

Differentiate your brand and demonstrate your expertise

Custom Publishing Made Easy

You'll work directly with a project leader and a team of senior-level publishing executives in order to bring your program from concept to execution to distribution.

STEP 1.
CONCEPT

STEP 2.
CONTENT

STEP 3.
DESIGN

STEP 4.
PRODUCTION

STEP 5.
DISTRIBUTION



PROVEN TRACK RECORD

Custom publishing with Investment Advisor is working. Each year, clients return to do more custom publishing. We're also getting more assignments from more new advertisers than ever before. See what some of our clients have to say:

“The custom publishing piece written by IA drew a stronger reader/advisor response than any other initiative in our company’s history. It was so effective that we ordered an additional 25,000 copies.”

Jim Schaberg
Incapital LLC

PERSUADE WITH POWERFUL CONTENT

You may have a clear idea of what you want to communicate. Or, you may want our suggestions. The content options are endless. Here are some examples of content that have generated results:

- A roundtable with industry thought leaders about recent trends in the advisor industry
- A series of in-depth emails about a new product
- A web-based video interview with a company’s chief executive
- White papers that educate advisors real data on product performance