



**The Regional Resource for Financial Professionals**  
**MEDIA KIT**

- 01** Mission
  - Demographics
  - Frequency
  - Display Advertising Rates
- 02** Advertising Specifications
- 03** Production Calendar
- 04** Regular Editorial Features
- 05** Editorial Calendar

## **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.



**Produced by**  
**Advisor Publication Partners, Ltd.**

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## Reader Demographics & Distribution

Approximately 10,000 investment and insurance-based financial advisors with annual incomes exceeding \$100,000 including accountants and attorneys. Distribution is concentrated in the world's most financially-sophisticated tri-state region, and mails nationwide.

## 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 <sup>(Top or Bottom)</sup>	\$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.

## Classified Advertising Rates

(Per Insertion)	1X	6x	12X
	\$ 450. ea.	\$ 400. ea.	\$ 350. ea.

## Special Advertising Packages

For 2011, we are offering special advertising packages for the consecutive issues dealing with:

**Investment Strategies (January – December, 12 months)**

**Serving Seniors (April – November, 8 months)**

**Serving Small Business (March – October, 8 months)**

**Disability Income (January – March, 3 months)**

If you advertise in all the issues of a given package, you will receive a 20% discount on whichever size you choose. You will also be invited to provide us the names and phone numbers of any expert(s) you'd like us to contact for these articles.

*\*See editorial calendar for the articles in each package.*

**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 format is the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. All High-resolution images and fonts must be included in the PDF file. NOTE: PDF FILES MUST BE UNLOCKED.

**2. Proof requirements:**

A digital SWOP approved proof for all ads must be provided. For additional information on SWOP requirements, visit [www.SWOP.org](http://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:**

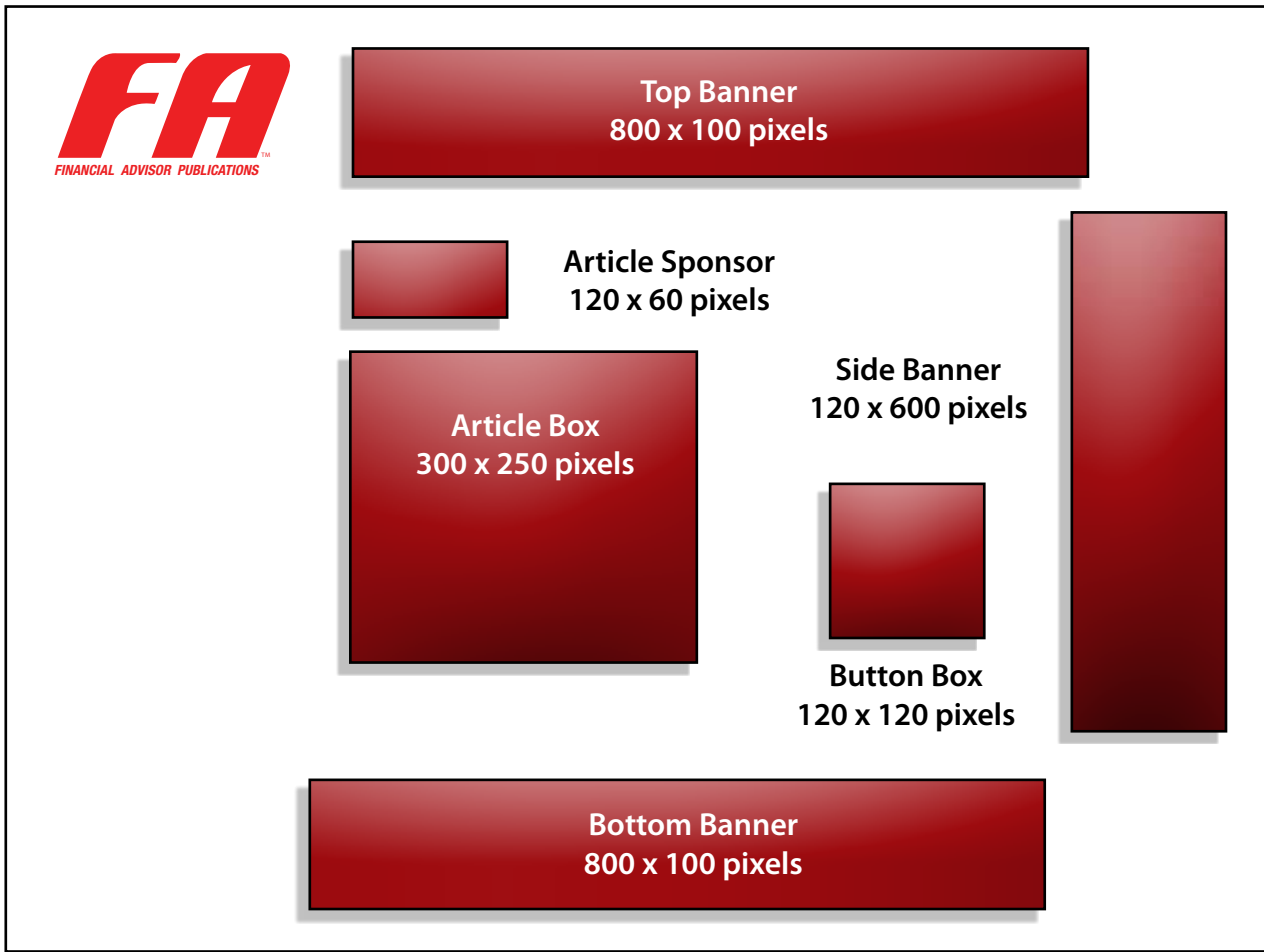
All PDF files must have embedded fonts. Only Type 1 PostScript fonts are supported, however, please do not use Multiple Master fonts. If using Multiple Master fonts is necessary, convert these fonts to outlines before sending the advertisement.

**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](mailto:TLopez@fnanicaladvisorpublications.com)*



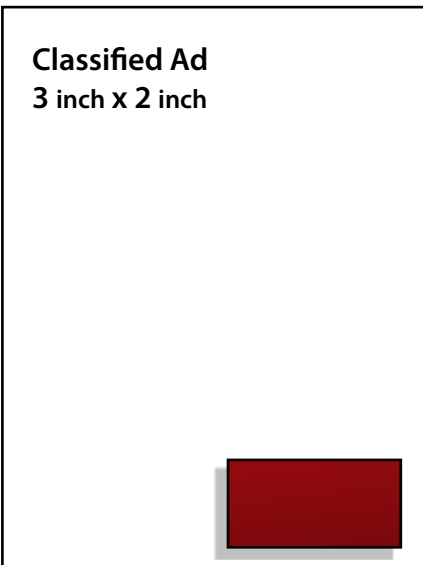
**Guidelines for Sending Online Ads**

Color - Send all files in RGB mode.

File format - GIF, JPEG or TIFF

Delivery Schedule – Within 10 business days of print date.

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**Guidelines for Sending Classified Ads**

Please see the Guidelines for Sending a Print Ad on Page 2

Your ad can contain any text or imagery that fits in the 3x2 inch space.

Online Classified ads are also available.

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## Production Calendar

Issue 2011	Reserve Ad Space	Advertising Material Close
January 2011	December 15	December 20
February 2011	January 14	January 20
March 2011	February 15	February 21
April 2011	March 15	March 21
May 2011	April 15	April 20
June 2011	May 16	May 20
July 2011	June 15	June 20
August 2011	July 15	July 20
September 2011	August 15	August 22
October 2011	September 15	September 20
November 2011	October 14	October 20
December 2011	November 15	November 21
January 2012	December 15	December 20

## 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

### January

- Strategy Series: Where Should You Take Your Clients in 2011?
- Proactive Investor; Inflation or Deflation; Interest Rates, Markets; Munys and Life Insurance. Advisor Opinions.
- Your Advocates: What They'll Push In 2011.

### February

- Strategy Series: Life Insurance, the Foundation; Mutual Funds vs. Individual Stocks.
- SEC Actions.
- Social Networking.
- Region's Clout in Congress
- DI Series: The Forgotten Risk.

### March

- Client Trust: Getting and Keeping It:-
  - Proper Role of Your Compliance Officer
  - Designations: Real or Phony?
- Small Business Series: Who Should Manage Their Payroll?
- Strategy Series:
  - Mutual Funds: The Managers.
  - Life Insurance: Untold Story of Whole Life.
- DI Series: Why Aren't You Selling It?

### April

- Seniors Series: World of Elder Law
- Strategy Series:
  - Proper Role of Annuities; Use by Seniors.
  - ETFs
- Small Business Series: Most Important Employee Benefits, Voluntary Market.
- DI Series: Claims Disputes.

### May

- Strategy Series:
  - Gold, Precious Metals
  - Life Insurance strategy
- Small Business Series: Helping Clients With ESOPs.
- Seniors Series: Long Term Care Insurance.
- Golf Outings in the Region.

### June

- Niche Markets: Newly-Weds, Women, Athletes & Entertainers, Special Needs Children and Adults.
- Strategy Series:
  - Options and Futures
  - Life Insurance strategy
- Small Business Series: Health Insurance Options
- Seniors Series: Asset Protection and Medicaid

**July**

- Divorce Financial Planning
- Strategy Series:
  - Commodities
  - Life Insurance strategy
- Small Business Series: Applying for a Loan.
- Senior Series: Trusts and Estates Update.

**August**

- Summertime Downtime.
- Strategy Series:
  - Virtues of Small Caps.
  - Life Insurance strategy
- Small Business Series: Deferred Compensation.
- Senior Series: Working With Geriatric Managers.

**September**

- Technology Issue
- Strategy Series:
  - College Planning
  - Life Insurance strategy
- Senior Series: Social Security
- Small Business Series: Succession – Split Dollar

**October**

- Strategy Series:
  - Emerging Markets
  - Life Insurance strategy
- Small Business Series: Succession – Business Valuation.
- Seniors Series: Reverse Mortgages.

**November**

- The Peer Review: Why Just CPAs?
- NCCPAP Symposium
- Senior Series: Life Settlements
- Strategy Series
  - Commercial Real Estate
  - Life Insurance strategy

**December**

- Charitable Giving Update
- Credit Scores
- Strategy Series:
  - Structured Products
  - Life Insurance strategy