2010 Media Kit

Journal of

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FPAnet.org

Connecting with the financial planning profession in print and online





The Heart of Financial Planning™

The Financial Planning Association® (FPA®) is the leadership and advocacy organization connecting those who provide, support and benefit from professional financial planning. Working in alliance with academic leaders, legislative and regulatory bodies, financial services firms and consumer interest organizations, FPA is the community that fosters the value of financial planning and advances the financial planning profession.



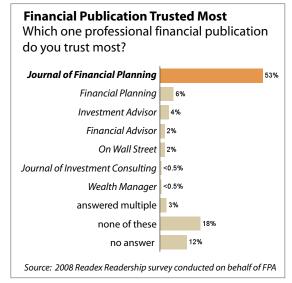


Our readers trust the **Journal** of **FINANCIAL PLANNING**. For 30 years, they've relied on our nonprofit objectivity and peer-reviewed articles to keep them at the top of their profession. No hype, no sensationalism. Just the facts and research they trust to help them take action. Now more than ever, readers are searching for something to trust. They find it in every issue of the **Journal**.



AWARD WINNING

2009 APEX® Publication Excellence Award Winner



Trusted

reliance on the integrity, strength, ability, surety, etc., of a person or thing; confidence.



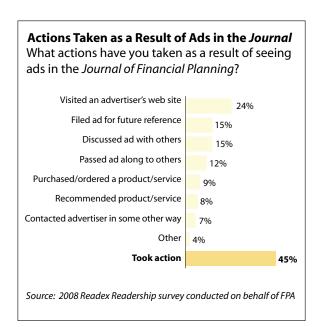
To view our most current BPA circulation statement, please visit http://www.fpajournal.org/Advertise/BPAStatement/

Cualified Circulation: 51,150

In this market it's not about how many people you reach...

It's about whether you're **trusted** for the **information** you deliver.

Create **awareness** with readers who will **act** on your message



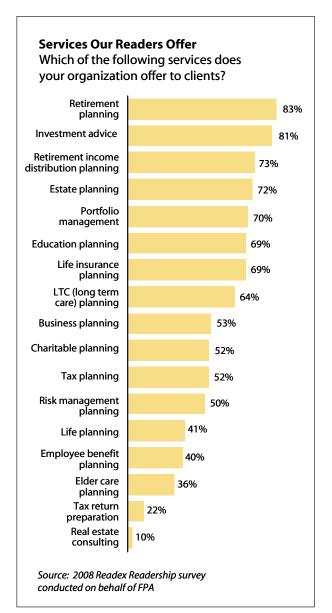
Opinions of Ads in the Journal

What is your level of agreement with each of these statements about the ads in the *Journal* of *Financial Planning*?



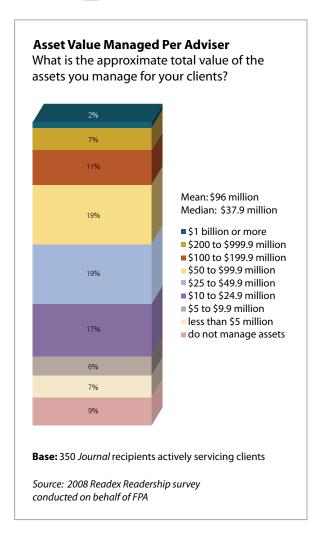
Source: 2008 Readex Readership survey conducted on behalf of FPA

Reliable



Discover what others already know— **Multiply your sales** through this white hot distribution channel

Dependable

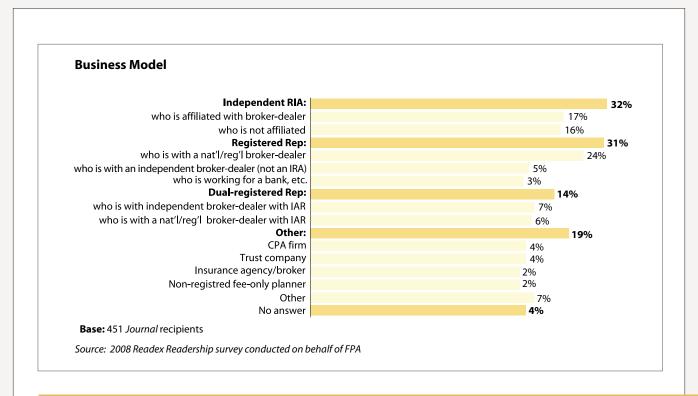


Majority of Readers Are Financial Planners

CEO/partner/president/sole proprietor	59%
Director/vice president	12%
Manager/director	9%
At least one of the above	77%

Source: 2008 Readex Readership survey conducted on behalf of FPA

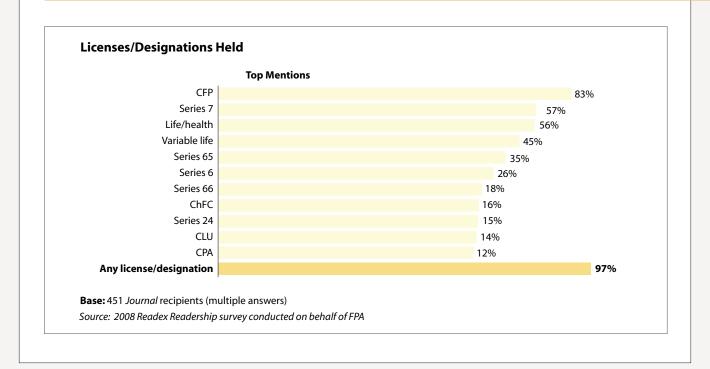
READER PROFILE



Reach Decision Makers

Journal recipients actively provide services to **290 households**, on average. Among those actively servicing clients, the average total value of the assets they manage for their clients is **\$96 million**, and some (2%) **manage assets in the billions**.

Source: 2008 Readex Readership survey conducted on behalf of FPA



READER PROFILE

The Journal of FINANCIAL PLANNING ...

- ▶ Provides reliable Information
- Uses credible authors
- Is relevant to readers
- Is useful to readers in their work
- Is a leading source of information about financial planning
- Is a must read!

Source: 2008 Readex Readership survey conducted on behalf of FPA



Influence

a compelling force to produce effects on the actions, behavior, opinions, etc. of others

	Professional Profile Industry tenure						
	25 years or more	25%					
	20 – 24	18%					
	15 – 19	20%					
	10 – 14	17%					
	5 – 9	12%					
	Fewer than 5	6%					
	Mean	17.5 years					
	Median	18 years					
Base: 451 <i>Journal</i> recipients; due to the significant proportion of responses in the top category, the sample mean may understate the true mean.							
Source: 2008 Readex Readership survey conducted on behalf of FPA							

Personal Profile	!			
Age				
70 or older	5%			
60 – 69	18%			
50 – 59	36%			
45 – 49	13%			
40 – 44	8%			
35 – 39	8%			
30 – 34	7%			
Under 30	3%			
Mean	31.1			
Median	5			
Gender				
Male	75%			
Female	24%			
Source: 2008 Readex Readership survey conducted on behalf of FPA				

2010 EDITORIAL CALENDAR/DEADLINES

Journal of FINANCIAL PLANNING | Special Supplements

Publication	Issue Date	Торіс	Insertion Deadline	Material Deadline	Distribution Date	
Journal of FINANCIAL PLANNING	January	Lessons Learned from the Economic Downturn:	11/30/09	12/4/09	12/29/09	
		Reevaluating the theories and tools of financial planning,				
		such as Modern Portfolio Theory, Monte Carlo simulations,				
		buy-and-hold strategy				
Journal of FINANCIAL PLANNING	February	Education Planning: Financial aid, 529 plans,	12/30/09	1/4/10	1/26/10	
		intergenerational gifts, exempt income				
Journal of FINANCIAL PLANNING	March	Healthcare: Legislative reforms, insurance, employer	1/27/10	2/1/10	2/23/10	
		benefits, HSAs, Medicare reform				
Special Supplement	April	Annuities in Financial Planning: New in 2010! This	2/24/10	3/1/10	3/30/10	
		supplement will provide straightforward information				
		on the pros and cons of fixed, variable and equity				
		index annuities, how they work, and what they cost				
Journal of FINANCIAL PLANNING	April	Estate Planning: Legislative reforms, taxes	3/3/10	3/8/10	3/30/10	
Journal of FINANCIAL PLANNING	May	Portfolio Management: Active versus passive manage-	3/30/10	4/2/10	4/27/10	
		ment, efficient market hypothesis, different approaches				
Special Supplement	June	Trends in Investing: This supplement will provide an	4/19/10	4/26/10	5/25/10	
		in-depth look at how planners are investing today				
		and how they play to invest differently in the future				
Journal of FINANCIAL PLANNING	June	Compliance/Regulation: Legislative reforms,	4/27/10	5/3/10	5/25/10	
		registration, audits				
Journal of FINANCIAL PLANNING	July	Retirement: Employer benefits, accumulation,	6/2/10	6/7/10	6/29/10	
		decumulation, rebalancing				
Special Supplement	August	FPA Denver 2010: This supplement focuses on the	6/24/10	6/29/10	7/27/10	
		education sessions, keynote speakers, and networking				
		opportunities at FPA Denver 2010, the annual				
		conference of the financial planning community				
Journal of FINANCIAL PLANNING	August	Practice Management/Marketing Your Practice:	6/30/10	7/6/10	7/27/10	
		Succession planning, buying and selling practices, how				
		to get out of the game, how succession and building a				
		practice work together, practice valuation, marketing				
		methods and trend				
Journal of FINANCIAL PLANNING	September	Technology: CRM, financial planning software, portfolio	7/28/10	8/2/10	8/24/10	
		management, document management, data security				
Special Supplement	October	The Daily Pulse: Two editions of the Daily Pulse	9/15/10	9/22/10	10/10/10	
		capture each day's exciting events at FPA Denver 2010			10/11/10	
		annual conferencewith photos and articles, including				
		highlights of the exhibit hall and sponsored education				
		sessions. Distributed to attendees				
Journal of FINANCIAL PLANNING	October	Trends in Financial Planning: Areas of specialization	9/1/10	9/6/10	9/28/10	
· ·		within financial planning, career path issues				
Journal of FINANCIAL PLANNING	November	Tax Planning: Realizing capital gains and losses,	9/28/10	10/4/10	10/26/10	
· ·		charitable giving, stimulus plan money				
Special Supplement	October	Retirement: Annual FPA research on the retirement	8/25/09	8/30/10	9/28/10	
		income market showcases the process planners go		,,	,	
		through to successfully ensure sustainable retirement				
		income for their clients. This supplement reports on				
		key findings from the research and includes interviews				
		with prominent thought leaders in this important area				
		of financial planning.				
Journal of FINANCIAL PLANNING	December	Behavioral Finance/Client Psychology: The follow-up	10/27/10	11/1/10	11/23/10	
Journal of Financial Flamming	Deterriber	interview, behavioral finance, contrast with Efficient	10/21/10	11/1/10	11/23/10	
		Market Hypothesis				
		Harret Hypothesis				

SPECIAL SUPPLEMENTS TO JOURNAL of FINANCIAL PLANNING

Annuities in Financial Planning

New in

April 2010 | Annuities in Financial Planning

Are annuities the way for planners to help clients ensure lifetime income? If planners have shunned annuities in the past, is now the time to reconsider? This

supplement will provide straight forward information on the pros and cons of fixed, variable and equity index annuities, how they work, and what they cost.

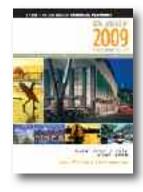


June 2010 | Trends in Investing

High-net-worth clients often demand alternative investments to mutual funds. Financial planners can meet their needs with exchange traded funds (ETFs), separately

managed accounts (SMAs) and other alternative investments. Which alternative investments are hot, and how can planners use them to best serve their clients? Highlights include: Industry commentary on how alternative investments are changing and evolving. What is drawing investors to alternatives, and what is the future of these alternative investments?

Integrity



August 2010 | FPA Denver 2010 conference supplement

FPA's annual conference attracts the best and the brightest of the profession, and in October thousands will arrive in Denver, Colorado to make the most of education

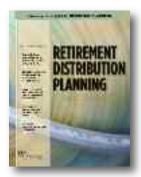
sessions, network with colleagues, earn CE, and attend leading-edge presentations. This supplement will highlight sessions and speakers, as well as provide advice on getting the most out of the FPA Denver 2010 experience.



October 2010 | Daily Pulse

The Daily Pulse is the only publication widely distributed to FPA Denver 2010 attendees. The two editions of the Daily Pulse capture each day's exciting events with photos and

articles, including highlights of the exhibit hall and sponsored education sessions.



October 2010 | Retirement Supplement

As America ages, financial planners must shift their practices to accommodate clients who are living in retirement. For years planners have helped

clients accumulate assets; now they must advise clients on how to live off those assets. Articles will address: Providing post-retirement income for your clients. How can clients live comfortably in retirement without running out of money? How best to reduce taxes in retirement.

www.FPAnet.org

Get connected and stay connected online



2009 FPA Online Opportunities

FPA members and the financial planning community at large get connected and stay connected to the profession by using the web-site to gather information on items such as FPA membership, local chapters, live conferences, government and regulatory issues, practice management, and career development opportunities, The dynamic information that FPA provides keeps members coming back to stay fully engaged with the constant changes in the profession. Discover what many corporate clients already know, that this audience is a great way to multiply your product and services through their vast network of clients. Consumers are relying on our planners to guide them through the maze of financial offerings, make sure your offerings are represented!

Banner Advertising Benefits

Exclusive Placement—We offer a limited number of banners on any page. Your banner will receive maximum exposure since you are not competing with several other advertisers for attention.

Consistency—We keep your banner in full rotation in the position you bought for the entire month. This consistency provides recognition to the site audience.

Banner Grouping—When you buy a banner page you actually receive a grouping of pages (with the exception of the FPA Home Page). In other words, you retain excellent frequency and exposure to all visitors of that Web section.

Banner Ad Specs

- 200 x 200 pixels (w x h) or 468 x 60 (w x h), depending on placement
- Maximum file size: 70 kb
- Maximum animation: 3 frames
- File Formats: GIF, JPEG/JPG preferred;
 TIF and EPS permitted Flash Requirements:
- A defined clickable area (target must open in a new browser window).
- Maximum run time of 60 seconds.
- No sound or expanding on mouseover.

www.FPAjournal.org



www.FPAJournal.org is the preeminent site
where FPA members and the financial planning
community go to see the current issue of the
Journal and access archived editions. This
trusted and highly regarded site has been
featured as a key resource on CNN/Money,
USA Today and Business Week and other
high profile Web sites.

60%

The majority of *Journal* recipients have visited the Website, including 18% who access it at least monthly.

Source: 2008 Readex Readership survey conducted on behalf of FPA

Electronic Newsletters

Some of the most targeted advertising opportunities offered by FPA are the electronic newsletters. These newsletters are sent directly to the inbox of approximately 23,000 FPA members.



- This monthly e-newsletter includes key industry news, association news and resources.
- Three banner positions are available per issue (see specs).

BETWEEN J. ISSUES

Bonus Online Content from the Journal of FINANCIAL PLANNING

- This e-newsletter is a monthly supplement to the **Journal** of **FINANCIAL PLANNING**. It includes fulllength articles, resources and a monthly book review.
- Three banner positions are available per issue (see specs).

Electronic Newsletter Ad Specs

Top horizontal, middle and bottom banners

- 200×200 pixels (w × h) or
- 468×60 pixels (w × h) (depending on placement)
- File size limitation: 30 kb (30,000 bytes)
- Animation limitations: 3 frames
- File Formats: GIF, JPEG/JPG preferred; TIF and EPS permitted

90%

of Web site visitors find the information provided at least somewhat useful

Source: 2008 Readex Readership survey conducted on behalf of FPA

2010 ADVERTISING RATES

Display Advertising Rates (gross)

Ad Size	1x	3x	6х	9x	12x	18x	24x
Full Page B&W	\$6,945	\$6,588	\$6,173	\$6,021	\$5,884	\$5,630	\$5,277
2/3 Page B&W	\$5,909	\$5,440	\$5,236	\$5,016	\$4,843	\$4,770	\$4,476
1/2 Page Island B&W	\$5,202	\$4,777	\$4,542	\$4,553	\$4,323	\$4,197	\$3,979
1/2 Page B&W (horizontal/vertical)	\$4,668	\$4,276	\$4,026	\$4,000	\$3,903	\$3,726	\$3,565
1/3 Page B&W	\$3,280	\$2,960	\$2,885	\$2,880	\$2,748	\$2,602	\$2,575
1/6 Page B&W	\$2,423	\$2,248	\$2,160	\$2,110	\$2,003	\$1,968	\$1,938
Back Cover (includes 4 color)			\$12,201		\$11,465		
Inside Front Cover (includes 4 color)			\$11,336		\$10,605		
Inside Back Cover (includes 4 color)			\$10,397		\$9,669		

3 Color–\$893

4 Color–\$1,270 Published monthly, 12 times per year. Frequency rates based on concurrent runs.

Classified Advertising Rates

Color Rates

Ad Size	1-5x	6-11x	12+x		
I" x I column	\$309	\$281	\$257		
2" x 1 column	\$596	\$541	\$501		
3" x 1 column	\$878	\$815	\$733		
Color Rates	4 Color –\$110	2 Color –\$83			

Classified page format is 3 columns x 9 inches deep. I column width = 2.25"

5th Color-\$1,466

Frequency rates based on concurrent runs.

2 Color–\$690

4 color included on all classified insertions of 6x's or more. Classified spec sheet available on request.

Special Supplements to Journal of Financial Planning

Supplement	Insertion	Materials	Size	Rates (includes 4 color)
Annuities in Financial Planning April 2010	2/24/10	3/1/10	Full Page	\$7,441
Trends in Investing June 2010	4/19/10	4/26/10	2/3 Page	\$6,460
FPA Denver 2010 August 2010	6/24/10	6/29/10	I/2 Page	\$5,912
Retirement Distribution Planning December 2010	10/20/10	10/27/10	I/3 Page	\$4,136
			I/6 Page	\$3,441
FPA Conference Daily Pulse (October 11 and October 12, 2010) (tabloid size maga-paper distributed to FPA Annual Conference	Insertion 9/15/10	Materials 9/22/10	Size	Rates (includes 4 color and 2 insertions)
attendees onsite)	7/13/10	9/22/10	Full Page	\$9,370
			Junior	\$8,544
			I/2 Page	\$6,890
			I/4 Page	\$3,858

Online Advertising Rates (net)

Banner Rates	1-5 months	6+ months B		nner Rates	1-5 months	6+ months
FPA Home Page	\$2,305/month	\$1,958/month	Practice	Center	\$578/month	\$520/month
JFP Home Page	\$1,838/month	\$1,559/month	Meeting	s	\$525/month	\$473/month
Journal Articles	\$2,625/month	\$2,363/month	Chapter	s	\$347/month	\$315/month
E-Newsletter Rates	Тор Ро	sition	Center Position		Bottom Position	
FPA News Brief	\$2,100/r	\$2,100/month		75/month	\$1,050/month	
JFP Between the Issues	\$1,575/r	\$1,575/month		50/month	\$52	5/month
New member	\$1,575/r	575/month				
Career Center Rates	Member			Nonmember		
Unlimited Posts & Résumé Access	\$2,000/month				\$2,500/month	

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