

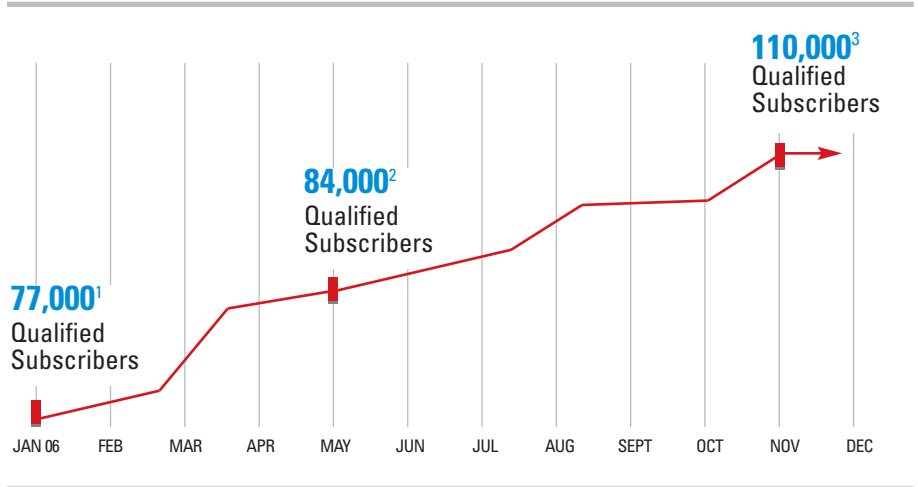
DEDICATED TO INDEPENDENT ADVISORS AND SUBSCRIBER QUALITY.

We're mirroring the growth in the independent advisor channel by finding, attracting and retaining more prospects for advertisers. Our goal is to deliver the largest circulation with the most quality at the lowest rate.

Not just qualified, certified*

Among independents, some advisors are more effective than others—and, therefore, more valuable to you. The best rise to the top by being better trained, informed and more dedicated to their clients. This is the audience *Investment Advisor* delivers.

Circulation Growth



90%* OF OUR READERS
HOLD ONE OR MORE OF
THESE CERTIFICATIONS

RIA	29%	SERIES 7	64%
CFP	29%	LIFE/ INSURANCE	58%
CLU	13%	SERIES 63	55%
CHFC	11%	SERIES 65	35%

¹ DECEMBER 2005 PUBLISHERS STATEMENT

² 84,000 IS JUNE 2006 PUBLISHERS STATEMENT

³ PUBLISHER'S PROJECTION FOR DECEMBER 2006, AS OF NOVEMBER 2006.

* HARVEY RESEARCH STUDY 2006.

SUSTAINING AND GROWING A VITAL CIRCULATION

BPA BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2006

Investment ADVISOR

PRINTED MATTER

Category	Number of Copies	Percentage of Total
Total Circulation	11,000	100%
Direct Requests	10,500	95.5%
Other Circulation	500	4.5%

TOTAL CIRCULATION

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“I Want my *Investment Advisor*”

We feel “Direct Request” data on a BPA statement is one of the most important ways to determine how engaged subscribers are with a publication. *Investment Advisor* has grown in circulation without sacrificing personal direct requests. In fact, we have improved it.*

Growing and growing the quality

Investment Advisor wants to ensure that every new subscriber is as qualified as our existing subscriber base.

Targets for subscriber growth

- Independents
- Registered Investment Advisors & Certified Financial Planners
- Senior-Level Executives and Principals
- \$100MM+ in Assets Under Management

**95% PERSONAL*
DIRECT
REQUESTS FOR
SUBSCRIPTIONS**

*PUBLISHER'S PROJECTION FOR DECEMBER 2006, AS OF NOVEMBER 2006. JUNE 2006 PDR IS 93.7%