



ETFR

EXCHANGE-TRADED FUNDS REPORT

The most respected and comprehensive publication in the business

Since 1999, the Exchange-Traded Funds Report (ETFR) has been known throughout the industry as the best source for news and data on exchange-traded funds. That tradition continues today, as ETFR's experienced staff scours the globe to deliver complete coverage of one of the fastest growing, most dynamic corners of the financial universe. With in-depth research and analysis, and the most complete data coverage in print, ETFR is, without question, the book of record in its field.

▪ 6,000 subscribers and readers from qualified list ▪ Monthly ▪ 24 Pages ▪ Open Rate: \$5,560

Edited by Matt Hougan, who has long stood at the center of the ETF industry, and has been with the publication since 2004. Jim Wiandt guides production as ETFR's publisher.





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Readership

The Exchange-Traded Funds Report (ETFR) is the most widely-distributed publication dedicated to the explosively growing exchange-traded fund (ETF) industry. ETFR has a small paid subscription base of less than 500 and a group of more than 5,500 additional (fully qualified) readers drawn from the readership of the Journal of Indexes and Financial Advisor magazine, and from the MARHedge database. ETFR's 95% qualified circulation of 6,000 readers* features a similar demographic to the circulation of JoI and FA, with the notable exception that ETFR goes out to a good deal more hedge fund investors and consultants. Depending on the month, the list of 6,000 generally includes approximately 3,000 financial advisors and RIAs, 2,000 hedge fund managers and consultants, 1,000 ETF industry representatives, plan sponsors and other institutional investors, and a small paid base of mostly high net wealth individual investors.

Business and Industry Breakdown**

Financial Planner/ Advisor	50%
Hedge Fund Manager	25%
ETF Industry Experts, Consultants	10%
Plan Sponsor/ Pension Fund	5%
High Net Wealth Individuals	3%

Compensation Structure

Fee and Commission	55%
Fee Only	31%
Commission Only	14%

Assets Under Management

Over \$20 million	86%
Over \$50 million	37%
Over \$100 million	26%

Average Years in Financial Services: 13.5
Average Income: \$145,237

Products and Services Recommended

Mutual Funds	90%	Wrap Accounts	39%
Insurance / Annuities	78%	REITS	53%
Stocks / Bonds	66%	Trust Services	39%
Retirement Products	63%	ETFs	68%

*Publisher's data compiled from reader qualification cards.

Data is based on June 2004 BPA Audit of CFPN publications.

**Estimates. Depends on the month the publication is mailed.

Specific data for any given month's mailing is available upon request.





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Editorial Overview

Each month, ETFR's experienced staff examines a wide range of portfolio strategy issues relating to ETFs and provides an inside link to industry expertise. With global coverage of late-breaking news, ETFR has been the number one source for ETF news and data since its inception in 1999. Now under the umbrella of Index Publications LLC, ETFR is able to draw on industry contacts from the full suite of our publications, to bring its readers an even more comprehensive view of the ETF industry.

- 20 pages
- Published monthly
- One cover story – an in-depth report on the hottest topic in the industry
- Two strategy features
- Comprehensive ETF news from around the world
- Industry news & people
- Global ETF data – the best available anywhere from one source

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Cover Articles from the Past Year

- What's Wrong With EEM?
- Vanishing Act: A Look At The Russell Rebalance
- Is It Reasonable? ETN Tax Treatment
- 1+1≠2: The Truth About ProShares
- And That's The Way It Is
- New Bond ETFs Heighten Interest
- Building A Hedged Mutual Fund With ETFs
- Internationals Sweep The Field
- The New Hedge Fund Clones
- The End Of Taxes
- Off-Track? Or Enhanced?
- Making Money From ... Money?

More exciting news and analysis, as well as comprehensive data, is already in the pipeline.





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2008 Rates

	1X	12X
Full page 4 color	5,560	5,035
Spread	8,710	8,185
Partial Pages		
2/3 Page	5,035	4,510
1/2 Page	3,985	3,670
1/3 Page	3,460	3,250
Covers		
Inside front	7,135	6,610
Inside back	6,610	6,085
Outside back	8,185	7,660

Questions about advertising? Contact Jim Wiandt at jwiandt@indexuniverse.com or 212.579.5833.

For advertising spec questions, contact Aimee Melli at amelli@fa-mag.com or 732-450-8866, ext. 15.

Send ad materials to:

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Advertising Sizes and File Specifications

	Page Sizes	Live Area
Trim	8-1/2" x 11"	Covers & Full pages 8" x 10-1/2"
Bleed	8-3/4" x 11-1/4"	
	Spread Sizes	} Gutter safety: 1/4" on each side
Trim	17" x 11"	
Bleed	17-1/4" x 11-1/4"	

Media (Macintosh or PC formatted):

E-mail (maximum file size 5 MB), FTP (to our servers), Zip disk or CD-Rom
Please label disks/e-mail with name of advertiser and issue date

Acceptable formats:

Native application files (disks should include):

- Original QuarkXpress (v6.0), Illustrator (v10) or Photoshop (v7.0) document. Documents should be supplied as single independent pages. Color files must be CMYK format (no RGB, Index or Lab colors. Spot colors will be converted to process unless indicated otherwise).
- Logos and high-resolution files (300 dpi). High-res files should be placed in original layout documents—no FPO images. Graphics should be TIFF or EPS format (no JPEGs, PICTs, RIFFs or GIFs).
- All screen and printer fonts used in page layout documents and within EPS supplied artwork files. Documents must contain Type 1 postscript fonts. TrueType, Multiple Master, Type 3 and Compact fonts are not supported. Do not use menu style fonts.

PDF files:

- Files should be 100% complete with all hi-resolution images and fonts embedded. Color files must be CMYK format.
- Files must be created exactly one inch larger than the height and the width of the trim size of the book (PDF doc. size= 9.18" x 11.88").
- Offset registration marks at 12 points from trim.
- PDF documents must be created with Acrobat Distiller – documents created with PDFwriter are not supported and cannot be processed.
- PDF documents must contain Type 1 postscript fonts. TrueType, Multiple Master, Type 3 and Compact fonts are not supported.

Proofs:

- Proof required (for color and content)—Kodak Approval, Iris, Rainbow or Velox (B&W) are all acceptable.

