP LEVEL. Partner with *Financial Advisor* to give your fully produced webcast greater exposure in the advisor community and increase attendance. All of the content at this level is provided completely by the client, *Financial Advisor* will not alter the content in any way. For this level, any panelist participating on the event will be sought solely by the client. *Financial Advisor* will not seek panelists for the event at this level. If any assistance is needed from the *Financial Advisor* magazine staff for content creation or seeking additional panelists this would be considered a custom level event.

Rate: $15,995/net

Please note that if your event will require assistance above and beyond our usual services, an additional fee may apply.

SPONSORSHIP LEVEL. On occasion, contributors of *Financial Advisor* magazine will fully produce a single webcast or a series of webcasts on a specific topic such as: Women in Wealth, Retirement, Estate Planning, etc. Your firm's branding will be included on all promotional efforts. The sponsor will introduce the moderator and also make closing comments. Some of the contributors from past webcasts include Tom Dorsey, Mark Hurley, Bill Bachrach, Nick Murray and Dr. Katy Votava. If one of our webcast topics align with your campaign objective, it would serve as a perfect vehicle to offer positive branding for your firm.

Rate: $10,995/net

For one-time use only, list rental agreement is required.

Additional information for websites

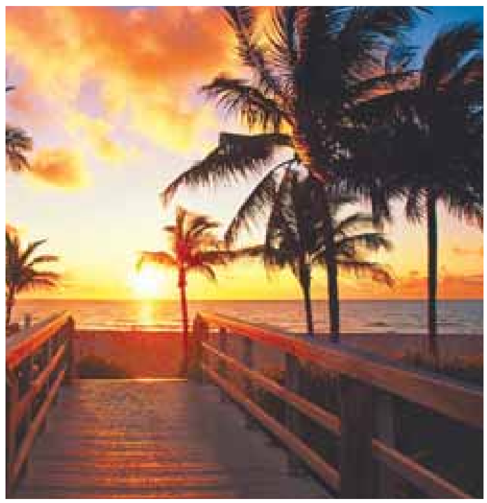
Delivery Schedule: Within five business days of flight date. Some rich media formats require seven business days for testing.

New Creative: Option to change creative content of any advertising space once per month.

Creative Submission: Call Dawn Zarcaro at 732.450.8866, ext. 22 or dawn@fa-mag.co

Technical Questions: Call Keith Huryk at 732.450.8866, ext. 20 or keith@fa-mag.com

Conferences &



9TH ANNUAL

INSIDE ETFs

January 24-27
Diplomat Resort & Spa
Hollywood, FL

In conjunction with ETF.com, this event is the first and 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.
www.etf.com/insideetfsconference

INVESTING IN SMART BETA

March 22
The Westin Fort Lauderdale

Smart beta strategies have garnered a lot of attention both in the media and with investors. Reports indicate that $1 out of every $5 are now going into these strategies. For this 1-day event, our speaking faculty of leading smart beta fund managers and experts will help investors better understand these products and explain how and why they fit into a multi-asset class portfolio. With buyside investor-only attendance, we anticipate a 10:1 ratio of buyside investors to sponsors.
www.fa-mag.com/smartbeta

BUILDING A FINANCIAL ADVISORY PRACTICE WITH THE ULTRA-WEALTHY

April 5–6
New York, NY

This two-day event designed exclusively for financial advisors looking to meaningfully bring in more assets to manage from the ultra-wealthy. Attendees will be provided with insights into the products and services they want and need, as well as the processes to cultivate them.
www.fa-mag.com/princewealthy

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David Smith, Founding Publisher at 732.450.8866, ext. 26 or dsmith@fa-mag.com

Events 2016

Continued on next page

2ND ANNUAL

INVEST IN WOMEN

May 3-4
Hyatt Regency Dallas

Invest in Women is the leading forum nationwide to explore, discuss and learn about issues that are meaningful for women financial advisors and female clients. This two-day event promises insight and networking to help your practice grow. The 2016 conference will offer expanded programming that reflects input from prior attendees as well as other industry leaders. Take the opportunity to be inspired — and have fun — at a conference you won't want to miss.
www.fa-mag.com/women

7TH ANNUAL

INSIDE RETIREMENT

May 5-6
Hyatt Regency Dallas

This event is the first and largest retirement conference for advisors. Key industry experts and prominent advisors share their insights and strategies and help advisors assist clients 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.
www.fa-mag.com/retirement

Conferences & Events 2016

5TH ANNUAL

IMPACT INVESTING

September 18
Sheraton Denver Downtown

Leading industry experts will share their insights and acumen on ways to gain and retain clients by leveraging the myriad attributes impact investments afford. From prospecting to client meetings and next-generation planning, attendees will amass the knowledgeware and skill set to service clients at a higher level and collaborate for a more prosperous future.
www.fa-mag.com/impact

7TH ANNUAL

INSIDE ALTERNATIVES

September 19-20
Sheraton Denver Downtown

Using Liquid and Traditional Strategies to Diversify and Improve Alpha. As the industry's first, largest and most influential alternative investments conference, this event brings together leading advisors and financial professionals from *FA* and *PW* magazines to discuss strategies for how advisors can diversify client portfolios and access non-correlated asset classes with liquid and traditional investment vehicles.
www.fa-mag.com/alts

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