

# MEDIA KIT 2019

The Official Journal of the Society of Financial Service Professionals



Ground-breaking peer-reviewed articles and timely columns  
by industry experts in all disciplines of financial services



[www.SocietyofFSP.org](http://www.SocietyofFSP.org)

**NATIONAL SALES REPRESENTATIVE**

The R.W. Walker Company  
450 North Brand Blvd., Ste. 600  
Glendale, CA 91203  
925-648-3101 | [mike@rwwcompany.com](mailto:mike@rwwcompany.com)

# Editorial Focus

## In the world of financial services, the Journal speaks volumes.

Established in 1946, the *Journal of Financial Service Professionals* is one of the most enduring and prestigious journals in the financial planning field. From its roots in insurance, pensions, and estate planning, the Journal has evolved into a vehicle for groundbreaking applied research in all areas of financial services, including retirement planning, investments, tax, health care, economics, ethics, and other topics of concern to financial advisors.

Unlike other publications focused on one discipline or specialty, the Journal is distributed to attorneys, accountants, Certified Financial Planners®, and other credentialed practitioners who comprise FSP membership. In addition, the Journal reaches nonmember subscribers and is distributed to an extensive list of libraries and information databases throughout the United States and Canada.

Both member and nonmember subscribers find the Journal indispensable when it comes to keeping them abreast of the rapid changes and ever-increasing complexities in the financial services industry.

## Editorial Content

A blind peer-reviewed bimonthly periodical, the Journal publishes insightful articles that enhance the ability of financial advisors to serve their client base. In addition, every issue contains columns written by the industry's best, offering the kind of analysis not found in other sources.

### Topics include:

- Accounting & Taxation
- Advice for the New Planner
- Economics & Investment Management
- Estate Planning
- Ethics & Regulation
- Executive Compensation
- Financial Gerontology
- Health Insurance
- Social Security Planning
- Insurance & Risk Management
- Practice Management
- Technology
- Qualified Plans & Retirement Counseling

The Journal's editor is Kenn B. Tacchino, JD, LL.M., professor of taxation and financial planning at Widener University, Chester, Pennsylvania.

# 2019 Editorial Calendar and Closing Dates

## JANUARY: Gender Issues, Small Business, & Financial Planning

Ad Space Closing Date: November 21, 2018

Ad Materials by: November 28, 2018

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## MARCH: Insurance & Disability Planning

Ad Space Closing Date: January 23, 2019

Ad Materials by: January 30, 2019

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## MAY: Retirement & Financial Planning

Ad Space Closing Date: March 20, 2019

Ad Materials by: March 27, 2019

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## JULY: Tax and Investment Planning & Financial Planning

Ad Space Closing Date: May 22, 2019

Ad Materials by: May 29, 2019

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## SEPTEMBER: Estate Planning & Financial Planning

Ad Space Closing Date: July 24, 2019

Ad Materials by: July 31, 2019

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## NOVEMBER: Financial Services & Financial Planning

Ad Space Closing Date: September 18, 2019

Ad Materials by: September 25, 2019

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# 2019 Advertising Rates/Requirements

## Publisher

The *Journal of Financial Service Professionals* is published in January, March, May, July, September, and November by the Society of Financial Service Professionals.

Joseph E. Frack, CPA, CGMA, CEO and Publisher

Kenn Beam Tacchino, JD, LL.M., Editor

Anne Rigney, JD, CLU, ChFC, Managing Editor

## Editorial Focus

The Journal publishes applied research in all areas of financial planning, including insurance, estate planning, retirement planning, investments, tax, health care, economics, ethics, and other topics of concern to insurance and financial advisors.

## Circulation

Circulation in all 50 states, approximately 10,000.

## Publisher's Advertising Policy

Prospective advertising material is accepted only after careful screening to assure that it is constructively consistent with the professionalism and purposes of the Journal and its publisher. All advertising must be in good taste and reflect positively and professionally on the financial services industry. The following are cited as guidelines to types of advertising that are not accepted:

1. Comparisons with named or otherwise identifiable competitive products or companies
2. References to specific compensation levels or other specific financial inducements
3. Advertorials

The publisher of the Journal reserves the right to decline advertising that violates the guidelines, detracts from the publication's integrity, or is deemed inappropriate to the publication in any way. Publication of an advertisement does not constitute an endorsement by the Journal or its publisher of the product or services advertised.

## 2019 Print Advertising Rates

Space	One Time	Three Times	Six Times	Twelve Times
1 pg.	\$5,450	\$4,980	\$4,440	\$4,200
1/2 pg., vertical	3,650	3,400	3,130	2,960
1/2 pg., horizontal	3,650	3,400	3,130	2,960
1/3 pg. vertical	2,740	2,620	2,490	2,360

All rates include 4-color. There is no extra charge for bleed ads.

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## 2019 Advertising Rates/Requirements (continued)

### **Premium Positions**

- 2nd cover, earned space rate plus 20%
- 3rd cover, earned space rate plus 15%
- 4th cover, earned space rate plus 25%
- Cover positions can be combined with ROB space to earn lower frequency rates. However, 4th cover must be 4-color and at either a 3x or 6x consecutive frequency.
- Pages facing Table of Contents: earned space rate plus 15%

### **Multiple Placement Discounts**

Special discounts are available for multiple (3x or more) placements. Contact R.W. Walker Company at 925-648-3101 for details.

### **Guaranteed Positions**

Other than premium positions, no positions are guaranteed.

### **Inserts**

Contact R.W. Walker Company, 925-648-3101, for rates and production specifications. Inserting charges are noncommissionable to agencies.

### **Business Reply Cards**

Business reply cards are accepted with full-page ads only. Cards will be jogged to the top of the page unless otherwise indicated in writing. Contact R.W. Walker Company, 925-648-3101, for rates and production specifications. Inserting charges are noncommissionable to agencies. For publisher to print cards, please request price quotation.

### **Agency Discounts**

Recognized agencies—15% of gross rates including position charges. No cash discount.

### **Short Rates and Credit Memos**

Rates are based upon total number of space units used or placed within a 12-month period. Frequency rates are also earned with additional pages within any given issue. A short rate will be issued to advertisers who do not use space in accordance with their prior billing frequency. Credit memos will be issued or can be applied to future insertions if any insertions have been used in excess of the billing frequency rates. Any advertiser who has one unpaid invoice will not be permitted to place further insertions until the invoice has been paid.

### **Ad Cancellations/Changes**

No cancellations of space orders or changes to ad materials can be accepted after published closing dates. Additionally, the publisher cannot be held responsible for faulty ad materials or incomplete insertion orders.

See Editorial Calendar for Closing Dates.

## 2019 Advertising Rates/Requirements (continued)

### Print Advertising Specifications

#### Magazine trim and bleed sizes

#### Printing Process

ROB: Web offset | Covers: Sheetfed offset

- B&W and 2-color screen, 133 line recommended; 150 line maximum. B&W and 2-color density; maximum 170%. Second color not to exceed solid.
- 4-color screen, 133 line recommended; 150 line maximum. Density for 4-color: maximum 280%; yellow 10-15%; red 20-30%; blue 50-60%; black solid. Rotation of colors: black, blue, red, and yellow.

#### Binding Method: Perfect

#### Paper Stock:

ROB: 50 lb. matte coated | Covers: 100 lb. gloss coated text

#### Ad Submission Guidelines

- Publisher requires that ad materials be supplied in PDF x1-a (2001) format. *(Note that this format is an output option in InDesign and will embed fonts and flatten transparencies automatically.)*
- For optimal reproduction, maximum total ink density of 300% is recommended.
- Images must be high resolution (300 dpi).
- Color space must be CMYK, grayscale, or spot color. No RGB, LAB color or embedded color profiles. Maximum total area coverage (TAC) not to exceed 300%.
- All transparencies must be flattened. Acrobat compatibility should be Acrobat 4 (PDF 1.3).
- All fonts must be embedded.
- Minimum size of type intended to knockout is 8pt.
- Ads that are intended to bleed must be supplied with .125" extra image beyond the trimmed edge.

#### Proofs

All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ad proofs require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Our printer cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied our printer will run to standard ink densities and dot gains.

#### Magazine trim size: 8<sup>1</sup>/<sub>4</sub> x 10<sup>7</sup>/<sub>8</sub>

Spread .....	15 x 10
Full page .....	7 <sup>1</sup> / <sub>2</sub> x 10
1/2 page, horizontal .....	6 <sup>3</sup> / <sub>4</sub> x 5
1/2 page, vertical .....	3 <sup>1</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>4</sub>
1/3 page, vertical .....	3 <sup>1</sup> / <sub>8</sub> x 6

#### Bleed Sizes:

Spread .....	17 x 11 <sup>1</sup> / <sub>8</sub>
Full page .....	8 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>8</sub>
1/2 page spread, horiz. ....	17 x 5

- Standard 1/8" gutter grind-off on spreads.
- Live matter should be kept 3/8" of trim size.
- Any expense incurred by publisher for typesetting or excessive copy alterations will be billed to advertiser/agency.

#### Shipping Instructions

Correspondence, contracts, insertion orders, and advertising materials should be sent to:  
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