The Financial Planning Association® (FPA®) is committed to nurturing the next generation of CERTIFIED FINANCIAL PLANNER™ professionals. FPA NexGen is an inclusive community of members of all backgrounds – no matter how they arrived in the profession. From this ultra-collaborative, passionate community will be leaders of the future. Reach these emerging influencers through multiple FPA programs.

Journal of Financial Planning’s FPA Next Generation Planner

$7,500 per issue

The FPA Next Generation Planner is a multi-article special section within each Journal issue. Created for new planners and career changers, it focuses on enhancing planning skills, supporting professional development, and helping readers build successful careers.

The 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

Average monthly Journal distribution: 19,000
You’re a Financial Planner...Now What?® Podcast

$18,000 exclusive sponsorship for three months

Relaunching in 2023 with a refreshed look, sound, and format! The podcast will release through all major podcast communities, run two episodes per month, and cover topics such as:

- Behavioral finance
- Client case studies
- Career growth, changes, certifications, and niches
- Adopting technology
- “Soft” skills for financial planners

Sponsorship includes:

- Opportunity for company representative to be interviewed
- Two 30-second audio commercials in each episode
- **Powered by** acknowledgement by the host at the top of each episode
- Recognition on sharable social content promoting each episode

Total downloads: 357,486
Average monthly downloads: 8,800
Average episode listeners: 1,574