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

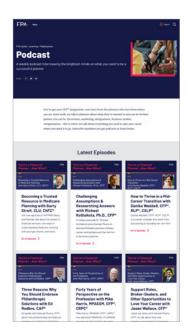
## \$7,500 per issue

The FPA Next Generation Planner is a multi-article special section within each Journal issue. Created for new planners and career changers, it focuses is 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