Published since 1979, this award-winning, members-only monthly publication is considered the gold standard for credible thought leadership for financial planners.
ABOUT THE **Journal**

The award-winning *Journal of Financial Planning* is a top-rated FPA member benefit.

Published monthly, the *Journal* provides timely content that includes peer-reviewed research papers and practitioner articles.

A digital-only publication, the *Journal* can be accessed by readers in three unique ways:

- **Page-Turner**
- **Mobile App**
- **Website**

Ads run in the pager-turner and app versions of the *Journal*. 
JOURNAL READERSHIP*

18,000+
Monthly Distribution

4,300+
Average Page Views Per Issue

580+
Average Ad Views Per Issue

*According to Journal Circulation and Brand Report 7/1/23 through 12/31/23
TOP-RATED MEMBER BENEFIT

Dr. Brad Klontz, Psy.D., CFP®
“The Journal is an excellent resource for integrating the practice with the science of financial planning.”

Lisa Kirchenbauer, CFP®
“The Journal has helped me become a better planner, a better business owner, and, at times, a better person.”

Bill Harris, CFP®
“The Journal is my Bible for relevant, timely financial planning.”
### 2024 RATE CARD

#### Optional Video and GIF Elements

**$750**

Enhance your digital ad with video and GIF elements! Embed a video with YouTube or layer a moving image to attract readers’ attention to your message.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Page Spread (Run of Issue)</td>
<td>16.36” x 10.46”</td>
<td>$3,750</td>
<td>$3,300</td>
<td>$3,000</td>
<td>$2,800</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.96” x 10.46”</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
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<tr>
<td>Half Page</td>
<td>6.88” x 4.75”</td>
<td>$1,500</td>
<td>$1,250</td>
<td>$1,000</td>
<td>$900</td>
</tr>
<tr>
<td>Digital Skyscraper (Two Placements/Issue)</td>
<td>120 x 900 pixels</td>
<td>$800</td>
<td>$800</td>
<td>$600</td>
<td>$600</td>
</tr>
<tr>
<td>Sandwich (Full Page and Digital Skyscraper)</td>
<td>7.96” x 10.46” 120 x 900 pixels</td>
<td>$2,400</td>
<td>$2,250</td>
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<td>$1,850</td>
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<tr>
<td>Two Page Advertorial</td>
<td>16.36” x 10.46”</td>
<td>$4,000</td>
<td>$3,750</td>
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<td>$3,250</td>
</tr>
<tr>
<td>One Page Advertorial</td>
<td>7.96” x 10.46”</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
</tbody>
</table>
Specifications:

- Delivered in a high-resolution PDF format.
- Size: 16.36" x 10.46".
- Provide a link with or without UTM to your website and/or content.
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- Size: 6.88” x 4.75”.
- Provide a link with or without UTM to your website and/or content.
Specifications:

- Delivered in a high-resolution PDF format.
- Size: 120 x 600 pixel.
- Provide a link with or without UTM to your website and/or content.
FPA will ‘sandwich’ content between your brand with a full-page ad and skyscraper placement.

Specifications:

- See guidance for skyscraper ad and full-page ad.
Specifications:

- Delivered in a high-resolution PDF format.
- Cannot look like a Journal article.
- Cannot be Whitman font.
- Must be 1 or 3 columns per page.
- Must be labeled as “Advertorial” or “Sponsored Content” in small text at the top or bottom of the page.
- Size:
  - Full page: 7.96" x 10.46"
  - Spread: 16.36" x 10.46"
- Provide a link with or without UTM to your website and/or content.
Catch the attention of FPA members with a mini takeover of the monthly issue.

Package Includes:

- Your logo is displayed on the issue cover.
- Premium two-page ad spread placed on the inside front cover.
- One full-page ad.
- Three skyscraper banner ads.
- “Powered by” branding in up to four “Weekly Wrap” emails sent to all members throughout month.
Build a package of curated content focused on your area of interest. Special Reports include a mix of Journal articles and your thought leadership.

Package Includes:

- Up to four pieces of company-developed content.
- Company logo on Special Report in marketing materials.
- “Powered by” branding in up to three “Weekly Wrap” emails.
- “Powered by” branding at the top of the Special Report landing page.

$7,500
$13,500+ value!
The FPA Next Generation Planner is a multi-article special section for new planners and career changers within each Journal issue.

Package Includes:

- Premium logo placement on the lead page.
- One full-page ad opposite the lead page of the section.
- One full-page ad at the end of the section.
- Two skyscraper ads within the section.
- “Powered by” positioning alongside content shared in up to three “Weekly Wrap” emails within the month.
<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Your Career</td>
</tr>
<tr>
<td>February</td>
<td>Client Service</td>
</tr>
<tr>
<td>March</td>
<td>Networking</td>
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<tr>
<td>April</td>
<td>Professional Development</td>
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<tr>
<td>May</td>
<td>Financial Wellness</td>
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<td>June</td>
<td>Designations</td>
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<td>July</td>
<td>Impact of Financial Planning</td>
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<td>August</td>
<td>Succession Planning</td>
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<tr>
<td>September</td>
<td>Business Development</td>
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<tr>
<td>October</td>
<td>Communication</td>
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<tr>
<td>November</td>
<td>Serving a Diverse Industry</td>
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<tr>
<td>December</td>
<td>Building a Niche</td>
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</tbody>
</table>
EMAIL ADS — NEW!

Monthly e-newsletter sent to 15,000+ FPA members with an 18% open rate and 3% click rate.

Specifications:

- Includes a title and 30-word description, call to action, and link to your content.
- Sent the first week of the month, to correspond with the release of that month’s Journal.

ONLY $3,500
JOURNAL REPRINTS

Purchase reprints of an article or research paper through Wright’s Media to share at your exhibit booth or mail to prospects.

Contact info@wrightsmedia.com to learn more!

Bonus! Include your ad in the reprint!
## PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January 2025</th>
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</thead>
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*JOURNAL*
FPA is proud to be a partner in planning for our members, and we look forward to being your partner in helping drive awareness of your brand among the financial planning community.

If FPA’s publications are a fit for you, or you have other ideas you want to explore, please contact us.

We are eager to partner with you!