

RE-EXAMINED.
REDESIGNED.
REINVIGORATED.

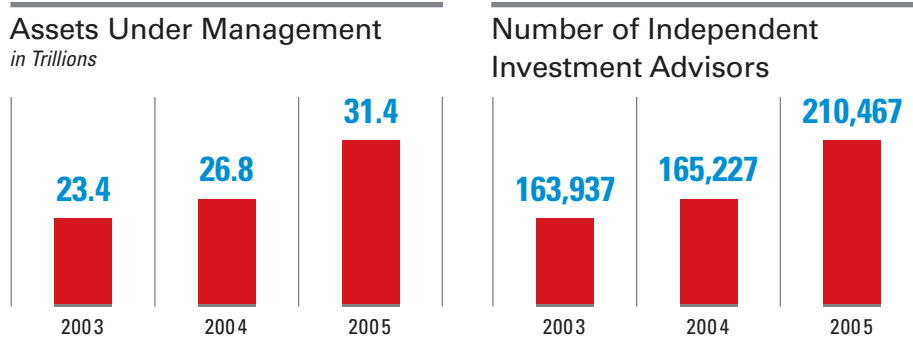


2007 MEDIA KIT

MEETING THE CHANGING NEEDS OF A GROWING AUDIENCE.

The Growing Advisor Marketplace

Changes in securities regulations, the unprecedented accumulation of wealth and the explosion of financial services and options are fueling the dynamic growth and opportunities within the investment advisor marketplace.



SOURCE: CERULLI ASSOCIATES

More advisors are selling more products and services worth more money than ever before. Investment Advisor is seizing this opportunity, and so should you.

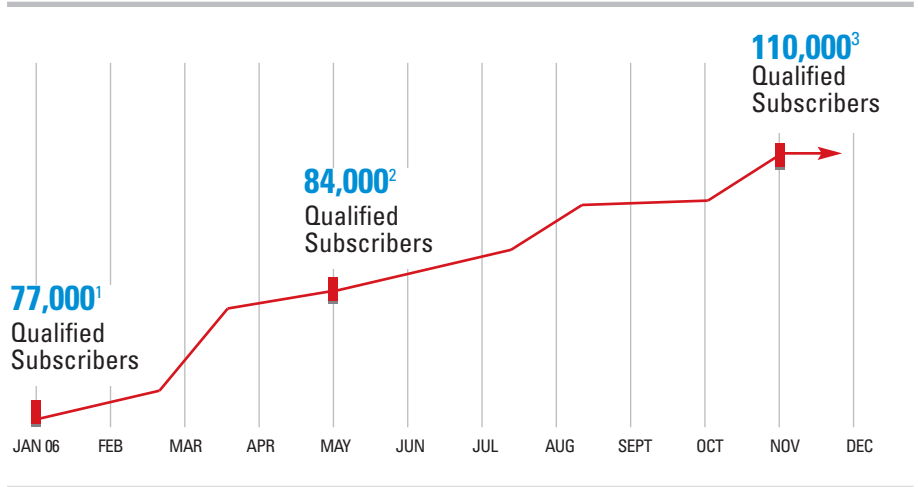
DEDICATED TO INDEPENDENT ADVISORS AND SUBSCRIBER QUALITY.

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 ENDING JUNE 2006

Investment ADVISOR

PRINTED MATTER

Category	Number of Copies	Percentage of Total
First-Class Mail	1,000,000	95.0%
Second-Class Mail	50,000	4.8%
Other Classes	50,000	4.8%
Total	1,050,000	100.0%

TOTAL CIRCULATION

Category	Number of Copies	Percentage of Total
Printed Matter	1,050,000	95.0%
Electronic	50,000	4.8%
Total	1,100,000	100.0%

“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%

MORE INFORMATION, GREATER EXPERTISE, EASIER TO READ

Investment Advisor has been a leading source of trusted and credible information for 26 years. And while we've always stayed on the pulse of the industry, *Investment Advisor* is expanding its leadership to new levels by delivering more value to readers and advertisers than ever before.

Editorial Enhancements

- New columns and departments on wealth management and independent broker dealers
- Increased coverage on retirement and insurance issues
- Fresh design with more infographics
- Re-design of investmentadvisor.com

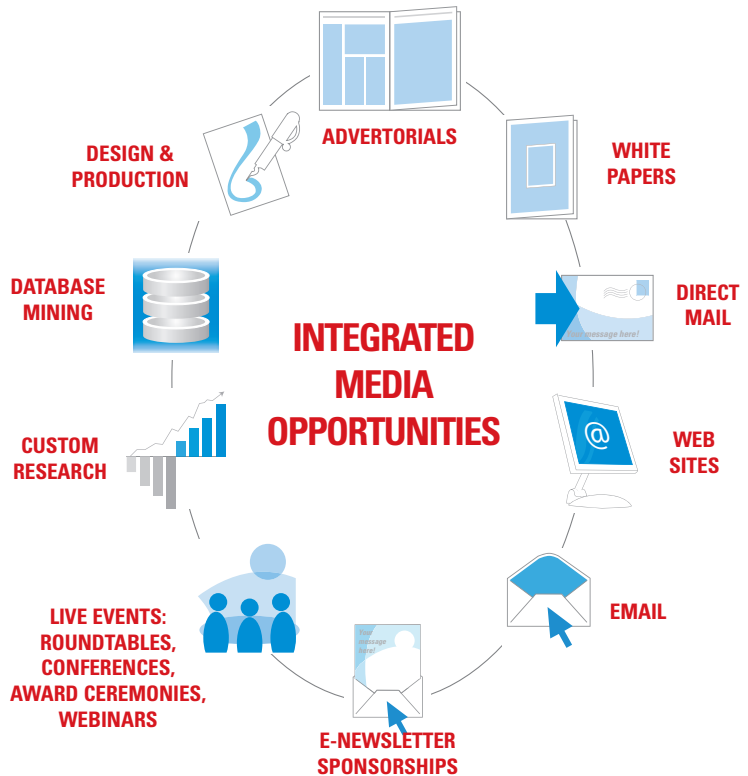


MONTH	AD CLOSE	MATERIALS DUE	EDITORIAL FOCUS	BONUS DISTRIBUTION
January 2007	CLOSE: 11/30/06	DUE: 12/8/06	<p>The Investing Issue, with Market & Economic Forecast: ETFs, mutual funds, separate accounts, alternative investments</p> <p>Clearing Firms: How they're partnering with B/Ds</p> <p>The IA Leaders Look Ahead: Best strategies for clients in the New Year</p> <p>Clearing Firms Directory</p>	FSI Annual
			SUPPLEMENT: TD Ameritrade Pre-Conference Guide	
February 2007	CLOSE: 12/28/06	DUE: 1/3/07	<p>The Future of the Profession Issue</p> <p>with the New Faces of Planning and the B/D Advisory Board's insights on the independent model</p> <p>Variable Products Partners (VUL and others) Directory</p>	ASPPA 401(k) Sales Summit TD Ameritrade NAVA Marketing
March 2007	CLOSE: 1/26/07	DUE: 2/2/07	<p>The Retirement Issue: Best income-generating vehicles; top technology partners for advisors, and what advisors want from them</p> <p>Retirement Plan Partners Directory</p>	Raymond James National
April 2007	CLOSE: 2/23/07	DUE: 3/2/07	<p>The Wealth Management Issue with leading wealth managers and their partners</p> <p>Annual Best Separately Managed Accounts Awards</p> <p>Wealth Management Partners Directory</p>	IMCA Spring Conference
May 2007	CLOSE: 3/27/07	DUE: 4/3/07	<p>The IA 25: The Most Influential People in the Profession</p> <p>Washington Watch: Capital developments shaping your future</p> <p>Fee Advisor Partners Directory</p>	NAPFA National Conference ICI General Membership Meeting
June 2007	CLOSE: 4/27/07	DUE: 5/4/07	<p>The Broker/Dealer Issue: Taking a look at the broker/dealer industry</p> <p>The Premiere Presidents' Poll: Leaders of the independent B/Ds tell us where they'll be spending their efforts, and money, in the second half of the year</p> <p>The IA Leaders Speak: Introducing our reconstituted Leaders' Council</p> <p>Independent Broker Dealer Directory</p>	Morningstar Conference Pershing Insite 2007
July 2007	CLOSE: 5/25/07	DUE: 6/1/07	<p>The Protection Issue: Guarding yourself against clients (E&O insurance) and regulators (compliance)</p>	Fiserv ISS Discover RJ & Associates SDC
August 2007	CLOSE: 6/27/07	DUE: 7/3/07	<p>The Marketing Issue: Tools and strategies to help grow your practice</p> <p>College Savings Plan/529 Directory</p>	
September 2007	CLOSE: 7/27/07	DUE: 8/3/07	<p>IA's Readers Speak: The Broker/Dealers of the Year with the newly formed Broker/Dealer Advisory Board, and client asset protection strategies</p> <p>Long-Term Care Insurance Directory</p>	FPA National Conference Raymond James National
			SUPPLEMENT: FSI Voice	
October 2007	CLOSE: 8/27/07	DUE: 9/4/07	<p>The Tax Planning Issue, with year-end and 2008 tax planning strategies</p> <p>High-end insurance strategies</p> <p>Professional Associations Directory</p>	IMCA Fall Conference Schwab Impact NAVA Annual Conference
			SUPPLEMENT: Careers 2007	
November 2007	CLOSE: 9/28/07	DUE: 10/5/07	<p>The Estate Planning Issue</p> <p>Watching the wirehouses</p> <p>Survivorship Insurance Partners and Independent Trust Company Directories</p>	
December 2007	CLOSE: 10/26/07	DUE: 11/2/07	<p>The Hearts and Heads Issue: SRI, ethics, fiduciaries</p> <p>Latest charitable giving strategies</p>	IA Advisor Summit

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

2007 DISPLAY ADVERTISING RATES

BLACK & WHITE	(OPEN RATE)						
	1X	3X	6X	12X	18X	24X	36X
Full Page	\$10,635	\$10,160	\$9,570	\$8,920	\$8,235	\$7,485	\$6,760
2/3 Page	9,590	9,155	8,640	8,060	7,415	6,765	6,080
1/2 Page	8,135	7,770	7,325	6,800	6,250	5,665	5,085
1/3 Page	6,315	5,990	5,615	5,210	4,760	4,280	3,810
4 COLOR							
Full Page	\$12,485	\$12,010	\$11,420	\$10,770	\$10,085	\$9,335	\$8,610
2/3 Page	11,440	11,005	10,490	9,910	9,265	8,615	7,930
1/2 Page	9,985	9,620	9,175	8,650	8,100	7,515	6,935
1/3 Page	8,165	7,840	7,465	7,060	6,610	6,130	5,660
COVER (4 COLOR)	6X	12X	COLOR RATES				
Back Cover	\$17,220	\$16,530	2-color		\$1,200		
Inside Front Cover	16,500	15,810	3-color		1,500		
Inside Back Cover	15,510	14,820	5-color		2,350		

PRODUCTION INFORMATION

Ad Specs:

Full Page:	Trim Size: 8.1875" x 10.875"	Bleed size: 8.4375" x 11.125"	Safety size: 7.8125" x 10.375"
Spread:	Trim Size: 16.375" x 10.875"	Bleed size: 16.625 x 11.125"	Safety size: 16.25" x 10.375"
2/3-page Ads:	2/3 Horizontal: 7" x 6"	2/3 Vertical: 4.5" x 9.25"	
1/2-page Ads:	1/2 Horizontal: 7" x 4.5"	1/2 Vertical: 4.5" x 7"	
1/3-page Ads:	1/3 Square: 4.5" x 4.5"	1/3 Horizontal: 7" x 3"	1/3 Vertical 2.25" x 9.25"

Proofs:

2 Proofs are required; Kodak Approval, Iris, Rainbow, Velox, Epson are all acceptable

Shipping to:

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Investment
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