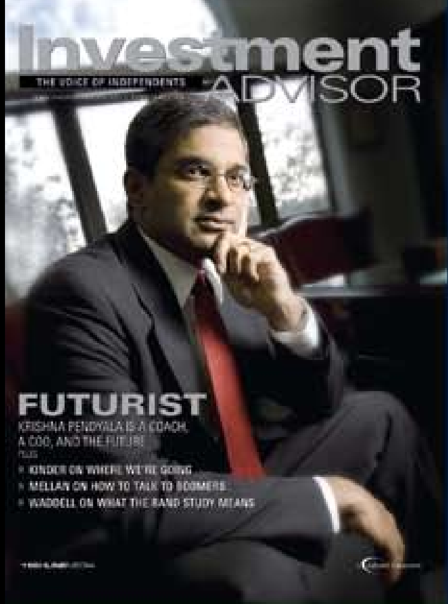


Investment ADVISOR

THE VOICE OF INDEPENDENTS

2009 MEDIA KIT

Alert, and in Your Corner

ONE WAY TO define an investment advisor's primary value to a client is to call you a risk manager. Even with a young client whose risk profile may be appropriately higher than a retiree's, your main job is to first do no harm—to make sure that the portfolio entrusted to your care does not diminish in value, no matter the time horizon of that individual client. At all times, and particularly now, when the markets are performing unevenly, the economy is sending dire signals, and mixed messages are being circulated by the denizens of the District of Columbia, you must constantly look out for the welfare of your clients. That's where *Investment Advisor* can help. As the editors and contributors of the magazine and website have done for the past 28 years, we work for you so that you can work more knowledgeably—and successfully—for your clients.

Whether it's the insights of **Mark Tibergien** on practice management, **Olivia Mellan's** thoughtful explanations of therapeutic communications, **Bob Clark's** barbed comments on your partners' shortcomings, or **Melanie Waddell's** parsing of the SEC's latest proposed rulemaking, you can count on us to be always on the alert for the developments in Washington and Wall Street that will affect you and your clients.

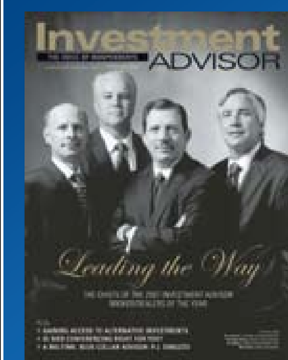
With an experienced, stable editorial staff with unparalleled contacts within the industry, and an ever-improving website and electronic newsletters that deliver more immediate gratification, we'll help you manage risk for your clients and grow your practice in a prudent and profitable way.

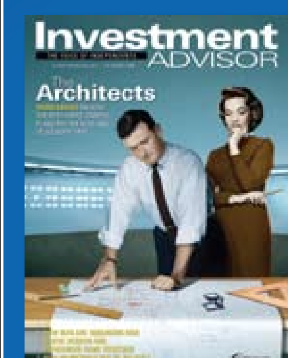
We'll be there for you, as you are for your clients, in good times and bad, just as we—and you—always have been.

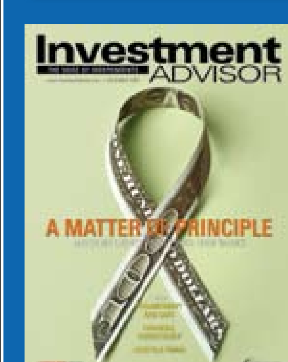
All the best,

Jamie Green
Editorial Director

ADVISOR UNIVERSE



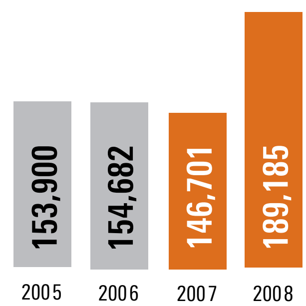




Move Your Message to the Growing Independent Marketplace

The independent advisor marketplace continues to become the largest segment of the total advisor universe. Changes in securities regulations, the increased accumulation of wealth and the explosion of financial services and options are fueling dynamic growth and opportunities.

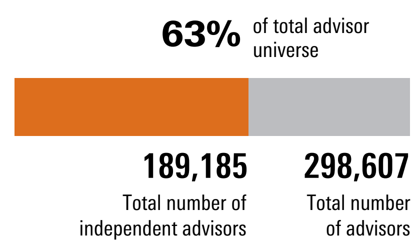
NUMBER OF INDEPENDENT INVESTMENT ADVISORS[1]



1 Includes IBDs, INSURANCE BDs, RIAs, DRAs. See pie chart for specific breakdowns.

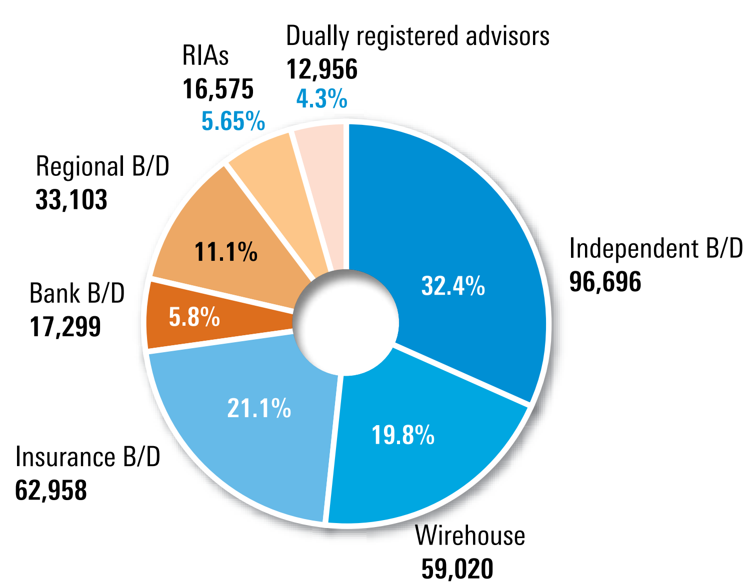
SOURCE: CERULLI ASSOCIATES

INDEPENDENT INVESTMENT ADVISORS GAIN MARKET SHARE



SOURCE: CERULLI ASSOCIATES

ADVISOR CHANNELS



SOURCE: CERULLI ASSOCIATES

Trusted, Effective, Efficient

Dedicated to the independent investment advisor community for 28 years, *Investment Advisor* provides the lowest cost per thousand making it the most efficient buy amongst its competitors.*

- **110,000** Qualified Subscibers**
- **100%** Personal Direct Request**

***SOURCE:** PUBLISHER'S OWN DATA
**** SOURCE:** JUNE 2008 BPA STATEMENT

CPM ANALYSIS

PUBLICATION	TOTAL QUALIFIED CIRC[1]	2008 4/C OPEN RATE[2]	CPM
INVESTMENT ADVISOR	110,000	13,765	125[3]
INVESTMENT NEWS[4]	61,068	17,218[5]	286
FINANCIAL ADVISOR	80,000	11,995	150
FINANCIAL PLANNING	115,105	14,415	125

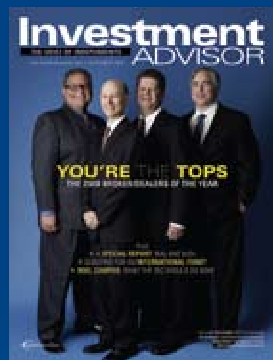
[1] JUNE 2008 BPA STATEMENT
[2] PUBLISHED RATES AS INDICATED IN 2008 MEDIA KITS
[3] 2009 OPEN RATE FOR IA
[4] JUNE 2008 ABC STATEMENT
[5] 2009 INVESTMENT NEWS MEDIA KIT

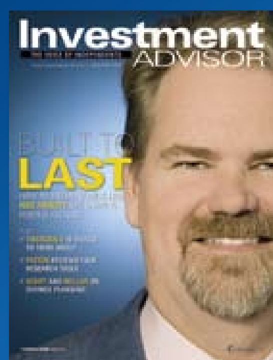
182,600
TOTAL READERSHIP FOR ATTRACTING AND RETAINING MORE PROSPECTS FOR ADVERTISERS

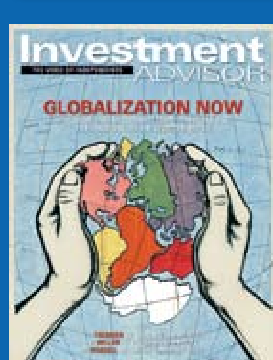
INVESTMENT ADVISOR SHOULD BECOME THE FIRST STOP IN YOUR PLAN TO REACH THE INDEPENDENT INVESTMENT ADVISOR COMMUNITY

SOURCE: JUNE 2008 LODESTAR RESEARCH CORPORATION READERSHIP STUDY

READER DEMOGRAPHICS







Our Readers... Educated, Engaged, Loyal

EXPERIENCED

- **Average age: 52** years old
- **17.1** years in the financial services industry
- **$240,000** HHI

SOURCE: JUNE 2008 LODESTAR RESEARCH CORPORATION READERSHIP STUDY

DEVOTED

- Average client base of **162**
- Average of **$495,000** in gross annual revenues
- Individual clients with average account of **$750,000**
- **$100.7M** in averages assets under management
- On average, over **$15.8M** directed into financial products per year

SOURCE: JUNE 2008 LODESTAR RESEARCH CORPORATION READERSHIP STUDY
SOURCE: LITCHFIELD RESEACH STUDY, IN 2007

RELIABLE

- On average, our readers have personally subscribed for **4.1** years
- **77%** of our readers typically read 3 out of 4 issues
- *IA's* readers spend an average of **62.4** minutes reading each issue
- **57%** save their issues for future reference
- *IA* subscribers share their issues with associates, extending readership to **182,600***

SOURCE: JUNE 2008 LODESTAR RESEARCH CORPORATION READERSHIP STUDY

58%
OF IA READERS HAVE FINAL APPROVAL/ AUTHORITY ON MAKING PURCHASING DESISION FOR THEIR PRACTICE

INVESTMENT ADVISOR
COMMITTED TO INDEPENDENT INVESTMENT ADVISORS FOR OVER 25 YEARS

SOURCE: JUNE 2008 LODESTAR RESEARCH CORPORATION READERSHIP STUDY

Investment Advisor readers have consistently sold the following products over the past 12 months

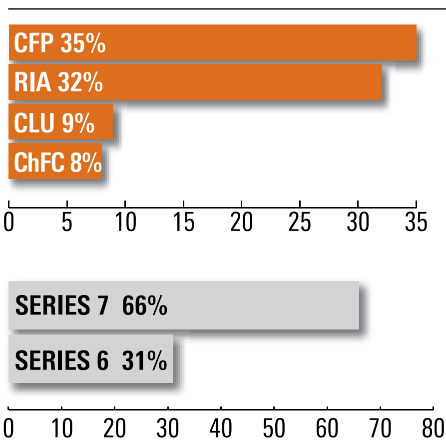
INVESTMENT PRODUCTS	
529 Plans	76%
SMAs	81%
No-load mutual funds	68%
Load mutual funds	85%
ETFs/Index Funds	72%
REITS	67%
Corporate bonds	67%
Stocks	70%

RETIREMENT PLANNING PRODUCTS	
401(k) plans	63%
Traditional IRAs	77%
Roth IRAs	76%
403(b) programs	67%

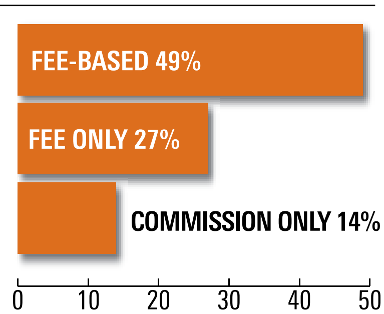
INSURANCE PRODUCTS	
Long-term care insurance	58%
Individual disability insurance	50%
Variable life insurance	75%
Traditional life insurance	76%
Variable annuities	87%
Fixed annuities	76%

SOURCE: JUNE 2008 LODESTAR RESEARCH CORPORATION READERSHIP STUDY

Licenses/Designations Held



Method of Compensation



SOURCE: JUNE 2008 LODESTAR RESEARCH CORPORATION READERSHIP STUDY

55% OF IA READERS HAVE FIDUCIARY RESPONSIBILITY OVER CLIENT ASSETS*

46% VISITED AN ADVERTISER'S WEB SITE*

45% RESEARCHED AN INVESTMENT PRODUCT*

***SOURCE:** JUNE 2008 LODESTAR RESEARCH CORPORATION READERSHIP STUDY

THE MAGAZINE

Information you've come to expect, with a fresh approach and new insights

Investment Advisor meets your expectations with news, analysis, and information you need to become more successful from leading industry experts like **Mark Tibergien, Olivia Mellan, Bob Clark, and Melanie Waddell**.

But the editorial staff isn't content with traditional approaches, which is why we've added monthly coverage in areas you need to know to better serve your clients, like the Green Advisor column by Managing Editor Bob Keane; Giving Back, a monthly profile of advisors and their partners who are making a difference in their local communities; and feature stories on how to understand, attract, and retain the best clients, and the best employees in your firms. We've tied it all together with an attractive, clean, easy-to-read design that allows you to focus on what's truly important.

Investment
THE VOICE OF INDEPENDENTS
ADVISOR

JANUARY-DECEMBER

2009 EDITORIAL CALENDAR

MONTH	AD CLOSE	MATERIALS DUE	EDITORIAL FOCUS	BONUS DISTRIBUTION
JAN 2009	CLOSE: 11/24/08	DUE: 12/3/08	**THE PORTFOLIO ISSUE** A New Start: How the markets and economy will behave under a new President working with a new Congress **Directory** (Print + Online): Leading clearing firms **Supplement:** History of the Independent Broker/Dealer Industry TD Ameritrade Pre-Conference Guide	Financial Services Institute Broker-Dealer Conference
FEB 2009	CLOSE: 12/22/08	DUE: 1/5/09	**THE FUTURE OF THE PROFESSION** Succession Planning: How demographics and the booming M&A market for advisors will change how you practice **Directory** (Print + Online): Variable insurance products	TD Ameritrade NAVA Marketing Conference
MAR 2009	CLOSE: 1/26/09	DUE: 2/2/09	**THE RETIREMENT ISSUE** Retirement Planning: What's next, what's now in income-producing vehicles, with guidance from financial gerontologists **Directory** (Print + Online): Technology **Supplement:** Morningstar Pre-Conference Guide	Raymond James National ASPPA 401 (k) Summit
APR 2009	CLOSE: 3/2/09	DUE: 3/6/09	**THE WEALTH MANAGEMENT ISSUE** Best Practices for Wealth Managers; with the fourth annual Best Separately Managed Accounts Awards **Directory** (Print + Online): Wealth management partners	
MAY 2009	CLOSE: 3/30/09	DUE: 4/6/09	**The IA 25** Our Seventh Annual List of the Most Influential People in the Profession; with insights from the honorees in their own words and voices **Directory** (Print + Online): Rating your fee-based partners	IMCA Spring ICI NAPFA National Morningstar Investment Conference
JUN 2009	CLOSE: 4/24/09	DUE: 5/1/09	**THE BROKER/DEALER ISSUE** Which B/Ds Will Thrive, Which Will Wither?; with insights from the IA Broker/Dealer Advisory Board, online panel discussions on succession planning and business models, and comprehensive metrics on compensation, fee platforms, and who has the best platform of products **Directory** (Print and Online): Leading independent broker/dealers	Pershing Insite 2009
JUL 2009	CLOSE: 5/29/09	DUE: 6/4/09	**THE INTERNATIONAL ISSUE** Investing overseas and planning for multinational clients; compliance news and client protection strategies here and abroad **Directory** (Print + Online): Top independent trust companies	
AUG 2009	CLOSE: 6/29/09	DUE: 7/6/09	**THE MARKETING ISSUE** Tools to grow your business; Back to School—latest strategies for saving for college; how to find a coach **Directory** (Print + Online): The best and biggest 529 plans	
SEPT 2009	CLOSE: 7/28/09	DUE: 8/4/09	**THE BROKER/DEALERS OF THE YEAR** The Readers Pick the 19th Annual Winners; with editorial roundtable insights from the new B/Ds of the Year and our snapshot from the voters on what's most important to reps **Directory** (Print and Online): Long-term care insurance carriers **Supplement:** FSI*VOICE*	NAVA Annual Schwab IMPACT
OCT 2009	CLOSE: 8/27/09	DUE: 9/7/09	**THE TAX AND ESTATE PLANNING ISSUE** In Time for Year's End, the Latest Strategies to Preserve and Pass On Wealth, with the latest in trusts, gift and estate tax planning, and philanthropic vehicles **Directory** (Print and Online): Advisors' professional associations	IMCA Fall FPA National
NOV 2009	CLOSE: 9/28/09	DUE: 10/5/09	**THE RIA ISSUE** How the Most Successful RIAs Get, and Stay, That Way, with reports from the custodians, broker/dealers, and the field, and with high-end insurance strategies for the HNW **Directory** (Print and Online): Retirement planning partners	IA Advisor Summit
DEC 2009	CLOSE: 10/28/09	DUE: 11/3/09	**THE HEARTS & HEADS ISSUE** Meeting Clients' Needs, and Society's; with green investing and advising, how to pick SRI funds, and private investing vehicles **Supplement:** Advisor's Companion	

- ROAD SHOWS
- TELECONFERENCE SERIES
- CUSTOM NEWSLETTERS

Innovative, Targeted, Measurable...

Integrated campaigns create results

Your product is unique. So is your brand. Therefore, to drive the most measurable results from your advertising program, you need a relevant, targeted and multi-pronged communication strategy. This kind of integrated media strategy creates higher levels of response from advisors.

EFFECTIVE AND MEASURABLE RESULTS

We're very confident in our ability to deliver the results you're after, and we're prepared to help you measure those results. Pre- and post campaign research such as surveys and response data can help in determining awareness and response rates. These benchmarking methods can be helpful in determining your return on investment.

WE MAKE IT AFFORDABLE

Investment Advisor provides one-stop shopping for all of the elements involved in a successful program. We have a clear, quick system that helps you get the results you're looking for, which also allows us to deliver your high-impact marketing promotions on time – and on budget.

AN AUDIENCE WORTH REACHING

PRINT 110,000* Qualified Subscribers

ONLINE Over 38,000** Unique Visitors Per Month

E-NEWSLETTERS Average 70,000** Opt-In Subscribers

EVENTS Average 250** Attendees

***SOURCE:** JUNE 2008 BPA STATEMENT

****SOURCE:** PUBLISHERS OWN DATA

Collaborate, Customize, Execute

Custom Publishing Made Easy

You'll work directly with a project leader and a team of senior-level publishing executives in order to bring your program from concept to execution to distribution.

PROVEN TRACK RECORD

Custom publishing with *Investment Advisor* is working. Each year, clients return to do more custom publishing. We're also getting more assignments from more new advertisers than ever before

PERSUADE WITH POWERFUL CONTENT

You may have a clear idea of what you want to communicate. Or, you may want our suggestions. The content options are endless. Here are some examples of content that have generated result:

- Breakfast roundtables with industry leaders about recent trends in the advisor industry
- A series of in-depth emails about a new product
- Web-based video interviews with a company's chief executive (webcasts)
- White papers that educate advisors real data on product performance

- **SHOW DAILIES**
- **ROUNDTABLES**
- **PRE-CONFERENCE GUIDES**

CUSTOM PUBLISHING

2009 DISPLAY ADVERTISING RATES

BLACK & WHITE (OPEN RATE)

	1X	3X	6X	12X	18X	24X	36X
Full Page	$11,815	$11,290	$10,640	$9,920	$9,165	$8,345	$7,545
2/3 pg	10,665	10,185	9,615	8,975	8,265	7,550	6,790
1/2 pg	9,055	8,655	8,165	7,590	6,980	6,335	5,695
1/3 pg	7,050	6,695	6,280	5,830	5,340	4,805	4,290

4 COLOR

	1X	3X	6X	12X	18X	24X	36X
Full Page	$13,765	$13,240	$12,590	$11,870	$11,115	$10,295	$9,495
2/3 pg	12,615	12,135	11,565	10,925	10,215	9,500	8,740
1/2 pg	11,005	10,605	10,115	9,540	8,930	8,285	7,645
1/3 pg	9,000	8,645	8,230	7,780	7,290	6,755	6,240

PREMIUM POSITIONS

PREMIUM POSITIONS	6X	12X
Back Cover	$18,985	$18,225
Inside Front Cover	18,195	17,430
Inside Back Cover	17,100	16,340

COLOR RATES

COLOR RATES	
2-color	$1,400
3-color	1,700
5-color	2,600

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2009 CLASSIFIED ADVERTISING RATES

	1X	3X	6X	9X	12X
1Col X 1"	$315	$290	$266	$254	$242
1Col X 2"	606	568	520	472	462
1Col X 3"	940	872	800	752	705
1Col X 4"	1,250	1,166	1,060	1,012	950
1Col X 5"	1,546	1,436	1,302	1,243	1,216
1Col X 6"	1,796	1,730	1,590	1,506	1,475
1Col X 7"	2,122	2,016	1,836	1,764	1,736
1Col X 8"	2,500	2,342	2,126	2,026	1,968
1Col X9"	2,814	2,630	2,394	2,280	2,206
1/3 Page	3,152	2,724	2,488	2,374	2,298
1/2 Page	4,124	3,948	3,584	3,414	3,328
2/3 Page	5,632	5,260	4,788	4,548	4,440
Full Page	8,448	7,900	7,182	6,830	6,662

B/D CAREER CENTER

3X	6X	12X
$605	$552	$430

COLOR RATES

2-Color	3-Color	4-Color
$420	$525	$630

ISSUE MONTH	AD CLOSE	MATERIALS DUE
January	Nov 24 '08	Dec 3 '08
February	Dec 22 '08	Jan 5
March	Jan 26	Feb 2
April	Mar 2	Mar 6
May	Mar 30	Apr 6
June	Apr 24	May 1
July	May 29	June 4
August	Jun 29	July 6
September	July 28	Aug 4
October	Aug 27	Sept 7
November	Sept 28	Oct 5
December	Oct 28	Nov 3

DIRECTOR OF CLASSIFIED SALES
Kameka Redley 646.746.8878 kredley@investmentadvisor.com

INVESTMENTADVISOR.COM

Online **Opportunities**

A Vibrant, Targeted, Ever-Changing Presence

Like your own practices, **InvestmentAdvisor.com** continues to evolve to meet the needs of readers and provide opportunities for advertisers and sponsors. The site is updated constantly with breaking news, online events, and podcasts that present the insights of industry experts in their own words, and voices.

Our popular bloggers—like **Bob Clark, Lewis Schiff, and Angie Herbers**—address industry developments, the needs of the high-net-worth, and how established practices can find and nourish younger advisors to everyone's benefit. Then there's **Mike Patton**, our intrepid advisor who chronicles his sometimes-bumpy Road to Independence in a unique first-person blog that benefits like-minded advisors who need real-world support, knowledge, and encouragement on everything from picking the right portfolio management software and choosing a custodian to determining the right fee to charge and office space to rent. Finally, our half-dozen **e-newsletters** push out targeted information—with your on-target messages—to all or part of our extensive subscriber e-mail database.

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