

NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

# 2020 MEDIA KIT

NAIFA's

# advisor today

CREATIVE STRATEGIES AND BUSINESS ADVICE FOR INSURANCE AND FINANCIAL ADVISORS

THE **SINGLE** MOST USEFUL PUBLICATION  
FOR FINANCIAL ADVISORS AND  
INDEPENDENT AGENTS AND BROKERS

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**NAYLOR**   
ASSOCIATION SOLUTIONS





# About NAIFA and the *NAIFA Advisor Today* Readers

NAIFA IS **ONE OF THE OLDEST  
AND LARGEST** ASSOCIATIONS  
IN THE INSURANCE AND FINANCIAL  
SERVICES INDUSTRY.

## Who We Are

NAIFA's mission is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members.

Our members focus their practices on one or more of the following:

- Life insurance and annuities
- Health insurance and employee benefits
- Multiline insurance
- Financial advising and investments



***Advisor Today* is read by qualified advisors and independent agents and brokers.**

For more than 100 years, NAIFA has provided *Advisor Today*, a **leading publication** in the life insurance and financial services industries. *AdvisorToday.com* provides sales ideas, product information and business strategies to help insurance and financial advisors grow their businesses.



Nearly 3 out of 5 respondents spend **at least 11 minutes** reading *Advisor Today*.



Nearly 3 out of 5 respondents **value the advice and trust the content** in *Advisor Today*.

**86%**

respondents believe the content in *Advisor Today* is **timely and relevant to their jobs**.

**83%**

respondents **value *Advisor Today*** as part of their membership.



More than 3 out of 5 respondents would rate the **content of *Advisor Today*** as **high or excellent**.



Nearly 3 out of 5 respondents believe the companies that advertise in *Advisor Today* are **more supportive of their profession** and/or association than those that don't.

*Advisor Today's* award-winning editorial, written by industry experts, covers topics critical to insurance and financial advisors:

- Life insurance
- Health, disability and long-term-care insurance
- Multiline insurance
- Financial planning
- Retirement and estate planning
- Employee benefits
- Sales, marketing and prospecting tips
- Ideas for running a successful business
- New products
- Industry news and trends
- Legislative updates

## advisortoday.com

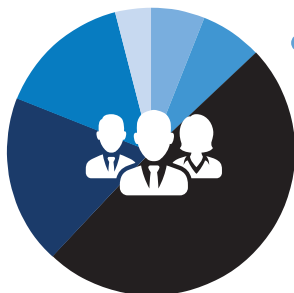
Each issue of *Advisor Today* is archived in *advisortoday.com*, which features exclusive articles.



\*Information based on responses from the recent *Advisor Today* readership survey

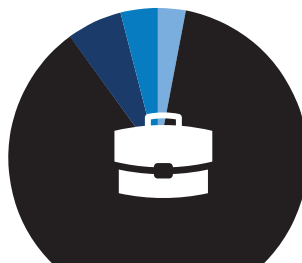
# advisor**today** Reader Profile

## Job Titles



- Top-level and Senior Management **6%**
- Mid-Manager **7%**
- Agent/Broker **49%**
- Financial Advisor **19%**
- Owner/Partner **15%**
- Other **4%**

## Experience



- 1 to 3 years **3%**
- 3 to 5 years **4%**
- 5 to 10 years **6%**
- 10 or more years **87%**

87% of respondents have **10 or more years of experience**

## Lines of Insurance Written in 2018

Life insurance **93%**

Whole life **74%**

Term Life **87%**

Universal Life **65%**

Group Life **26%**

Indexed Universal Life **38%**

Supplemental **19%**

Health Insurance **36%**

Group Health **27%**

Individual Health **31%**

Medicare Supplements **44%**

Long-term Care **62%**

Disability Income Insurance **60%**

Critical Illness Insurance **20%**

Health Savings Accounts **25%**

Dental **30%**

Vision **26%**

International Medical **7%**

Retirement **47%**

Fixed Annuities **57%**

401(k) or 403(b) **28%**

IRA (Roth or Traditional) **52%**

Investment/Other **27%**

Bonds **9%**

Stocks **10%**

Mutual Funds **41%**

Group Benefits **14%**

529 Plan **27%**

P/C Products **19%**

Voluntary and Work-site Benefits **17%**

## NAIFA Membership



- 1 to 3 years **11%**
- 3 to 5 years **7%**
- 5 to 10 years **10%**
- 10 or more years **72%**

Nearly 4 out of 5 respondents have been **NAIFA members for over 10 years**, ensuring your message reaches engaged readers who value NAIFA and the resources the association provides.

## Markets NAIFA *Advisor Today* Readers Serve

Affluent **46%**

Baby Boomer and Senior Market **79%**

Millennials **49%**

Business Market **56%**

Employee Benefits **33%**

Special Needs **11%**

Multi-cultural Markets **15%**

Other **8%**

Nearly 4 out of 5 respondents are involved in the purchasing process of products and services within their company (recommend, specify, approve or do all of the previously mentioned.)





NAIFA's

# advisor**today** offers Customized Media Solutions

Let us customize an integrated marketing program specifically for your brand.  
Contact your Naylor account executive today.



## Advisor Today Digital Magazine

Incorporate the award-winning *Advisor Today* magazine into your marketing plan. *Advisor Today* is distributed to more than 21,300 insurance and financial professionals. *Advisor Today* readers are the decision makers in the industry—75 percent are directly involved in the purchasing process of products and services within their company. *Advisor Today* is available in a fully interactive digital version. Each issue of the digital version of *Advisor Today* is posted on our exclusive companion website, AdvisorToday.com.

## AdvisorToday.com

Our digital magazine companion website with interactive features receives an average of nearly 9,000 page views per month<sup>†</sup>.



## AdvisorToday.com eNewsletter [www.naylornetwork.com/ nai-nwl](http://www.naylornetwork.com/nai-nwl)

Our *AdvisorToday.com* eNewsletter reaches more than 21,300 insurance and financial professionals. It allows members to stay informed about timely industry topics and news whether they are in the office or on the road.



## Advisor Today Sponsored eBlast [www.naylornetwork.com/ nai-advertorial](http://www.naylornetwork.com/nai-advertorial)

Position your company as a thought leader and solution provider in the industry solving common needs of insurance and financial advisors! Take advantage of this highly visible opportunity. Educate NAIFA members regarding the benefits of using a product or service similar to what you provide.

\*Information based on the publishers' own data and responses from the recent *Advisor Today* readership survey

# 2020 NAIFA's **advisor**today Content Calendar

For more than 100 years, NAIFA's *Advisor Today* has been **the leading publication** in the life insurance and financial services industries, providing sales ideas, product information and business strategies to help insurance and financial advisors grow their businesses.

ISSUE	COVER ARTICLE	FEATURE ARTICLES	PRODUCT SPOTLIGHTS	SPACE DEADLINE
<b>January/ February</b> <small>Ships: January 2020</small>	<b>NAIFA's New President</b>	<b>What to Expect in 2020 NAIFA Turns 130!</b>	<b>Life Insurance Employee Benefits</b>	November 19, 2019
<b>March/April</b> <small>Ships: March 2020</small>	<b>Selling DI Insurance Today</b>	<b>New Trends in Annuities</b>	<b>DI Insurance Business Insurance</b>	January 17, 2020
<b>May/June</b> <small>Ships: May 2020</small>	<b>Prospecting in 2020</b>	<b>Making the Best Use of Study Groups</b>	<b>Mutual Funds Annuities LECP</b>	March 23, 2020
<b>July/August</b> <small>Ships: July 2020</small>	<b>What Top Producers Sell</b>	<b>NAIFA Advocacy at Work NAIFA Presents Candidates for Election</b>	<b>Health Insurance Life Insurance</b>	May 20, 2020
<b>September/ October</b> <small>Ships: September 2020</small>	<b>Four Under Forty</b>	<b>My Best Sales Ideas</b>	<b>Medicare Strategies Top Trends in LTCI/LECP</b>	July 17, 2020
<b>November/ December</b> <small>Ships: November 2020</small>	<b>Highlights from NAIFA's 2020 Performance + Purpose Conference</b>	<b>Building a More Profitable LECP Practice The Nuts and Bolts of Doing Joint Work</b>	<b>Annuities Life Insurance</b>	September 18, 2020

## EDITORIAL SUBMISSION

Please see "Contribute to Advisor Today" on the *Advisor Today* website at [www.advisortoday.com](http://www.advisortoday.com).

For more information about additional copy featured in each issue of *Advisor Today*, please see the complete media kit under the "Advertising" drop down menu on the *Advisor Today* website at [www.advisortoday.com](http://www.advisortoday.com).

**NOTE:** Although effort has been made to make the following editorial highlights as accurate as possible, content in *Advisor Today* is subject to change without notice.

# advisor today

## Digital Magazine

Mobile & Desktop  
Responsive HTML  
Reading View



FULL-COLOR RATES	1-3x Rates	4-6X Rates
Full Page	\$1,750	\$1,450
1/2 Page	\$1,350	\$1,120
1 Leaderboard	\$1,500	\$1,250
2 Rectangle	\$1,400	\$1,160
3 Top TOC Banner	\$900	\$700
4 2 <sup>nd</sup> TOC Banner	\$800	\$600
Digital Video Sponsorship	\$1,100	\$900
HTML5	\$1,200	\$1,000

Incorporate the award-winning *Advisor Today* magazine into your marketing plan. *Advisor Today* readers are the decision makers in the industry — Nearly **4 out of 5 respondents** are involved in the purchasing process (recommend, specify, approve or do all of the previously mentioned.) Your ad includes a direct link to your company's website or landing page. Each issue of the digital version of *Advisor Today* is posted on our exclusive companion website, [AdvisorToday.com](http://AdvisorToday.com).

## DIGITAL EDITION NET RATES

*Our digital magazine is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices.*



### 1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 Top TOC Mobile Banner

### 4 2<sup>nd</sup> TOC Mobile Banner

### In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

#### HTML5 Ad

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

#### Digital Video Sponsorship

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

#### Full page or 1/2 Page

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)



# NAIFA's **advisor**today

## Digital Magazine Editorial Sponsors:

These packages are based on 3 editorial topics between mailings.

### Editorial Sponsors Packages:

#### #1 - \$5,250

1<sup>st</sup> pick of editorial and promotion in email

#### #2 - \$4,200

2<sup>nd</sup> pick of editorial and promotion in email

#### #3 - \$3,675

3<sup>rd</sup> pick of editorial and promotion in email

### Package Includes:

1. Full-Page, Full-Color Ad
2. Banner Ad in Promo Email
3. Banner Ad on *Advisor Today* website, and your company's logo on the website for 2 months
4. Mentioned on editorial sponsor in *Advisor Today* Announcement eBlast



# AdvisorToday.com

## COMPANION WEBSITE

Our companion website receives an average of **more than 8,800+** page views per month<sup>†</sup>. Leaderboard and skyscraper ads are available to enhance your overall marketing plan.

Our editorial excellence is also featured on *AdvisorToday.com*, the magazine's companion website. The site features online access to articles, the highly popular podcast series "Building a More Successful Practice," access to the digital version of the magazine and web polls. Also located on our website is the *Advisor Today Blog*, which provides practical information, sales ideas, resources and business strategies to help insurance and financial advisors succeed in a competitive, results-driven environment.



On average, *AdvisorToday.com* receives:

**8,900+ Page views**  
**5,490+ Sessions**  
**6:44 Average session duration**

\*Traffic numbers from May, 2018 - Nov., 2018



## Sponsorship Opportunities

### 1 Top Leaderboard

3 rotating positions

**12 months:** \$4,775 | **6 months:** \$3,050 | **3 months:** \$1,900

### 2 Bottom Leaderboard

3 rotating positions

**12 months:** \$2,475 | **6 months:** \$1,900 | **3 months:** \$1,475

### 3 Top Skyscraper

3 rotating positions

**12 months:** \$2,475 | **6 months:** \$1,900 | **3 months:** \$1,475

### 4 Bottom Skyscraper

3 rotating positions

**12 months:** \$2,175 | **6 months:** \$1,600 | **3 months:** \$1,175

### 5 Large Rectangle Banner

4 rotating positions

**12 months:** \$1,900 | **6 months:** \$1,425 | **3 months:** \$1,075

\*For the latest online ad specifications, please visit

[www.naylor.com/onlinepecs](http://www.naylor.com/onlinepecs)

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# Advisor Today eNewsletter

[www.naylorlornetwork.com/nai-nwl](http://www.naylorlornetwork.com/nai-nwl)

Now more than ever, professionals consume information on the go. Our *Advisor Today* bimonthly eNewsletter features content from the *Advisor Today* digital magazine and allows members to stay informed about timely industry topics and association news whether they are in the office or on the road. Get maximum visibility and drive traffic to your website with our newsletter.

## Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 24,000 subscribers<sup>†</sup>
- Your ad will be showcased in 24 eNewsletters throughout the year
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NAIFA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process

Sponsorship Opportunities	1 Year
1 Top Horizontal Banner	\$4,725
2 Middle Horizontal Banner	\$3,575
3 Bottom Horizontal Banner	\$2,375
4 Top Wide Skyscraper	\$5,925
5 Bottom Wide Skyscraper	\$3,575



\*For the latest online ad specifications, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

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<sup>†</sup>Publisher's Own Data, 2018

NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

**NAYLOR**  
ASSOCIATION SOLUTIONS

# NAIFA's advisortoday

CREATIVE STRATEGIES AND BUSINESS ADVICE FOR INSURANCE AND FINANCIAL ADVISORS

## Thought Leadership Sponsored eBlast

Delivered to more than  
**24,000**  
industry leaders!



The *AdvisorToday* sponsored eBlast is a highly visible opportunity for you to educate NAIFA members regarding the benefits of using a product or service similar to what you provide. Its intent is to **position your company as a thought leader and solution provider** in the industry — solving common needs of insurance and financial advisors.

### Below are the guiding principles for the sponsored eBlast:

- Content should be educational in nature and solution-based, geared toward solving a common problem or need an insurance or financial advisor would experience. The educational content should not promote the company's product or service but rather communicate best practices that would allow advisors to be more effective and efficient in their roles.
- Content should include practical, useful information in which the advisor would find value, which should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- In the author's biography at the end of the article, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- NAIFA reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.

#### Sponsorship Opportunities

1 eBlast Sponsorship	\$3,600
2 eBlast Sponsorship and Inclusion in the AdvisorToday eNewsletter	\$4,375

\*For the latest online ad specifications, please visit

[www.naylor.com/online specs](http://www.naylor.com/online specs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

#### Design Specifications:

- The width of the graphic should be 610 x 1024 pixels
- HTML & JPG are accepted formats. For HTML formats, hyperlinks can be used in your content. For JPG formats, entire email links to only one URL.
- Content area is surrounded by an *AdvisorToday*-branded header/footer
- Color Format RGB (CMYK may cause errors when viewing the email)
- No Flash animation

<b>AdvisorToday.com</b>	<b>12 Months</b>	<b>6 Months</b>	<b>3 Months</b>
<b>Top Leaderboard</b> 3 rotating positions	\$4,775	\$3,050	\$1,900
<b>Bottom Leaderboard</b> 3 rotating positions	\$2,475	\$1,900	\$1,475
<b>Top Skyscrapers</b> 3 rotating positions	\$2,475	\$1,900	\$1,475
<b>Bottom Skyscrapers</b> 3 rotating positions	\$2,175	\$1,600	\$1,175
<b>Large Rectangle</b> No rotating positions	\$1,900	\$1,475	\$1,075

<b>Advisor Today eNewsletter</b>	<b>1 Year</b>
<b>Top Horizontal Banner</b>	\$4,725
<b>Middle Horizontal Banner</b>	\$3,575
<b>Bottom Horizontal Banner</b>	\$2,375
<b>Top Wide Skyscraper</b>	\$5,925
<b>Bottom Wide Skyscraper</b>	\$3,575

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

## Online Specifications

### AdvisorToday.com

#### Leaderboards

- + 728 x 90 pixels
- + JPG or GIF accepted
- + File size must be no greater than 100kb
- + Animation must be no longer than 25 seconds (includes multiple loops)

#### Wide Skyscrapers

- + 160 x 600 pixels
- + JPG or GIF accepted
- + File size must be no greater than 100kb
- + Animation must be no longer than 25 seconds (includes multiple loops)

#### Large Rectangle

- + 300 x 250 pixels
- + JPG only
- + File size must be no greater than 100kb

### Advisor Today eNewsletter

#### Horizontal Banners

- + 468 x 60 pixels
- + JPG only
- + File size must be no greater than 100kb

#### Wide Skyscrapers

- + 160 x 600 pixels
- + JPG only
- + File size must be no greater than 100kb

*\*For complete specifications, please visit <http://www.naylor.com/onlinepecs>*