FA Introduces

ETF Advisor

News and Trends on Exchange-Traded Funds

Media Kit
EDITORIAL EXCELLENCE

MISSION

ETF Advisor magazine is designed to provide financial advisors with news and state-of-the-art analysis about investment strategies utilizing Exchange-Traded Products. The editorial examines new investment vehicles and portfolio management techniques in detail, exposing financial advisors to new concepts that could increase the value they can deliver to their clients.

EDITOR

Jeff Schlegel is a financial journalist with more than 20 years experience covering a range of business and investment topics. He has won writing awards for both business and travel journalism, and his stories have appeared in the New York Times, Washington Post and Barron’s, among others. He has served as senior editor of Financial Advisor magazine for nine years.

CONTRIBUTORS

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CONTENT

ETF Advisor is a quarterly magazine that launched in the Fall of 2016. The following is a look at the topics that will be included in every issue.

Cover Story

We take an in-depth look at an individual, company or issue that is making a significant impact in the world of exchange-traded products.

People & ETFs

A list of ETF-related products and people that can be useful to a financial advisor’s practice.
Domestic ETF
An in-depth look at a particular fund, sector or theme related to exchange-traded products focused on the U.S. market.

International ETF
A deep dive into a particular fund, sector or theme related to exchange-traded products focused on the international sphere.

Strategy
Investment managers who build multi-asset allocation portfolios around exchange-traded products discuss their strategies.

Insights
Leading voices in the ETF space offer their perspective, insights and opinions.
ETF Insights and ETF Strategies refer to different areas of focus within the ETF market. ETF Insights may include articles or discussions on the latest trends, market movements, and analytical insights, while ETF Strategies could involve looking at specific investment strategies or tactics that are effective in the ETF sector.

Non-Transparent ETPs, often referred to as Non-Transparent Exchange-Traded Products, are a category of ETFs where the fund holding is not disclosed to the public. This contrasts with Transparent ETFs where the fund holdings are regularly disclosed. Non-Transparent ETPs offer an element of privacy to the fund managers, which can be attractive for certain strategies or due to regulatory reasons.

ETFs have gained significant traction among investors as an alternative investment vehicle compared to traditional mutual funds and stocks. The ETF market has grown rapidly, with the value of assets under management (AUM) increasing from billions to potentially reaching $2.4 trillion by 2025. The expansion has been supported by more money pouring into ETFs from financial advisors and individual investors.

Financial advisors are also increasing their ETF allocations. In a study, it was observed that 33.9% of their client portfolios were invested in exchange-traded products, and this figure is projected to rise to 44.4% by 2021. On the retail side, individual investors are expected to allocate 28.7% of their portfolios to ETFs by 2021, compared to just 16% in 2012.

The ETF market is continuously evolving, with a growing number of products that target alternative asset classes and niche areas. Despite the industry’s growth, there are challenges, such as the dogging of ETFs in retirement plan markets. However, as the market matures, it is anticipated that the industry will find ways to overcome these challenges, emphasizing the distribution of products over product development.

An ETF Reference Guide is a comprehensive performance listing of the ETF universe by asset class, providing investors and financial professionals with valuable insights and tools to make informed decisions. The guide may include various metrics such as trading volume, expense ratios, and other important data points to help understand the performance and potential risks associated with different ETFs.
TARGET AUDIENCE

- Independent Financial Planner/Advisor/RIA 78.7%
- Full Service Securities Firm 10.6%
- Insurance 4.4%
- Accounting Firms 3.2%
- Banking/Investment 1.8%
- Other Professionals Allied to the Advisory Field 1.3%

Source: FA Magazine Readership 9/16/16
BPA Membership Applied 9/16/16

Compensation Structure

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For Ad Specs, visit www.fa-mag.com/ETFA-print-specs

ADVERTISING

2017 CLOSING DATES

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DISPLAY RATES

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For Ad Specs, visit www.fa-mag.com/ETFA-print-specs

2017 Advertising Awareness Study

ETF Advisor will partner with Signet Research Inc. and conduct an advertising awareness study in the Spring issue.
WEBSITE

Sticky Banners

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All rates provided are net.

FOR SPECS VISIT: www.fa-mag.com/online-specs
Conferences & Events 2017

3RD ANNUAL
INVEST IN WOMEN
May 9-10 | Hyatt Regency Dallas
Invest in Women is the leading nationwide forum offering a 360-degree approach to exploring, discussing and learning about issues that are meaningful to female financial advisors, industry executives and the clients they serve.
www.fa-mag.com/women

8TH ANNUAL
INSIDE ALTERNATIVES
October 23-24 | Sheraton Denver Downtown
Using Liquid and Traditional Strategies to Diversify and Improve Alpha. As the industry’s first, largest and most influential alternative investments conference, this event brings together leading advisors and financial professionals from FA and PW magazines to discuss strategies for how advisors can diversify client portfolios and access non-correlated asset classes with liquid and traditional investment vehicles.
www.fa-mag.com/alts

5TH ANNUAL
INSIDE RETIREMENT
May 11-12 | Hyatt Regency Dallas
This event is the first and largest retirement conference for advisors. Key industry experts and prominent advisors share their insights and strategies and help advisors assist clients with individual retirement needs. The conference offers a forum to hear and share ideas on the new realities of retirement and allows advisors to discuss the latest strategies and top-level solutions.
www.fa-mag.com/retirement

6TH ANNUAL
IMPACT/SRI & ESG INVESTING
October 26 | Sheraton Boston Hotel
Smart beta strategies have garnered a lot of attention both in the media and with investors. Reports indicate that $1 out of every $5 are now going into these strategies. For this 1-day event, our speaking faculty of leading smart beta fund managers and experts will help investors better understand these products and explain how and why they fit into a multi-asset class portfolio. With buyside investor-only attendance, we anticipate a 10:1 ratio of buyside investors to sponsors.
www.fa-mag.com/smartbeta

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