

# ADVISOR'S EDGE

2012 MEDIA PLANNER



# ADVISOR'S EDGE

## EDITORIAL OVERVIEW

Canada's flagship magazine for credentialed retail financial professionals helps advisors better understand their roles as client-facing fiduciaries and provides them with ideas, motivation and inspiration to do their jobs better. Each issue, forward-thinking advisors coach their peers on ways to more effectively engage clients. And, AE's annual *Dollars & Sense* survey is the leading go-to source for data on how clients perceive advisor performance.

**Frequency:** 10 times a year

**Circulation:** 37,031 (ABC JUNE, 2011)

## 2012 ADVERTISING RATE CARD

FOUR-COLOR	1 x	5 x	10 x
Full page	\$11,869	\$11,356	\$10,782
2/3 page	\$10,268	\$9,827	\$9,313
1/2 page	\$8,668	\$8,418	\$7,906
1/3 page	\$6,854	\$6,686	\$6,304
1/4 page	\$5,911	\$5,792	\$5,540
1/6 page	\$4,478	\$4,359	\$4,227
DPS	\$20,586	\$19,810	\$18,675
1/2 page spread	\$13,348	\$12,825	\$11,988

Black and white rates less 15%.

## COVER RATES

FOUR-COLOR	1 x	5 x	10 x
Outside Back	\$16,754	\$16,107	\$15,475
Inside Front	\$16,754	\$16,107	\$15,475
Inside Back	\$14,830	\$14,196	\$13,683
IFC Spread	\$29,421	\$28,144	\$26,985

## APPOINTMENT NOTICES

**Appointment notice:** \$17 per agate line

For Pantone Colour or Spot Colour, add \$1,070 for each colour.



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## EDITORIAL CALENDAR

Every issue of *Advisor's Edge* looks in depth at ways advisors can better connect with clients, deploy more effective solutions, and better structure their practices so that they run more smoothly.

ISSUE	FEATURES	IMPORTANT DATES		
		closing	material	mailing
<b>JANUARY</b>	<ul style="list-style-type: none"> <li>Are you really listening - Clients don't say everything they mean when they sit across the desk from you</li> <li>Consequences of compromising client data</li> <li>The value of advice</li> </ul>	November 24	December 1 <sup>st</sup>	January 9
<b>FEBRUARY</b>	<ul style="list-style-type: none"> <li>Advising against the grain – how to show clients opportunities in a downturn</li> <li>Moving down market – how to rebrand a practice for the meaty middle</li> </ul>	January 5	January 12	February 6
<b>MARCH</b>	<ul style="list-style-type: none"> <li>End of life issues – how advisors help clients with aging, disabilities, and final arrangements</li> <li>Price Tag: building an accessible office</li> </ul>	February 1 <sup>st</sup>	February 8	March 5
<b>APRIL</b>	<ul style="list-style-type: none"> <li>Explaining returns – new ways advisors are helping clients understand their net worth</li> <li>Price tag: the cost of client teaching tools</li> <li>Behavioural finance: what to show clients who won't read statements</li> </ul>	March 1 <sup>st</sup>	March 8	April 2
<b>MAY</b>	<ul style="list-style-type: none"> <li>Annual Women's issue</li> <li>Talking to women clients</li> <li>Women fund managers</li> </ul>	March 28	April 4	April 30
<b>JUNE</b>	<ul style="list-style-type: none"> <li>The debt issue – helping clients manage more than their portfolios</li> <li>Ask this not that: is your client buying too much house?</li> <li>Insurance insights: if you buy it, you may have to insure it</li> </ul>	May 2	May 9	June 4
<b>SEPTEMBER</b>	<ul style="list-style-type: none"> <li>Paying Yourself</li> <li>Hiring the right team – recruitment and retention strategies for associates. How do you ensure they don't jump ship after you've invested in them?</li> </ul>	August 2	August 9	September 4
<b>OCTOBER</b>	<ul style="list-style-type: none"> <li>Client special: we ask real clients what they want from their advisors</li> </ul>	August 30	September 6	October 1 <sup>st</sup>
<b>NOVEMBER</b>	<ul style="list-style-type: none"> <li>The Gen Y client: when will she be profitable? How do you serve her in the meantime?</li> <li>Stories from young advisors</li> <li>A career roadmap for young advisors</li> </ul>	October 4	October 11	November 5
<b>DECEMBER</b>	<ul style="list-style-type: none"> <li>Secrets of top producers</li> <li>Advising first nations clients</li> </ul>	November 1 <sup>st</sup>	November 8	December 3

## MECHANICAL SPECIFICATIONS

### A) STANDARDS UNIT SIZE IN INCHES

	Width	Depth
Full page	7.875	10.75
2/3 page	4.625	10
1/2 page island	4.625	7.5
1/2 page horizontal	7	4.625
1/2 page vertical	3.375	10
1/3 page 1 col. wide	2.25	10
1/3 page square	4.625	4.625
1/3 page horizontal	7	3.125
1/4 page horizontal	7	2.375
1/4 page square	3.375	4.875
1/6 page (1/2 col. or horizontal)	2.25	4.875
DPS	15.75	10.75

### B) TRIM SIZE

7.875" x 10.75" (200 mm x 273 mm).

### C) FULL PAGE

Allow 1/4" (6 mm) bleed on all four sides of the ad.

- **Single-page bleed** size is 8.375" x 11.25" (213 mm x 286 mm).  
Type safety zone is 7" x 10" (177.8 mm x 254 mm).
  - **Double-page spread bleed** size is 16.25" x 11.25" (413 mm x 286 mm) to trim to 15.75" x 10.75" (400.05 mm x 273.05 mm).  
DPS type safety zone is 14.5" x 10" (368.3 mm x 254 mm).
- Allow 1/4" (6 mm) on each side of gutter.

### D) DIGITAL FILES ADVERTISING SPECIFICATIONS

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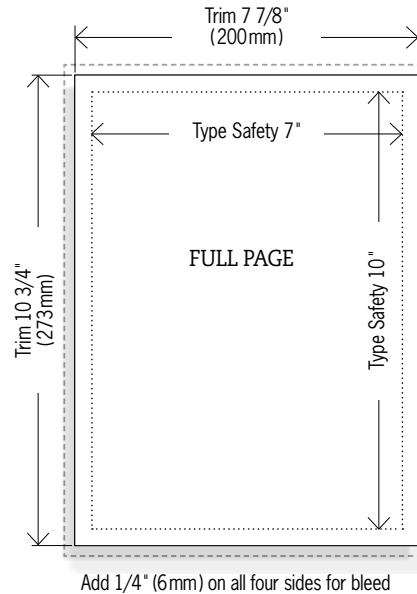
**NOTE:** Publisher is NOT RESPONSIBLE for line-up of type or image running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

### E) METHOD OF PRINTING

Offset

### F) METHOD OF BINDING

Saddle stitch



### INSERTS/POLYBAG

Rates and quantities are available on request.

### COMMISSION

- a) Agency Commission: 15% of gross billing allowed on space, colour, bleed, position and the cost of special insert paper charges to recognized advertising agencies only.
- b) Prices are subject to the sales taxes where applicable. Prices are subject to change.
- c) Accounts are payable at the office of publication in Canadian funds or their equivalent at the prevailing rate of exchange at the time of payment.