

INVESTMENTS & WEALTH MONITOR

Trying to reach investment professionals with your message?

Advertising in IMCA's *Investments & Wealth Monitor* allows just a few companies the opportunity to get their message in front of our elite group of investment consultants and wealth management professionals. No other audience is better suited for marketing your products and services than this influential market. Our magazine has a readership of more than 8,200 (as of August 2011) with an average AUM of \$272 million. Seventy-seven percent of readers have more than 10 years' experience managing investments and working with clients. A readership survey conducted by IMCA found that 68 percent of members "often" read *Investments & Wealth Monitor*, which is more than twice the level of the next publication ranked in the survey, *Barron's* magazine.

Display Advertising

Full-page, 4-color, 8.5"x11", full bleed	1x Rate	3x Rate	6x Rate
Back cover	\$7,580	\$6,310	\$5,410
Inside front or inside back cover	\$6,310	\$5,410	\$4,460
Inside the magazine	\$3,630	\$2,995	\$2,485

All Full-Page Packages Include:

- One full-page, four-color advertisement in *Investments & Wealth Monitor*
- An online listing in the *Investments & Wealth Monitor* section of IMCA's website
- Companies may contribute an article for publication online. The *Investments & Wealth Monitor* Editorial Advisory Board must approve the article and all articles must be educational in nature. Visitors to IMCA's website can download a complimentary article as part of your company's online listing.

Production Specifications:

- Acceptable file formats—Preferred: Press-optimized PDF with all fonts embedded, CMYK, or grayscale images (minimum 300 dpi). Native Files: MAC or PC, Quark, InDesign, Photoshop, or Illustrator. All supporting fonts and/or graphics must be included or embedded. Images must be saved as CMYK or grayscale, 300 dpi, TIFF format.
- Files that are not submitted to the above specifications may not print as desired.
- Files may be submitted via e-mail if file size is 5MB or smaller. Email to: dnochlin@imca.org.
- Files larger than 5MB should be mailed to:

IMCA
 Attn: Debbie Nochlin
 5619 DTC Parkway, Suite 500
 Greenwood Village, CO 80111
 Production questions: Call 303.770.3377.

IMCA does not endorse any products or services advertised in Investments & Wealth Monitor. Ads must only be used for the purpose of promoting the advertiser's products or services and are not to be used for recruiting. IMCA reserves the right to approve or reject any submitted advertisement.