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### CRITICAL DETAILS

Issue Date: Dec. 28 – Jan. 4  
On Sale: Dec. 18  
Ad Close: Nov. 23

BusinessWeek rates apply.

### ADDED-VALUE BENEFITS

- Web exposure with links on [businessweek.com/adsections](http://businessweek.com/adsections) and [imca.org](http://imca.org)
- Advertisers receive 250 reprints or PDF of section

### ABOUT BUSINESSWEEK

BusinessWeek magazine is a global source of actionable insight for 4.7 million professionals. Our Special Advertising Sections are designed to offer a content-relevant environment to address the needs of specific industries and advertisers. Visit [businessweek.com/adsections](http://businessweek.com/adsections)

### ABOUT THE SPONSOR

IMCA—Investment Management Consultants Association—was established in 1985 to deliver the premier investment consulting and wealth management credentials and world-class educational offerings. IMCA sets the standards and practices for the investment management consulting profession and provides investment consultants with the credentials and tools required to best serve their clients.

### WHO SHOULD ADVERTISE

- Stockbrokers
- Investment Managers
- Banks
- Stock Exchanges
- Mutual Funds
- Exchange-Traded Funds
- Insurance Companies
- Estate Planners

# IMCA®

# ALL WEATHER INVESTING: Lessons from the Brink

Today more than ever, high net worth investors, wealthy family offices, small company pension funds, endowments, foundations and other institutions need the objectivity, experience, and technical knowledge of an investment professional in shaping their own “all-weather” investment programs.

To address this need BusinessWeek will produce a Special Advertising Section, **All Weather Investing: Lessons from the Brink**, in partnership with Investment Management Consultants Association (IMCA). It will offer forward-looking, actionable insight on how to choose and use an investment consultant to help you design your own “all-weather” investment plan.

It will be written to engage and educate affluent investors and financial advisors, providing a hospitable environment for financial-service advertisers.

### SECTION TOPICS

Depending on advertiser support, topics may include:

- Lessons from the Brink
- Designing an All-Weather Investment Plan
- Tools of the Trade – ETFs, Mutual Funds, Life Insurance, and Annuities
- Fixed Income Investing, Tips, and Retirement Planning
- Managing Endowments – Special Considerations
- Retirement and Estate Planning
- Socially Responsible Investing – Good for You, Good for Society
- Global Investing – More Risk or Less?

### REACH AFFLUENT, ACTIVE INVESTORS

- BusinessWeek reaches a highly affluent audience with a median household income of \$160,529—about \$20,000 more than the average affluent adult.
- Our affluent readers have a median household liquid asset value of \$381,682—about 90% higher than the average affluent adult.
- BusinessWeek affluent readers are more than twice as likely to have made 30 or more securities transactions during the past year.
- About 4/5 of BusinessWeek’s affluent readership (930,000+) has used a broker or other financial service in the past year.
- More than 40% of BusinessWeek’s affluent readership has at least one professionally managed account in their household.

# FORWARD.