

THE LEADING PUBLICATION SERVING INDEPENDENT FINANCIAL ADVISORS

FINANCIAL PLANNING

The logo for the 40th anniversary of Financial Planning. It features a large '40' where the '4' is blue and the '0' is a green circle. Below the '40' is the text 'YEARS OF EXCELLENCE' in blue, stacked in two lines.

**CELEBRATING 40 YEARS OF PROVIDING UNPARALLELED
ACCESS TO THE INDEPENDENT FINANCIAL ADVISOR COMMUNITY**

Since 1971, *Financial Planning* has served as the leading publication serving the information needs of independent financial advisors. No other publication even comes close. *Financial Planning* gives financial advisors, at all levels of practice, the information he or she needs to make his or her business better. Our **first-rate editorial staff** identifies and analyzes the most valuable and timely information and presents it in a clear, engaging, and visually appealing format.

For more than **230,000* independent investment advisors** per month, *Financial Planning* is essential reading for making smart investment choices for their clients and their practices.

*Source: Publisher's Own Data, August 2009

