



Journal of Financial Planning®

2026 MEDIA KIT

Published since 1979, this award-winning, members-only monthly digital 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* is unique in the marketplace by providing peer-reviewed research and practitioner thought leadership that meets the specific needs of our audience.

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



Page-Turner



Mobile App



Website

Ads run in the page-turner and app versions of the *Journal*.



JFP RESEARCH QUARTERLY (PRINT)

The *Journal of Financial Planning* launched a print publication in 2023 to give members another way to engage with valuable financial planning insights.

JFP Research Quarterly is a high-quality, full-color print publication that provides members with the peer-reviewed research from the *Journal of Financial Planning*. Members don't have to do anything to receive this special publication; all active FPA members with an up-to-date address on file will automatically receive the print edition in their mailbox.

Average quarterly distribution: 14,735*

*According to *Journal Circulation and Brand Report 1/1/25 through 6/30/25*.



JOURNAL READERSHIP*

17,722

Average Monthly
Readers*

106,336

Total Average
Monthly Distribution^

33,780

Average Page Views
Per Issue*

573

Average Ad Views
Per Issue^

8:19

Average Engagement
Per User (min)

16

Average Pages
Per Session*



* Google Analytics 4, 1/1/25 through 12/31/25; ^ Journal Circulation Brand Report 7/1/25 through 12/31/25

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."

2026 EDITORIAL CALENDAR

JAN COLLEGE PLANNING

FEB ESTATE PLANNING

MAR REAL ESTATE INVESTING/PLANNING

APR ETHICS AND THE PROFESSION

MAY DIVORCE PLANNING

JUN TRENDS IN INVESTING

JUL SPECIAL NEEDS PLANNING

AUG INSURANCE/RISK MANAGEMENT

SEP RETIREMENT PLANNING

OCT TAX PLANNING

NOV SERVING A DIVERSE INDUSTRY

DEC SUCCESSION PLANNING



2026 RATE CARD

JOURNAL OF FINANCIAL PLANNING



Optional Video and GIF Elements \$1,000

Make your ad stand out! 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.

Ad Type	Ad Size	1x	3x	6x	12x
Two-Page Spread	16.36" x 10.46"	\$4,300	\$3,800	\$3,400	\$3,200
Full Page	7.96" x 10.46"	\$2,500	\$2,300	\$2,000	\$1,700
Half Page	6.875" x 4.25" (H) 3.15" x 8.5" (V)	\$1,700	\$1,400	\$1,100	\$1,000
Digital Skyscraper (One Placement/Issue)	120 x 600 pixels	\$900	\$900	\$700	\$700
Sandwich (Full Page and Digital Skyscraper)	7.96" x 10.46" 120 x 600 pixels	\$3,200	\$3,000	\$2,500	\$2,200
Two-Page Advertorial*	16.36" x 10.46"	\$8,600	\$8,100	\$7,600	\$7,100
One-Page Advertorial*	7.96" x 10.46"	\$4,600	\$4,100	\$3,600	\$3,100

Premium Placement: Add \$2,500 to any amount above if premium placement is desired.

***Advertorial Premium Placement: Add \$5,000 to any amount above if premium placement is desired.**

2026 RATE CARD

JFP RESEARCH QUARTERLY



**Are you interested in custom,
premium options? Let's chat!**

Print publishing offers unique high-impact opportunities to make your brand pop.
Let's explore those options!

Ad Type	Ad Size	1x	2x	3x	4x
Two-Page Spread	16.25" x 9.875"	\$8,000	\$7,500	\$7,000	\$6,500
Full Page	7.375" x 9.875"	\$4,000	\$3,500	\$3,000	\$2,500
One-Page Advertorial	7.96" x 10.46"	\$4,600	\$4,100	\$3,600	\$3,100
Two-Page Advertorial	16.36" x 10.46"	\$8,600	\$8,100	\$7,600	\$7,100

Premium Placement: Add \$5,000 to any amount above if premium placement is desired.

JOURNAL TWO-PAGE SPREAD

Specifications:

- High-resolution PDF format
- Size: 16.36" x 10.46"
- Provide a link with or without UTM to your website and/or content

Ad Rate:

- 1x: \$4,300

FINANCE of AMERICA

Elevate Your Client's Retirement Plan Using Housing Wealth

Over 11,000 Americans turn 65 every day, and many have a powerful asset for improving their retirement plans — their home equity.*

Whether it's covering medical expenses, diversifying investments, or upgrading lifestyles, a reverse mortgage from Finance of America can empower your clients in or nearing retirement to maximize their next phase of life, with loans up to \$4M.**

For more information or to have a loan officer illustrate a scenario for your client:

📞 Call us: 888-580-6895
✉ Email us: strategies@financeofamerica.com



Steve Resch
Vice President
Retirement Strategies



Gabrielle Gregoline
Manager
Retirement Strategies

*For accuracy and generalization, see page 102 of "The 5th Option: Why Your Retirement Plan Won't Work the Way You Think It Will." Walter recommended that his client utilize a portion of his home equity with a reverse mortgage loan. Now his client can manage his retirement with more control, comfort, confidence, and increased cash flow.

**Finance of America is an official provider of reverse mortgage education to the Financial Planning Association (FPA).

JOURNAL FULL-PAGE AD

Specifications:

- High-resolution PDF format
- Size: 7.96" x 10.46"
- Provide a link with or without UTM to your website and/or content

Ad Rate:

- 1x: \$2,500



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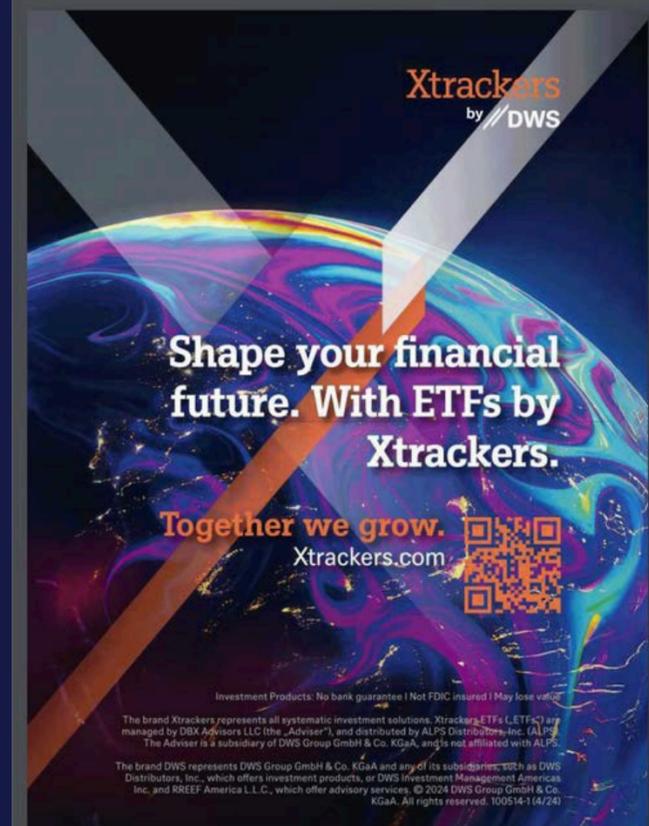
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CARSON COACHING

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JOURNAL HALF-PAGE AD

Specifications:

- High-resolution PDF format
- Size: 6.875" x 4.25" (H) | 3.15" x 8.5" (V)
- Provide a link with or without UTM to your website and/or content

Ad Rate:

- 1x: \$1,700

Lead Article | NEXT GENERATION PLANNER

Promoting diversity and inclusivity within the financial planning profession is a moral imperative and a strategic advantage. Diverse teams bring many perspectives and experiences that can lead to better decision-making, more innovative solutions, and stronger client relationships. We can build a more resilient and inclusive financial planning profession that benefits everyone by proactively implementing the above initiatives before it's too late. ■

Endnotes

1. Visit www.financialplanningassociation.org/networking/fpa-nexgen/student-communities for a list of universities that have a student community or to establish a new community at your school.
2. See www.stockmarketgame.org/.

References

CFP Board. n.d. "Why the Center." www.cfp.net/cfp-board-center-for-financial-planning/about/why-the-center.

Hale, Keri. 2024, April 3. "The Unstoppable Growth Rate of Latino-Owned Businesses in America." *Forbes*. www.forbes.com/sites/korihale/2024/04/03/the-unstoppable-growth-rate-of-latino-owned-businesses-in-america/.

McAulay, Sophie. 2023, March 8. "Access to Finance Is Critical to Help Women Entrepreneurs Around the World Improve Their Earnings." n.d. Kiva. www.kiva.org/blog/access-to-finance-is-critical-to-help-women-entrepreneurs-around-the-world-improve-their-earnings.



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Fintech | COLUMNS

Embracing AI and machine learning is already enabling advisers to offer more comprehensive, holistic advice that includes tax optimization, estate planning, and retirement savings. Providing this integrated advice is becoming the new norm, as clients seek a single point of contact for all their financial needs.

AI-generated insights can significantly enhance client engagement and business growth.

In today's fast-paced financial environment, technology offers opportunities for advisers to enhance their services and expand their client base. By leveraging data-driven insights, advisers can deliver more personalized, efficient, and high value services to a broader range of clients. And importantly, this convergence of human and digital interaction and optimization provides a glimpse into the future of financial advice and planning. ■

There are risks inherent in AI technology and its application in the financial sector, including embedded bias, privacy concerns, outcome opaqueness, performance robustness, unique cyberthreats, and the potential for creating new sources and transmission channels of systemic risks. Trends or potential transactions identified by AI are for informational purposes only and are not to be construed as an instruction to take any specific action.

Endnotes

1. Broadridge. 2020, July 27. "Investor Preferences Undergo Lasting Transformation from COVID-19 Pandemic, Reveals Broadridge Survey." www.broadridge.com/press-release/2020/investor-preferences-undergo-lasting-transformation-from-covid-19-pandemic.
2. Envestnet. 2024. *Envestnet 2023-2024 Trends Report, Accelerating Toward the Future of Financial Advice*.
3. Envestnet. 2023. *Rethinking Expectations for HNW Investors*.



Discover the Latest Investment Trends: Download the 2024 Trends in Investing Report!

Gain valuable insights into the current and future investment landscape with the 2024 Trends in Investing report. This annual survey, conducted by the Journal of Financial Planning and the Financial Planning Association, provides an overview of investment preferences and recommendations by financial professionals.

Among this year's findings, ETFs continue to dominate investment portfolios, with over 89 percent of financial planners currently using or recommending these products. Financial planners are also increasingly bullish about the economy in the near term but slightly more bearish over the next two to five years.

[Download the Report](#)

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JOURNAL SKYSCRAPER

Specifications:

- High-resolution PDF format
- Size: 120 x 600 pixels
- Provide a link with or without UTM to your website and/or content

Ad Rate:

- 1x: \$900



JOURNAL FULL-PAGE SKYSCRAPER SANDWICH

FPA will 'sandwich' content between your brand with a full-page ad and skyscraper placement.

Specifications:

- See guidance for sandwich ad

Ad Rate:

- 1x: \$3,200

The image shows a mobile-friendly digital magazine spread. On the left is a vertical skyscraper advertisement for eMoney. The text reads "eMoney MONEY MATTERS, SIMPLIFIED" and includes a "FREE TRIAL" button. On the right is the main content page, which is a table of contents. It features sections for "COLUMNS", "RESEARCH", "DEPARTMENTS", and "SPONSORS". At the bottom of the right page is a full-page advertisement for eMoney. The ad has a blue background with white and orange text. It says "LEVERAGE THE POWER OF PLANNING & MARKETING" and "Today, clients expect more. Differentiate your practice with client and advisor experiences designed to promote engagement and build trust." Below this is a "START YOUR FREE TRIAL TODAY!" button. The overall layout is clean and professional, with a focus on financial planning content.

JOURNAL ADVERTORIAL

Specifications:

- 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)

Ad Rate:

- Two Page: \$8,600 | One Page: \$4,600

American Heart Association Professional Advisor Network

What is the AHA Professional Advisor Network?

The American Heart Association Professional Advisor Network supports advisors with free estate and charitable gift planning solutions, helping you offer your clients meaningful options to reach their unique personal, philanthropic and financial goals.

Utilize turnkey solutions for gifts of non-cash assets.

The AHA offers streamlined approaches for you and your clients to make charitable gifts of non-cash assets. We create innovative solutions in response to the current tax environment and donor preferences to ensure that donors have a wide variety of options to choose from when deciding what assets and gift structure are best to help them build and preserve their wealth while creating their legacy. Popular options are the AHA Real Estate Program and AHA Donor Advised Fund Program.

Receive the latest tax and legislation news on giving.

We'll keep you updated with breaking news on new legislation or upcoming changes that may be important to you and your clients. Additionally, request a free subscription to our monthly *Gift Law Newsletter* with helpful, practical examples through the "case-of-the-week" and industry articles to keep current.

Why do donors choose the American Heart Association?

Focused solutions and lifesaving results.

Thanks to donor support, the AHA has invested more than \$4.6 billion in research. These investments in research have paid off in many ways, including funding the research of 14 Nobel prize winners and many lifesaving solutions like the creation of the first external defibrillator, the first pacemaker, and the arterial stent.

Showing gratitude with a personalized touch.

The Paul Dudley White Legacy Society honors our generous donors who have included us in their philanthropic and estate plans. Your clients will receive personal communications such as phone calls, birthday cards and recognition in publications and at events - all based on their preferences.

Join the Network now at [Heart.org/AdvisorNetwork](https://www.heart.org/AdvisorNetwork)
Together, we will save more lives.

Grow your practice while helping save lives.

Build and grow your practice with these opportunities:

- Participants who meet select criteria may be eligible to receive referrals through the AHA Advisor Referral Program.
- Sharpen your knowledge of core and emerging charitable giving vehicles through *Philanthropic Solutions in Financial Planning*, an AHA & FPA Certificate Program – and earn 6 CFP credits upon completion - FREE to FPA members.
- National, regional and local speaking and visibility opportunities at select events and in American Heart Association publications.
- Invitations to American Heart Association events for networking opportunities.

Connect with clients on a deeper level.

- Our team of gift planners offer personalized assistance for helping clients create a legacy that is as unique as they are, realizing their values and dreams that may include family, faith and community.
- Family philanthropy is important, and the AHA offers several opportunities for clients to engage families in philanthropic planning, including facilitating family meetings and active, long-term philanthropy through the AHA Donor Advised Fund Program.
- If heart disease and stroke impact your client's life, your increased knowledge can better help you respond to their goals, which may include purpose-driven philanthropy and leaving a meaningful legacy.

Advertorial
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JOURNAL TITLE SPONSORSHIP

Catch the attention of FPA members with a mini takeover of a monthly issue.

Package Includes:

- Premium two-page ad spread placed on the inside front cover
- One full-page ad
- Three skyscraper ads
- "Powered by" branding in up to four "Weekly Wrap" emails sent to all members throughout month
- "Powered by" highlight in one monthly SmartBrief (16,000 subscribers)
- "Powered by" email to subscribed journalists announcing sponsored monthly issue

Ad Rate:

- 1x: \$10,000



JOURNAL NEXT GENERATION PLANNER

Reach new financial planners—young planners and career changers—in this monthly multi-article section in each issue of the *Journal of Financial Planning*.

Package Includes:

- One full-page ad opposite the lead page of the section
- One full-page ad at the end of the section
- One skyscraper ad within the section

Ad Rate:

- 1x: \$5,000

Forward Thinking | NEXT GENERATION PLANNER
MEMBERS, TAP HERE FOR AN ONLINE MOBILE-FRIENDLY ARTICLE

Forging a Path Forward

TO TRULY SERVE A DIVERSE INDUSTRY, planners must break down barriers and create inclusive environments where all voices are heard and valued. This means diversifying our workforce, tailoring our services to meet the needs of different cultural and socioeconomic groups, and adapting our communication strategies to resonate with diverse audiences. As financial professionals, we have a responsibility to educate ourselves about the specific financial challenges and goals of diverse communities and to develop solutions that address these unique needs.

It is crucial to understand that everyone is intersectional, with multiple facets that make up their identity. We cannot simply categorize individuals into single boxes. For instance, a first-generation college graduate may also be a working parent, an LGBTQ+ individual, or a person with a disability, and each of these aspects influences their financial needs and goals. By acknowledging these differences and tailoring our approach accordingly, we can build stronger, more trusting relationships, provide more effective financial guidance, and foster an environment of mutual respect and continuous learning.

Embracing diversity in the workplace and in how we serve our clients is ultimately the best way to drive growth and innovation. Diverse perspectives lead to more creative problem-solving, inclusive practices expand our client base and market reach, and a diverse workforce better reflects and understands our diverse clientele. Furthermore, embracing diversity fosters a culture of innovation and adaptability. By building a more equitable financial landscape, we not only contribute to social progress but also position ourselves at the forefront of industry evolution. In today's rapidly changing world, the ability to understand and serve diverse populations is not just a moral imperative; it's a competitive advantage that will drive sustainable growth and innovation in the financial planning sector.

Gloria Garcia Cisneros
2024 FPA NexGen Community Awareness
Co-Coordinator and DEI Integrator

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JOURNAL NEXT GENERATION PLANNER

JAN	CAREER PATHS	JUL	BUSINESS MODELS
FEB	PROFESSIONAL DEVELOPMENT	AUG	RELATIONSHIP MANAGEMENT
MAR	COMMUNICATION	SEP	STEPPING INTO LEADERSHIP
APR	MARKETING	OCT	FEE MODELS
MAY	FINANCIAL WELLNESS/WELL-BEING	NOV	SERVING A DIVERSE INDUSTRY
JUN	NETWORKING	DEC	ADVANCING THE PROFESSION



JOURNAL EMAIL ADS

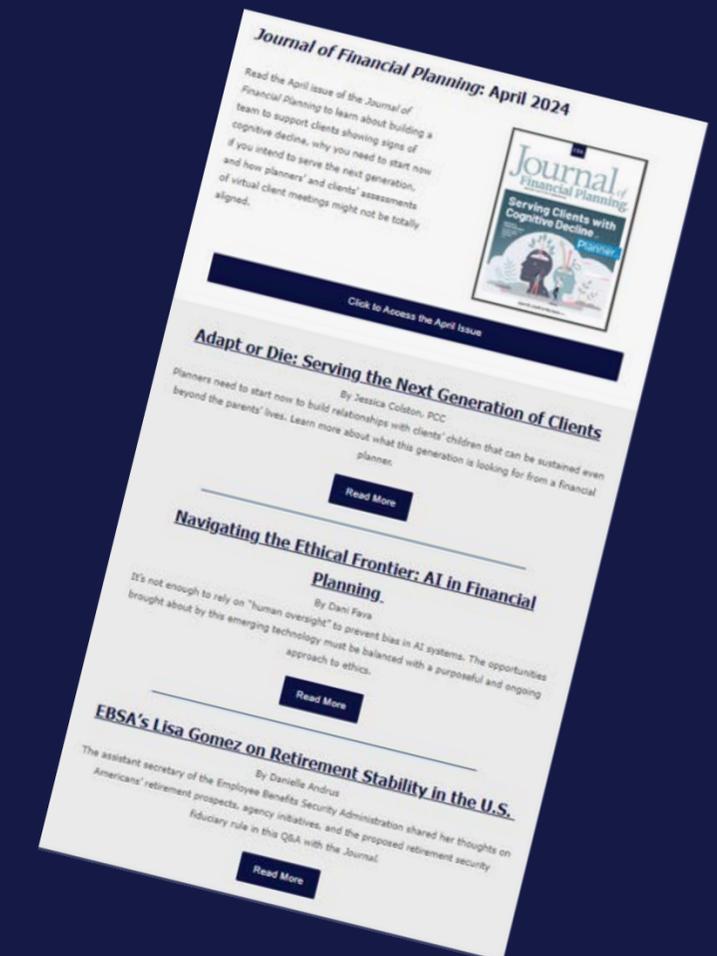
Monthly e-newsletter sent to 10,000+ FPA members with a 29% open rate and 3% click rate.

Specifications:

- One 728 x 90 pixels leaderboard at the top of the email
- Provide a link with or without UTM to your website and/or content
- Sent to all FPA members on the first of the month to announce the latest issue of the *Journal*

Ad Rate:

- 1x: \$3,500



JOURNAL OF FINANCIAL PLANNING

PRODUCTION SCHEDULE

Month	January	February	March	April	May	June	July	August	September	October	November	December	January 2026
Ad Materials Due	12/5/25	1/8/26	2/5/26	3/5/26	4/6/26	5/5/26	6/5/26	7/7/26	8/5/26	9/8/26	10/5/26	11/5/26	12/7/26



JFP RESEARCH QUARTERLY

PRODUCTION SCHEDULE

Quarter/Season	Spring	Summer	Fall	Winter
Ad Materials Due	2/24/26	5/26/26	8/25/26	11/17/26



LET'S CONNECT!

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 look forward to partnering with you!



Journal_{of}
Financial Planning

Let's connect about your company's goals and how we can help!



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