



IndexUniverse.com

The World of Indexing... and Beyond

IndexUniverse.com has emerged as the premier online source for real-time news, data and analysis of the rapidly growing index and ETF industries. From new ETF filings to high-profile hirings, IndexUniverse.com keeps its readers abreast of all the important developments on a daily basis. IndexUniverse.com also serves as the host site for both the *Journal of Indexes* and the *Exchange-Traded Funds Report*, bringing together three of the most respected publications in the industry into one location.

- Over 10,000 registered users
- More than 200,000 page views per month
- Engaged, interactive readership
- Updated on a daily basis
- Leading source for index and ETF news and data
- Hosts the Web presence of both JoI and ETFR

IndexUniverse.com Staff and Contributors

Published by Jim Wiandt, and edited by Matt Hougan.

Selected research and commentary by Jim Wiandt, Matt Hougan, Murray Coleman, and Heather Bell, as well as industry leaders John Bogle, David Blitzer, Gus Sauter, John Prestbo, Don Phillips, Ron Surz, Larry Swedroe, Rudy Aguilera, and many others.





Readership

The readership base of IndexUniverse.com is very different from that of our printed publications. Because large parts of the Web site are publicly open to nonqualified readers, our surveys show that nearly half of the IndexUniverse.com readership consists of individual investors. IndexUniverse.com data is not BPA audited, but a good many of the site's readers can be cross referenced with audited Journal of Indexes and Financial Advisor magazine subscription bases. In addition, readers voluntarily took part in a survey that gave us an idea about their background and investing preferences.

- Over 200,000 page views, and 40,000 unique visitors per month
- Number of registered users of the site: Over 10,000*
- Data is based on a June, 2006 BPA Audit of CFPN publications

Demographics for Qualified User Base**

▪ Financial Advisor	31.56%
▪ Investment Management	20.12%
▪ Ordinary Investor	17.77%
▪ Brokerage	4.13%
▪ Academic	4.00%

Personally Sell / Recommend Investment Advise:

▪ Yes 60%	▪ No 36%	▪ N/A 4%
▪ Mutual Fund Management	2.94%	
▪ Plan Sponsor	1.42%	
▪ Pension Fund Management	0.93%	
▪ Index Provider	0.59%	
▪ Other	16.53%	

Selected Readership Survey Results***

Describe your profile.

▪ Individual Investor	57.06%	▪ Index Provider	3.07%	▪ Researcher	2.45%
▪ Advisor	14.72%	▪ Fund Manager	2.45%	▪ Plan Sponsor	0.61%
▪ Broker	3.07%	▪ Academic	2.45%	▪ Institutional Investor	0.61%

On a scale of 1 (novice) to 5 (very knowledgeable) rate your knowledge of benchmarks and index investing.

▪ 121.47%	▪ 25.52%	▪ 322.09%	▪ 424.24%	▪ 515.95%
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How often do you visit IndexUniverse.com?

▪ Daily 28.22%	▪ Weekly 19.63%	▪ Monthly 22.09%	▪ Other19.63%
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What are you total portfolio assets?

▪ Over \$500 million15.72%	▪ \$100 - 499.9 Million....13.19%	▪ \$50 - 99.9 Million....9.78%
▪ \$25-49.9 Million10.92%	▪ \$10 - 24.9 Million....13.19%	▪ Under 10 Million....37.21%

*NetTracker and internal database data as of October 9, 2006.

**Publisher's data compiled from reader qualification cards.

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

***Complete survey results are available upon request. Results are based on latest survey taken in 2006, and include responses from 163 indexuniverse.com registered users.

****Based on those who do sell or recommend investment advise





Editorial Overview

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- Updated on a daily basis
- Full coverage of industry news...in real time
- In-depth feature articles on the most timely topics
- Daily blogs from Jim Wiandt and Matt Hougan
- *ETF Watch*: The inside source for new ETF filings
- Dedicated editorial staff
- Additional robust content written by index industry experts
- Seven years of archived content for both *JoI* and *ETFR*
- Strategy and insider features by advisors and research analysts
- Robust index and ETF data analysis tool
- Lively discussion boards
- Advisor commentary and features
- Comprehensive links and investing tools

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Recent Feature Articles Include:

- Tracking Error in Exchange-Trade Funds
- Hidden Fees... Exposed
- Vanguard "Signals" Advisors
- ETN Market Heats Up
- Fees Falling (Or Are They?)
- ICE Poaches Russell Futures Contract
- Home Price Indexes Show No Relief
- The Fifteen Basis Point Portfolio
- Trying To Time The Value Premium

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





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2008 Advertising Rates and Specs

The IndexUniverse.com Web site and our newsletter offer an array of creative advertising options to a highly targeted audience at competitive rates. Ask us about additional sizes and types of ads and special campaign opportunities.

	CPM Rate	Size in Pixels	Max. Weight Graphics	Weight Flash	Max. Loops	Flash Version	Max. Characters
Standard Banner	\$37	468 x 60	15 Kb	30 Kb	3	8.0 or Lower	NA
Leader Board	\$47	728 x 90	20 Kb	35 Kb	3	8.0 or Lower	NA
Skyscraper	\$37	120 x 600	20 Kb	35 Kb	3	8.0 or Lower	NA
Medium Rectangle	\$47	300 x 250	20 Kb	35 Kb	3	8.0 or Lower	NA
Half Banner	\$27	234 x 60	8 Kb	15 Kb	3	8.0 or Lower	NA
Horizontal Rectangle*	\$42	368 x 163	20 Kb	35 Kb	3	8.0 or Lower	NA
Sponsor Button*	\$6	87 x 34	3 Kb	NA	3	8.0 or Lower	NA
Text Ad	\$12	NA	3 Kb	NA	NA	NA	200

We prefer if you send us your Photoshop or Illustrator files and we generate for you the final images in the format needed avoiding quality loss. You can also send us your web ready images according to the chart above. Web ready images should be delivered as JPG or GIF.

* Denotes non IAB compliant ad sizes

Newsletter Advertising Options

Index and ETF Industry News, our weekly electronic newsletter goes out to over 9,000 registered newsletter subscribers. Sponsorships include banner and text messages that allow you to effectively present your marketing message.

	Standard Banner	Sponsorship message	Text ad
4 Weeks	\$6,300	\$8,400	\$6,300
12 Weeks	\$15,750	\$22,050	\$15,750
24 Weeks	\$28,350	\$37,800	\$28,350
36 Weeks	\$37,800	\$47,250	\$37,800
48 Weeks	\$48,300	\$56,700	\$48,300

*Each newsletter contains a maximum of one banner, one sponsorship message and three text ads. Issues are sent on a weekly basis.

Microsites

Microsites
From \$35,000

Special sections can feature the advertiser's products, data and recent news articles in the relevant areas of the site. Cost includes all design work of customized area as well as one full year of exposure.

Questions about advertising or specs? Contact Fernando Rivera at frivera@indexuniverse.com or 646.706.7050 ext. 2. or by fax at 646.706.7051.
Send ad materials to: webmaster@indexuniverse.com. Materials can alternatively be sent by FTP to our server.

