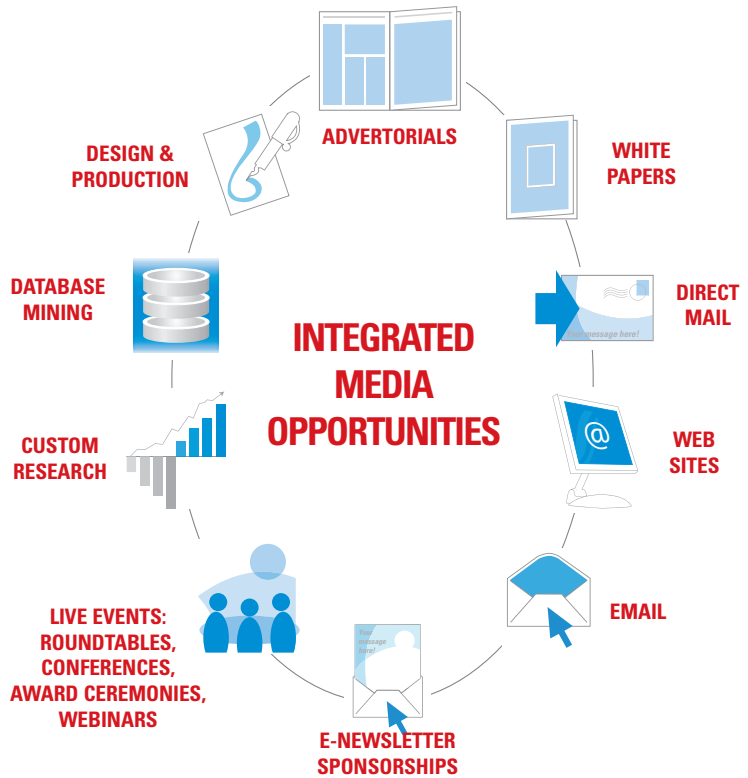


## DIFFERENTIATE YOUR BRAND. DEMONSTRATE YOUR EXPERTISE.

### Choose Your Weapon

Leverage the *Investment Advisor* brand through our portfolio of media and event opportunities: Custom publishing with *Investment Advisor* enables you to have a deeper, more extended conversation with subscribers and allows you to access your prospects through multiple channels. And because it's published by *Investment Advisor*, your message will have added credibility.



### Custom Publishing Made Easy

You'll work directly with a project leader and a team of senior-level publishing executives in order to bring your program from concept to execution to distribution.

- STEP 1. **CONCEPT**
- STEP 2. **CONTENT**
- STEP 3. **DESIGN**
- STEP 4. **PRODUCTION**
- STEP 5. **DISTRIBUTION**

### We Make It Affordable

*Investment Advisor* provides one-stop shopping for all of the elements involved in a successful program. Most importantly, this allows us to deliver your high-impact marketing promotions on time – and on budget.

## INTEGRATED CAMPAIGNS CREATE RESULTS.

Your product is unique. So is your brand. Therefore, to drive the most measurable results from your advertising program, you need a relevant, targeted and multi-pronged communication strategy. This kind of integrated media strategy creates higher levels of response from advisors.

### Proven Track Record

Custom publishing with *Investment Advisor* is working. Each year, clients return to do more custom publishing. We're also getting more assignments from more new advertisers than ever before. See what some of our clients have to say:

*The custom publishing piece written by IA drew a stronger reader/advisor response than any other initiative in our company's history. It was so effective that we ordered an additional 25,000 copies.*

Jim Schaberg  
Director of Marketing, Incapital LLC, Chicago

### Effective and Measurable Results

We're very confident in our ability to deliver the results you're after, and we're prepared to help you measure those results. Pre- and post campaign research such as surveys and response data can help in determining awareness and response rates. These benchmarking methods can be helpful in determining your return on investment.

### An Audience Worth Reaching

Print: **110,000\*** Qualified Subscribers — #1 in the Field.

Online: Over **55,000\*\*** Unique Visitors Per Month

E-newsletters: Over **60,000\*\*** Opt-In Recipients

Events: Average **250\*\*** Attendees

\*PUBLISHER'S PROJECTION FOR DECEMBER 2006,  
AS OF NOVEMBER 2006. JUNE 2006 IS 84,000.

\*\*PUBLISHER'S OWN DATA