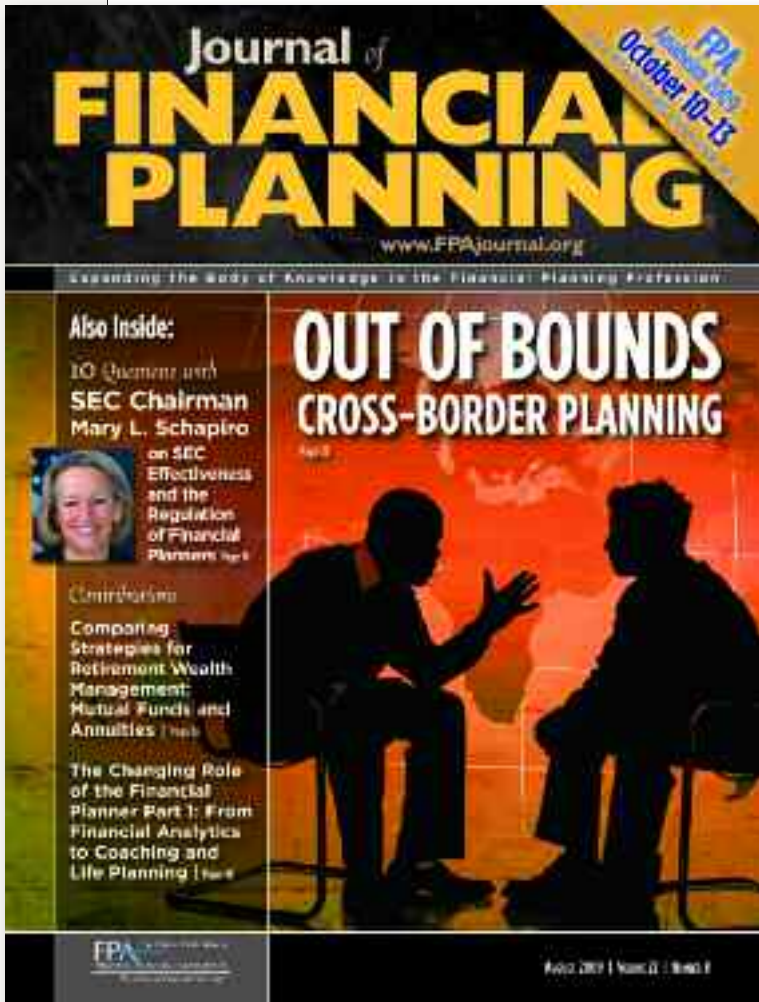




The Financial Planning Association® (FPA®) is the leadership and advocacy organization connecting those who provide, support and benefit from professional financial planning. Working in alliance with academic leaders, legislative and regulatory bodies, financial services firms and consumer interest organizations,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

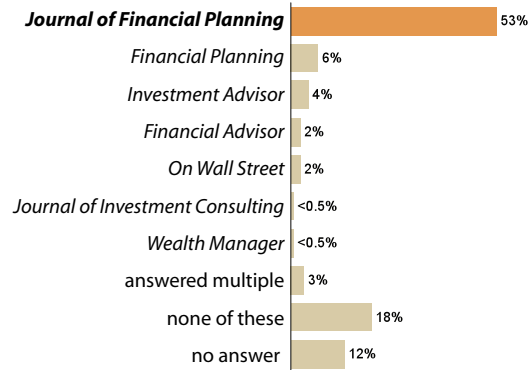


Our readers trust the **Journal of FINANCIAL PLANNING**. For 30 years, they've relied on our nonprofit objectivity and peer-reviewed articles to keep them at the top of their profession. No hype, no sensationalism. Just the facts and research they trust to help them take action. Now more than ever, readers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



AWARD WINNING
2009 APEX® Publication Excellence Award Winner

Financial Publication Trusted Most
 Which one professional financial publication do you trust most?



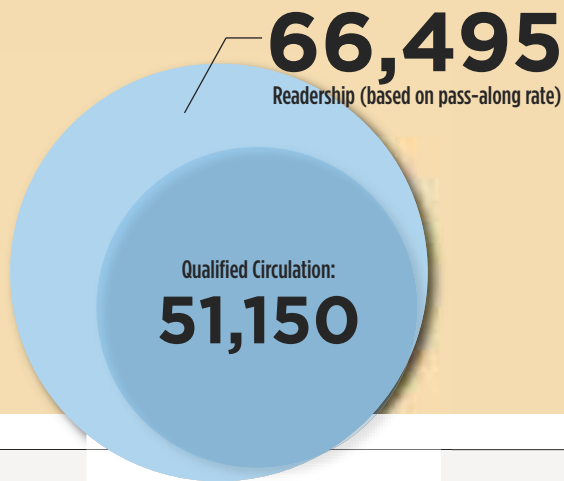
Source: 2008 Readex Readership survey conducted on behalf of FPA

Trusted

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



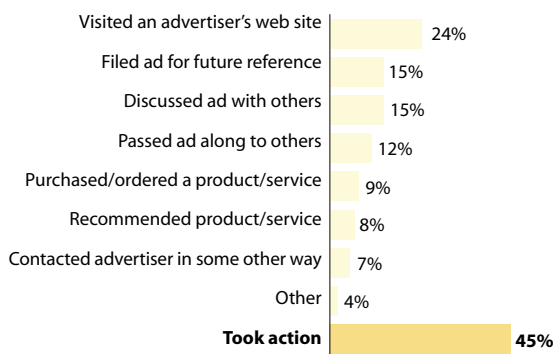
To view our most current BPA circulation statement, please visit <http://www.fpajournal.org/Advertise/BPAStatement/>



In this market it's not about how many people you reach...
 It's about whether you're **trusted** for the **information** you deliver.

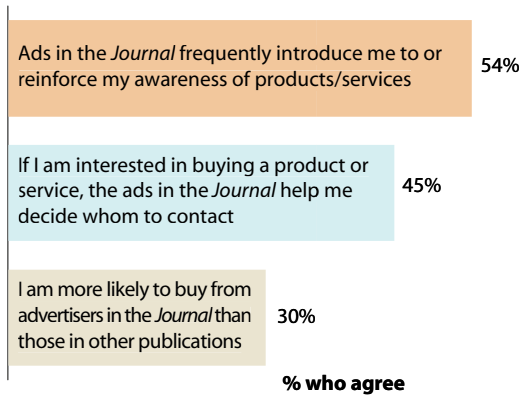
Create **awareness** with readers who
 will **act** on your message

Actions Taken as a Result of Ads in the Journal
 What actions have you taken as a result of seeing ads in the *Journal of Financial Planning*?



Source: 2008 Readex Readership survey conducted on behalf of FPA

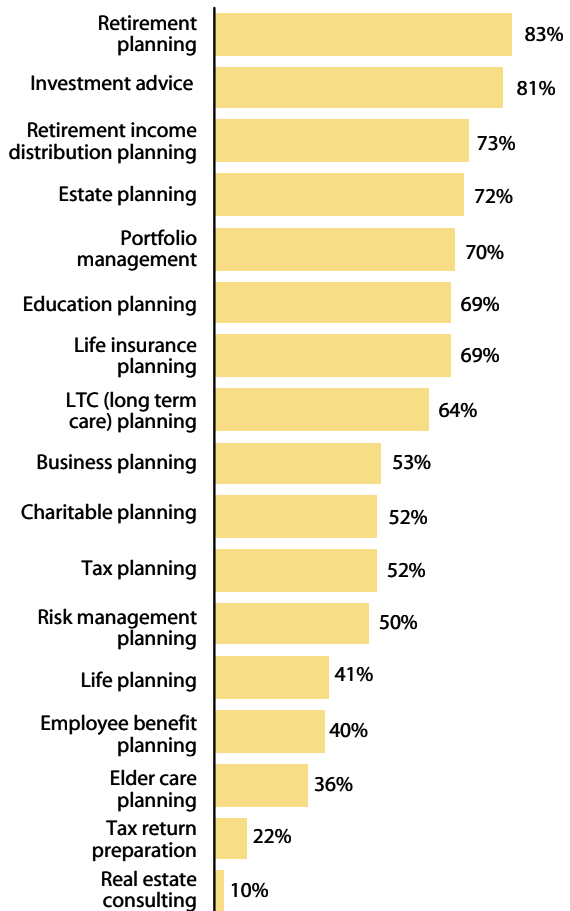
Opinions of Ads in the Journal
 What is your level of agreement with each of these statements about the ads in the *Journal of Financial Planning*?



Source: 2008 Readex Readership survey conducted on behalf of FPA

Reliable

Services Our Readers Offer
 Which of the following services does your organization offer to clients?



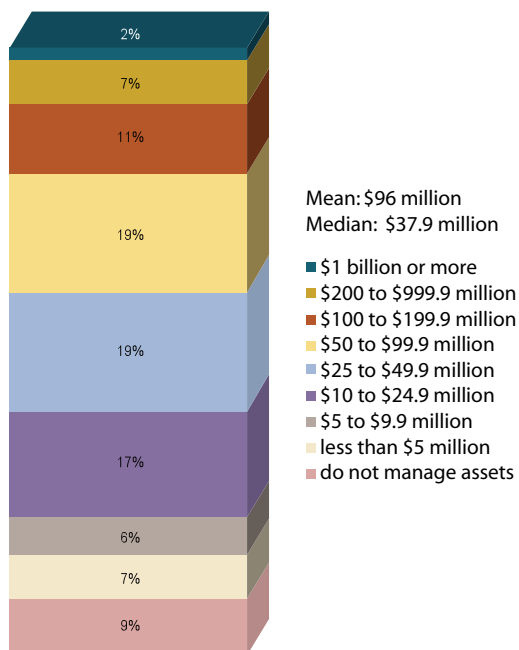
Source: 2008 Readex Readership survey conducted on behalf of FPA

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

Dependable

Asset Value Managed Per Adviser

What is the approximate total value of the assets you manage for your clients?



Base: 350 Journal recipients actively servicing clients

Source: 2008 Readex Readership survey conducted on behalf of FPA

Majority of Readers Are Financial Planners

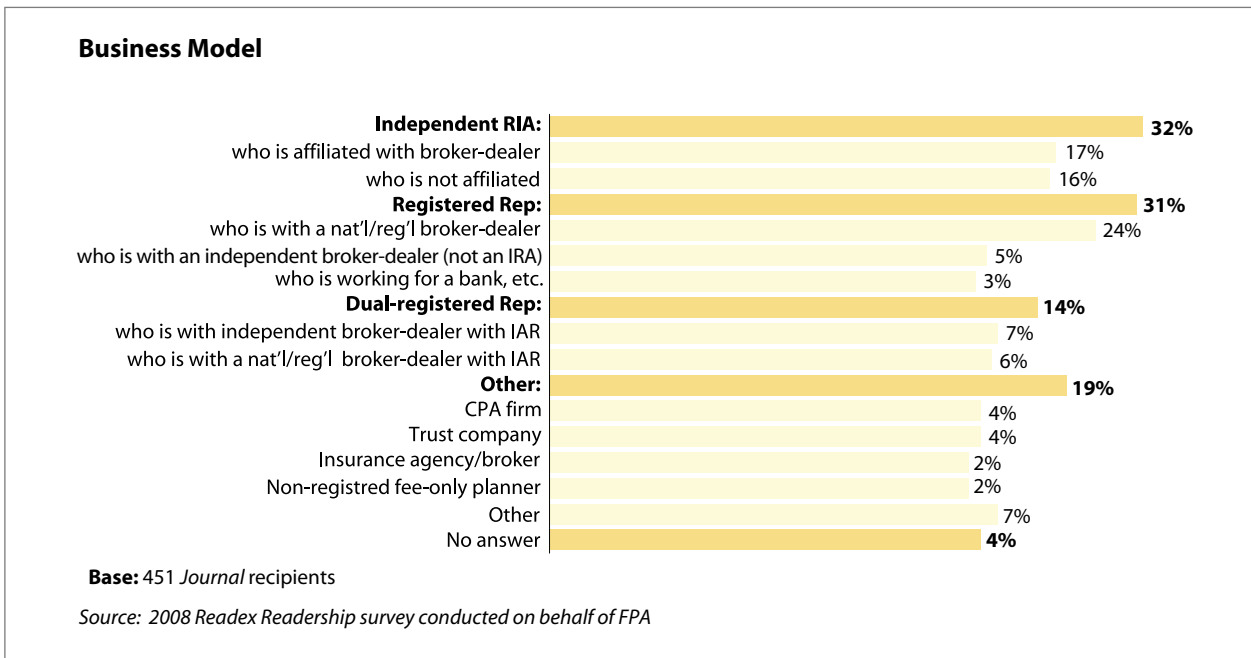
CEO/partner/president/sole proprietor	59%
Director/vice president	12%
Manager/director	9%
At least one of the above	77%

Source: 2008 Readex Readership survey conducted on behalf of FPA

Products Our Readers Recommend/Sell

IRAs	87%
Mutual funds	86%
Money market accounts	74%
Life insurance	71%
Annuities	62%
Long-term care insurance	61%
CDs	56%
Variable annuities	56%
Common stocks	50%
ETFs (exchange traded funds)	50%
Foreign/international investments	47%
REITs	47%
Municipal bonds	46%
Fixed annuities	41%
Corporate bonds	39%
Disability insurance	38%
Separate accounts	32%
Health insurance	31%
Treasury bills	24%
Pension programs	23%
Mortgages	21%
Keoghs	19%
Commodities	13%
Options	11%
Hedge funds	9%
Index annuities	9%
Real estate	7%
Futures	5%
ESOPs	4%
Life settlements	4%
Currency trading	3%
Stock compensation	2%

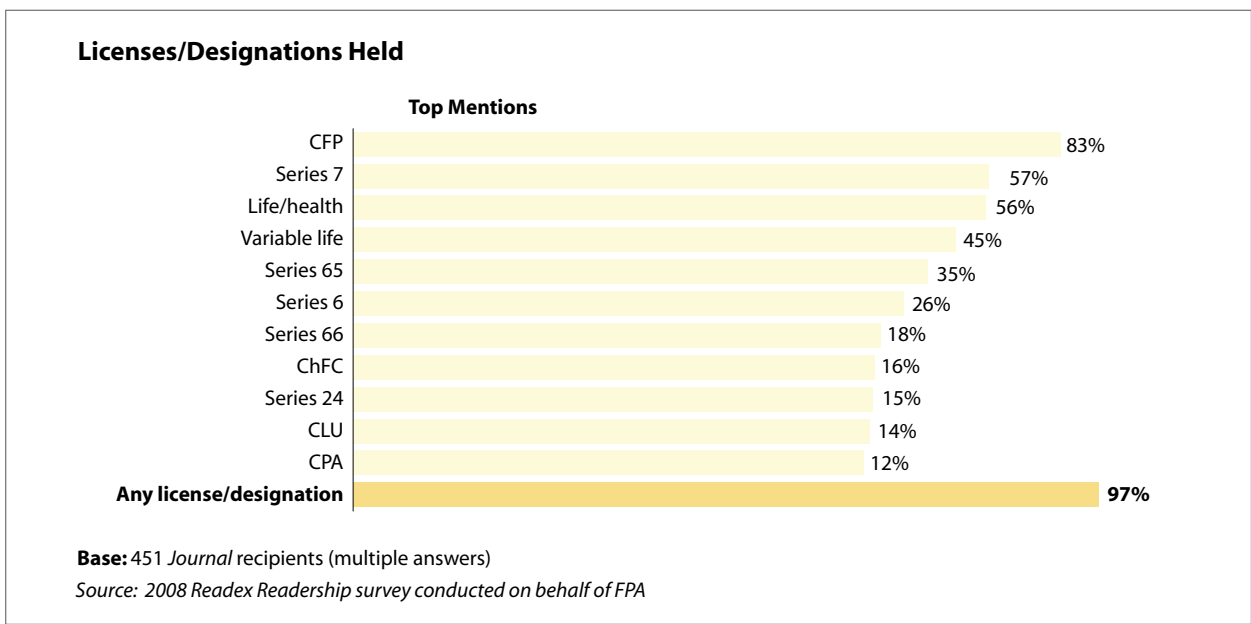
Source: 2008 Readex Readership survey conducted on behalf of FPA



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 *Journal* 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