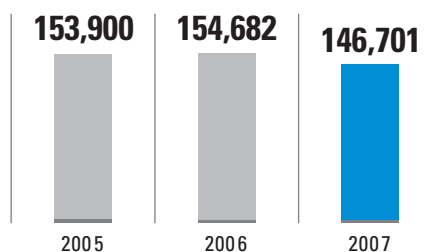


Meeting the changing needs of a growing audience.

The Growing Independent Advisor Marketplace

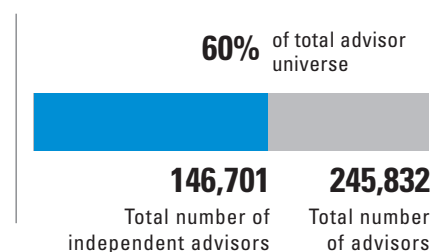
The independent advisor marketplace continues to become the largest segment of the total advisor universe. Changes in securities regulations, the increased accumulation of wealth and the explosion of financial services and options are fueling dynamic growth and opportunities.

NUMBER OF INDEPENDENT INVESTMENT ADVISORS¹



¹ Includes IBDs, INSURANCE BDs, RIAs, DRAs. See pie chart for specific breakdowns.
SOURCE: CERULLI ASSOCIATES

INDEPENDENT INVESTMENT ADVISORS GAIN MARKET SHARE



SOURCE: CERULLI ASSOCIATES

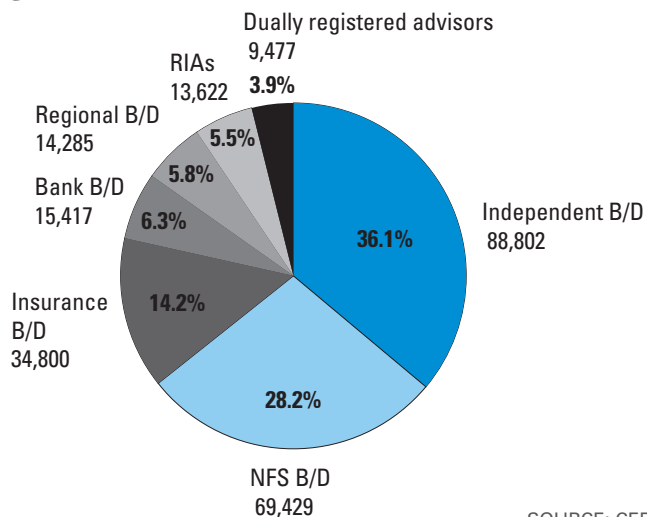
More advisors are selling more products and services worth more money than ever before. *Investment Advisor* is seizing this opportunity, and so should you.

ASSET GROWTH

Investment Advisor readers assets under management continues to increase.



ADVISOR CHANNELS



SOURCE: CERULLI ASSOCIATES

Dedicated to independent investment advisor community for over 27 years.

The Most Quality with the Most Efficiency

We're mirroring the growth in the independent advisor channel by finding, attracting and retaining more prospects for advertisers with a total readership of 182,600* — *Investment Advisor* offers the lowest cost per thousand among its competitors. Therefore, *Investment Advisor* should become the first stop in your plan to reach the investment advisor community.

CPM ANALYSIS			
PUBLICATION	TOTAL QUALIFIED CIRC ¹	2007 4/C OPEN RATE ²	CPM
Investment Advisor	110,000	\$13,110	119³
Investment News ⁴	60,327	\$15,498	257
Financial Advisor	80,000	\$11,295	141
Journal of Financial Planning	51,889	\$7,055	136
Financial Planning	110,049	\$13,925	127

¹DECEMBER '06 BPA STATEMENT

²PUBLISHED RATES AS INDICATED IN 2007 MEDIA KITS

³2008 OPEN RATE FOR IA

⁴DECEMBER '06 ABC STATEMENT

IA Readers Speak

"*Investment Advisor* keeps me updated with the industry changes and in front of the products that I need to be marketing to my prospects."

Cheryl Brown
FSC Advisor

"I've gotten some thoughtful planning ideas from *Investment Advisor*, and Mark Tibergien's column always gets me to step back and look at my business."

Lauri Nardone
Shira Group