

Published monthly, the *Journal of Financial Planning* provides timely content including peer-reviewed research papers and practitioner articles that cover the depth and breadth of financial planning. As a digital-only publication, your ads will display in the pageturner and app versions of the Journal. Take advantage of this top rated member benefit!

### January-June 2022 Reader Engagement

- Monthly distribution: 19,000
- Average page views per issue: 25,000
- Average ad views per issue: 9,400
- Average session length: 14 minutes

### Regularly Occurring Columns

- Retirement
- FinTech
- Leadership
- Marketing
- Longevity
- Insurance planning
- Investment planning
- Digital assets
- Tax planning
- Practice management

### Recently published peer-reviewed research papers

- The Role of Personal Financial Salience
- The Psychology of Estate Planning with Blended Families
- An Evaluation of the Association Between Marital Status and Financial Risk Tolerance
- Required Minimum Distributions as a Retirement Strategy: The Tradeoff Between RMD Volatility and the Expected Number of Dollars Paid Out

## 2023 Editorial Calendar

January	<b>Behavioral Finance</b>	July	<b>Retirement Planning</b>
February	<b>Divorce Planning</b>	August	<b>Marketing</b>
March	<b>College Planning</b>	September	<b>Regulatory Update/Fiduciary Issues</b>
April	<b>Ethics</b>	October	<b>Tax Planning</b>
May	<b>Serving Business Owners</b>	November	<b>Serving a Diverse Industry</b>
June	<b>Trends in Investing</b>	December	<b>Insurance Planning</b>

## 2023 Rate Card

Ad	Ad Size	1x	3x	6x	12x
Spread (run of issue)	16.36" x 10.46"	\$7,500	\$7,000	\$6,500	\$6,000
Full Page	7.96" x 10.46"	\$4,000	\$3,500	\$3,000	\$2,500
Half Page	6.88" x 4.75"	\$2,250	\$2,000	\$1,850	\$1,500
Third Page	2.125" x 9"	\$1,850	\$1,500	\$1,350	\$1,200
Digital Skyscraper – Two placements per issue	120 x 600 pixels	\$1,000			
Digital Skyscraper – One placement per issue	120 x 600 pixels	\$750			
Advertorial – Two Page	Same as spread	\$8,500			
Advertorial – One Page	Same as full page	\$5,000			

## 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.

## Title Sponsorship

**\$25,000**

Catch the attention of our members—and many in the greater financial planning community—with your name exclusively powering the monthly issue. All ads and logo placements in the issue will link to your website. A \$30,000 value!

### Package includes:

- Your logo displayed on issue cover
- A digital pop-up ad on page zero (768 x 1024)
- Premium two-page spread placed on inside front cover
- One full-page ad within issue
- Three skyscraper banner ads within issue (120 x 600)
- “Powered by” branding in four Weekly Wrap emails sent to all members throughout month
  - Company name displayed in issue release email
  - Company name positioned within *Journal* section of email
- “Powered by” branding in top-of-month press release sent to trade and crossover media



## Special Report

**\$15,000**

Build a package of curated content focused on your area of interest. Special Reports include a mix of *Journal* articles and your thought leadership. In 2022, the *Journal* produced a [Special Report on ESG](#).

### Package includes:

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



## Best of 2023 Issue

\$15,000

This special edition of the *Journal*, published in mid-December, highlights the best content from the past year, as selected by our editors. The Best Of issue has a broader readership than a typical issue of the *Journal of Financial Planning*. Sponsorship is sold on an exclusive basis—your ads are the only ones that readers of this special issue will see. A \$19,000 value!

### Powering this issue includes:

- Premium two-page ad spread placed on inside front cover
- Run-of-book with three full-page ads
- Two digital skyscrapers
- A digital pop-up ad on top of issue cover
- “Powered by” branding alongside marketing related to this special issue



## Pioneers in Planning Column

\$12,000

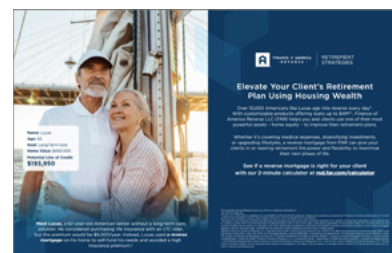
Show your support of the profession! A special six-issue column in 2023 will honor 50 years of CERTIFIED FINANCIAL PLANNER™ designation and feature pioneers of the profession. Your full-page ad will run six times in the year and be placed adjacent to the column. An \$18,000 value!

## Advertorial

\$8,500 Two-page spread

\$5,000 One page

Interested in sharing your knowledge or content with *Journal* readers? Communicate through an advertorial! Advertorials are placed amongst editorial content but must have a unique format and be labeled as an advertorial.



## Reprints

Purchase reprints of an article or research paper through Wright's Media to share at your exhibit booth or mail to prospects. [Learn more.](#)

Contact: [info@wrightsmedia.com](mailto:info@wrightsmedia.com)

## FPA Next Generation Planner

\$7,500

The *FPA Next Generation Planner* is a multi-article special section for new planners and career changers within each *Journal* issue. Its purpose is to enhance planning skills, support professional development, and help readers build successful careers. A \$15,000 value!



### 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 end of section
- Two skyscraper ads within the section
- “Powered by” positioning alongside content shared in up to three Weekly Wrap emails within the month

## 2023 Next Generation Planner Editorial Calendar

January	<b>Business Models</b>	July	<b>Marketing and Branding</b>
February	<b>Fintech</b>	August	<b>Compensation Models</b>
March	<b>Networking</b>	September	<b>The Solo Adviser</b>
April	<b>Professional Development</b>	October	<b>Communication</b>
May	<b>Client Service</b>	November	<b>Serving a Diverse Industry</b>
June	<b>Mentoring</b>	December	<b>Building a Niche</b>