FINANCIAL PLANNING 40 YEARS OF EXCELLENCE

RESOURCE GUIDES 2010

THE LEADING PUBLICATION SERVING INDEPENDENT FINANCIAL ADVISORS FOR 40 YEARS

IN FOCUS AND IN-DEPTH COVERAGE

Our distinct guides provide advertisers efficient reach of the Independent Financial Advisor Market in a highly relevant environment.

Financial Planning's unique resource guides focus on cutting edge topics that are important to the financial advisor community. These special editions feature the extensive reporting, in-depth analysis and expert advice advisors need to grow their practices and make smart business decisions for their clients.

Editorial guides enable you to reach more than 230,000* independent advisors, as well as;

- **Leverage** the resources of the industry's leading information source
- **Increase** your brand awareness and value to your target audience
- **Enhance** relationships with key clients and prospects
- **Align** your brand alongside industry trends and the latest data

Deliver your message in these high-profile, targeted issues.

TITLE	PUBLISHES	AD CLOSE	MATERIALS DUE	HIGHLIGHTS
Practice Management & Technology Resource Guide	April	2/2	2/9	Features the latest in practice management strategies and technology tools and covers such essential topics as client relationship management, back-office resources, staffing, business models, portfolio optimization and financial planning software.
RIA Services	May	3/2	3/9	Features the latest tips and strategies for established RIAs and advisors considering the RIA model, covering topics such as custodian services, technology options, investment management, succession planning, prospecting and staffing.
FP's 13th Annual Indendent Broker-Dealer Resource Guide	August	5/27	6/4	Features data on the revenue, production and payouts of the Top 50 independent broker-dealers, as well as up and coming B-Ds and B-D networks. Offers timely articles on hot topics from choosing a broker-dealer partner to structuring your business for success.
ETF and Index Funds Guide	September	7/2	7/9	Features data and analysis on trends in the fund industry and covers such important topics as new product offerings, evolving fund structures, portfolio management techniques and economic outlooks.
REITs and Alternative Investments Guide	October	8/3	8/10	Features industry data and commentary on the latest developments in real estate and alternative investments and covers topics such as public and private REITs, global real estate opportunities, commodities and hedge funds.
Wealth Management 2011 Published with *Financial Planning*, *On Wall Street* and *Bank Investment Consultant*	December	10/1	10/8	Reaching all three channels of the financial advisor industry, **Wealth Management** presents advisors with the specific information they need to manage high-net-worth clients and grow their wealth management business. Total audience readership is over 350,000 advisors.**

Closing dates and editorial calendar are subject to change.

* Reflects pass-along readership numbers, total monthly circulation listed on *Financial Planning's* June 2009 BPA Worldwide Circulation Statement is 115,000.

** Combined circulation from *Financial Planning*, *On Wall Street* and *Bank Investment Consultant* is 232,000 and pass-along readership totals 350,000.

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