



Journal of Indexes

The Book of Record for the Index Industry

The Journal of Indexes was originally conceived as Indexes: The Journal of Index Issues by John Prestbo of Dow Jones. John did an outstanding job of establishing Indexes as a respected and closely followed book of record for the discussion of index issues. This tradition of excellence has been continued under the stewardship of Editor Jim Wiandt. JoI includes the latest and best index research, news and data, and has been a leader in the index industry since 1999.

- 30,000 fully qualified readers
- Bimonthly
- 64 Pages (up from 56)
- Open Rate: \$8,395

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Readership

The Journal of Indexes is the only publication with a wide readership that is focused on index investing. With a 100% qualified circulation of 30,000 readers*, JoI spans the community of index investors, from intermediaries to plan sponsors and consultants. Approximately 25,000 of our readers are financial advisors (the majority CFPs and RIAs), while the remaining 5,000 consist of plan sponsors, consultants, fund managers and representatives from across the index industry. Long the book of record for the index industry, the Journal of Indexes is where index-focused investors turn for the latest index strategies, research, news and data.

Business and Industry Breakdown

Financial Planner/ Advisor	75.9%
Plan Sponsor/ Pension Fund	14.2%
CPA Planner	3.1%

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%
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Stocks / Bonds	66%	Trust Services	39%
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*Publisher's data compiled from reader qualification cards.
Data is based on June 2004 BPA Audit of CFPN publications.



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Editorial Overview

The Journal of Indexes accepts submissions from across the index industry, which are then vetted for publication, reviewed by leading industry experts and intensively copyedited before layout. In addition, JoI publishes data from a wide array of sources and includes news compiled by Journal of Indexes staff, IndexUniverse.com and ETFR staff writers.

- Now 64 Pages
- Ground-breaking industry research on current topics
- Advisor strategy and practical advice.
- Academic study and internationally focused coverage
- Interviews with leading industry figures
- Columns from John Bogle, David Blitzer, Brad Zigler and others
- Full coverage of industry news & people
- Global index/ fund data
- Back page humor column

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Selected Articles

- Rob Arnott, Jeremy Siegel and Gus Sauter – Fundamental Indexing Smackdown
- A Fundamental Challenge – Luciano Siracusano
- International Small Cap? – Frank Nielson
- Caveat Emptor – Ron Ryan
- Hedge Funds For The Rest Of US – Robert Whitelaw
- The Benefits Of Correlation – Craig Israelsen
- Tracking Tracking Error – Paul Mazzilli
- International Equities – Steven Schoenfeld
- Infrastructure – Tony Rochte
- False Promises – John Bogle
- The Wonders Of Liquidity – David Blitzer
- Tuning In To Alternatives – Lee Kranefuss
- No More Secrets – Lisa Dallmer
- Changes At The Exchanges – Neal Wolkoff
- Accessing Commodities – David Krein
- Is That An Elephant In The Room? – Jim Wiandt
- Plus regular columns from John C. Bogle

More of the latest and best research is coming, together with comprehensive news and data.



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2008 Rates

	1x	6x
Full page 4 color	8,920	8,395
Spread	13,645	13,120
Partial pages		
2/3 Page	7,345	6,820
1/2 Page	6,295	5,770
1/3 Page	5,770	5,245
Covers		
Inside front	11,020	10,495
Inside back	10,495	9,970
Outside back	12,595	12,070

Questions about advertising? Contact Don Friedman at dfriedman@indexuniverse.com or 646.723.4591.

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

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Please label disks/e-mail with name of advertiser and issue date

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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).
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- Offset registration marks at 12 points from trim.
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- PDF documents must contain Type 1 postscript fonts. TrueType, Multiple Master, Type 3 and Compact fonts are not supported.

Proofs:

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