



The Regional Resource for Financial Professionals
MEDIA KIT

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Produced by
Advisor Publication Partners, Ltd.

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Welcome

Financial Advisor Publications is an extension of a popular magazine published for more than a decade on Long Island and six years in New Jersey by E. Hale Jones Publishing. A new and expanded full-color publication is the result of the acquisition of E. Hale Jones Publishing by Advisor Publication Partners, Ltd. of Melville, NY.

Hale Jones, a principal in the new company, will remain as editor, capping a distinguished 60-year career in journalism, public relations and association management. His new magazine will go to financial services professionals in New York Metro (New York City, Long Island, Westchester, & Rockland) and all of New Jersey and Connecticut.

Mission

Financial Advisor helps financial service professionals enrich their practices by providing relevant and timely information, provocative commentary and a current schedule of events where continuing education, practice management and networking opportunities are found.

Reader Demographics & Distribution

10,000 investment and insurance-based financial advisors with annual incomes exceeding \$100,000 including accountants and attorneys, all of whom have requested to receive the publication. Distribution is concentrated in the world's most financially-sophisticated region.

Frequency

Monthly, 12x Per Year

Print Advertising Rates (Net)

(Per Insertion)	1X	3X	6X	12X
Full Page	\$2,380 ea.	\$2,252 ea.	\$2,124 ea.	\$1,995 ea.
2/3 Page	\$2,132 ea.	\$2,025 ea.	\$1,924 ea.	\$1,828 ea.
Half Page	\$1,636 ea.	\$1,554 ea.	\$1,476 ea.	\$1,402 ea.
1/3 Page	\$1,388 ea.	\$1,319 ea.	\$1,253 ea.	\$1,191 ea.
Quarter Page	\$1,140 ea.	\$1,083 ea.	\$1,029 ea.	\$ 978 ea.

Online Advertising Rates (Net)

(Per Insertion)	1X	2X - 6x	7X - 12X
Banner ^(Top or Bottom)	\$1,225. ea.	\$1,102.50 ea.	\$ 980.00 ea.
Section Sponsor	\$1,167. ea.	\$1,050.30 ea.	\$ 933.60 ea.
Side Banner	\$1,050. ea.	\$ 945.00 ea.	\$ 840.00 ea.
Article Box	\$1,050. ea.	\$ 945.00 ea.	\$ 840.00 ea.
Article Sponsor	\$ 584. ea.	\$ 525.60 ea.	\$ 467.20 ea.
Button Box	\$ 500. ea.	\$ 450.00 ea.	\$ 400.00 ea.

Full Page
8.4375 inch x 10.875 inch

Bleed margin and crop mark offset should both be set to 0.125"

Keep live matter a min. of 1/4" from top, bottom, and side trims.

Half Page
7.375 inch x 4.75 inch

One-Third Page
7.375 inch x 3.125 inch

Two-Thirds Page
4.875 inch x 9.875 inch

One-Third Page
2.375 inch x 9.875 inch

Quarter Page
3.5 inch x 4.75 inch

Guidelines for Sending Print Ads

1. Acceptable Digital Ad Formats:

PDF/X1a format is the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly. All High-resolution images and fonts must be included in the PDF/X1a file.

2. Proof requirements:

A digital SWOP approved proof for all ads must be provided. For additional information on SWOP requirements, visit www.SWOP.org.

3. Color:

Send all files in CMYK mode. RGB files must be converted to CMYK. Total area density should not exceed SWOP 300% TAC

4. Embedded Fonts:

All PDF files must have embedded fonts. Only Type 1 PostScript fonts are supported, however, please do not use Multiple Master fonts. If using Multiple Master fonts is necessary, convert these fonts to outlines before sending the advertisement.

5. Embedded Images:

Include all graphic images (i.e. logos, digital artwork). Minimum resolution required is:

- * 300 dpi for full color artwork or grayscale
- * At least 1,200 dpi for bitmap (B&W/line art)
- * Images and logos from Web sites are NOT usable for print ads
- * Do not embed ICC profiles within images. Do not use RGB or JPEG images.

Email all advertising materials and documents to Teresa Lopez at TLOpez@fnanicaladvisorpublications.com



Article Sponsor
120 x 60 pixels



Article Box
300 x 250 pixels



Side Banner
120 x 600 pixels



Button Box
120 x 120 pixels



Bottom Banner
800 x 100 pixels

Guidelines for Sending Online Ads

Color - Send all files in RGB mode.

File format - GIF, JPEG or TIFF

Delivery Schedule – Within 10 business days of print date.

Email all advertising materials and documents to Teresa Lopez at TLopez@financialadvisorpublications.com

Production Calendar

Issue 2010	Reserve Ad Space	Advertising Material Close
January 2010	December 11	December 16
February 2010	January 15	January 20
March 2010	February 15	February 19
April 2010	March 15	March 19
May 2010	April 15	April 20
June 2010	May 14	May 19
July 2010	June 14	June 18
August 2010	July 15	July 20
September 2010	August 16	August 20
October 2010	September 15	September 20
November 2010	October 15	October 20
December 2010	November 15	November 19

Letters To The Editor

Lots to Like

It is a joy to read your publication. I am amazed at how much useful and interesting information you manage to work into your pages. You do a great job of separating the wheat from the chaff, giving us what we want and need to know, thus conserving our time by sparing us the rest.

Your insight into the workings of the professional organizations, notably the FPA and NAIFA, not only keeps posted on their events, but also help us to appreciate their political advocacy and other activities.

Thanks and keep it coming.

Vern Hayden
CEO, Hayden Wealth Management
Westport, CT

The writer is a pioneer financial planner, holding the CFP designation since 1978. He is a regular commentator on several national TV programs on CNBC, NBC, Fox News, Bloomberg and PBS.

Puts Her 'In-The-Know'

I really appreciate your publication. Unlike others, **FA** focuses on the advisor community in the tri-state area with varied and interesting articles. What I like most is the comprehensive list of meetings and educational opportunities which tell me what's going on and helps me take advantage of all the great opportunities locally.

Keep up the good work.

Marie DeCaprio, MBA, CFA, CFP®
Briarcliff Manor, NY

The writer is chairman and immediate past president of the Greater Hudson Valley FPA chapter.

Regular Editorial Features

Meetings and Events

Your where-to, when-to, how-to for continuing education, networking and practice management

Strategies

Out-of-the-box approaches advisors are recommending to their clients

Bits & Bytes

Happenings and developments that affect your business

Surveys Say

The latest in what providers are finding, advisors are doing and consumers are buying

What the Companies Are Doing

Wheels and deals; new products and services

Regulation

The ever-changing and complex world of compliance

Your Advocates

Who's looking out for you and what they are doing

People

Getting ahead by going places and doing things

Investment and Insurance Commentaries

Experts with something worth saying

Making a Difference

Financial advisor going above and beyond;
professional organization living up to its mission

Just For The Hale Of It

Provocative commentary from Advisor editor

Editorial Calendar

July 2010

Cover: *You're Needed Now More Than Ever.*

(Employers, individuals need advisor help on far-reaching implications and confusion wrought by ObamaCare.)

Other: *Thousands Getting Bad Mortgage Advice*

August 2010

Cover: *The Guarantee Craze: How Long Will It Last?*

(Examination of surge in Whole Life Insurance and Fixed Annuities)

Other: *Look Who's Using Options*

(Examination of Options: How they're being used; by whom.)

Other: *Decision 10: Tea Party Advisors*

September 2010

Cover: *Technology Breakthroughs*

(Latest tech products of interest to advisors; Promotion of 5-chapter FPA tech conference, NYC)

Other: *Estate Tax Scenarios*

Other: *Decision 10: Where "The Action" Is*

(Role financial advisors are playing in Congressional districts where there's the greatest likelihood for change.)

October 2010

Cover: *Disability – The Forgotten Risk*

(Odds of disability higher than odds of dying)

Other: *Decision 10: Where's Your PAC Money Going?*

Other: *Technology Follow-up
Social Networking*

November 2010

Cover: *An Expert In Every Corner*

(Growth Multi-Discipline advisor firms, joint work, cross-fertilization; Promotion of NCCPAP symposium)

Other: *Are They Ready for Inflation?*

December 2010

Cover: *'Science' Of Charitable Giving*

(Examination of new laws, techniques, opportunities)

Other: *Decision 10: Pickin Up The Pieces*

(Analyses from advisor organization lobbyists)