

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