



Live+Work+Give

ADVISORTODAY



2023 MEDIA KIT

at.naifa.org



THE LIFESTYLE MAGAZINE FOR TODAY'S MODERN ADVISOR



ABOUT *NAIFA's Advisor Today*

NAIFA's premier publication provides insights into how NAIFA members perform at the highest level and achieve professional success.

Insights from Experts

For over 115 years, NAIFA has provided *Advisor Today*, the leading publication in the life and health insurance and financial services industries. *Advisor Today* print editions compliment online content provided on the NAIFA website and *Advisor Today* platform. *Advisor Today* provides sales ideas, product information, business strategies, case studies, and profiles of successful agencies and financial professionals to help insurance and financial advisors grow their businesses.

Member Profiles



One of the many ways NAIFA differentiates our members is by providing them highly visible profiles on *Advisor Today*. What makes NAIFA members tick? What drives them to succeed? Learn on *Advisor Today*.

Quick Facts:

- NAIFA's *Advisor Today* reaches more than 50,000 industry professionals with online content and print editions.
- The publication's editorial focus is NAIFA members and their drive to succeed. Content highlights their motivation and achievement.

The Value to You:

- *Advisor Today* provides valuable content that is practical, motivational, and inspirational.
- *Advisor Today* provides a platform for you to put your brand directly in front of NAIFA members and position yourself as a thought leader and supporter of producers.

Advisor Today Magazine

Showcase your company to an influential group of industry professionals! Available in print and digital editions, our publication delivers your message directly to over 25,000 subscribers. *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
- Industry news and trends
- Legislative updates

2023 Summer Issue Ad Content Deadline: June 9

2023 Fall Issue Ad Content Deadline: Oct. 13

Rates & Specs

| | 1 placement | 2 placements | 3 placements |
|--|-------------|--------------|--------------|
| Full Page, Four-Color | | | |
| Inside Pages | \$2,500 | \$4,000 | \$5,250 |
| Center Spread, Opposite Inside Front or Back Cover | \$2,875 | \$4,600 | \$6,037 |
| Inside Front or Back Cover | \$3,000 | \$4,800 | \$6,300 |
| Outside Back Cover | \$3,125 | \$5,000 | \$6,562 |
| ½ Page, Four-Color (Inside Pages Only) | \$1,250 | \$2,500 | \$3,750 |

| | Trim | Bleed | Live |
|------------------|------------|--------------|--------------|
| Full-Page | 8.5 x 11 | 8.75 x 11.25 | 7.75 x 10.25 |
| Half-Page | 4.25 x 5.5 | 4.5 x 5.625 | 3.5 x 4.625 |



Advisor Today Blog

at.naifa.org

The *Advisor Today* Blog is the go-to place for insurance and financial advisors who are looking to stay current with news and trends that are forming the insurance and financial advising industry. Align your company with the *Advisor Today* Blog and reach NAIFA's influential group of industry professionals!

1 Top Leaderboard

- Three rotations
- 12 months

2 Large Rectangle Banner

- Three rotations
- 12 months

3 Top Wide Skyscraper

- Three rotations
- 12 months

4 Sponsored Content

- Three rotations
- 12 months



Rates

| | | |
|------------------------------------|---------|------------|
| Top Leader Board – 12 Months | 320x50 | \$5,000.00 |
| Large Rectangle Banner – 12 Months | 300x250 | \$2,000.00 |
| Top Wide Skyscraper – 12 Months | 300x600 | \$2,500.00 |
| Sponsored Content | N/A | \$1,500.00 |

Advisor Today Blog Emails

Maintain visibility in the insurance industry by including your branding in the weekly *Advisor Today* Blog email. These emails go to insurance and financial services industry professionals who have subscribed to receive updates featuring the top *Advisor Today* blog posts. By claiming your spot today, your company's messaging will be sent on a weekly basis to the inboxes of over 42,000 readers, including the growing list of NAIFA members. *Advisor Today* is on the rise and NAIFA members are ready to see your message today!

Advisor Today Blog email update ads consist of your branded 300 x 250 pixel artwork linked to your website. The 1st Row *Advisor Today* Blog email ads appear at the top of the message, while the 2nd Row ads appear further down the page.



Rates

| | | |
|---------------------|---------|------------|
| 1st Row – 12 Months | 300x250 | \$5,000.00 |
| 2nd Row – 12 Months | 300x250 | \$4,000.00 |

Artwork Creation: \$50

Advisor Today Sponsored eBlast

Position your company as a thought leader and solution provider in the industry – serving the common needs of insurance and financial advisors! Educate NAIFA members regarding the benefits of using a product or service that you offer. This email update is sent out to over 52,000 inboxes each week.



Rates

| | | |
|--------------------------|----------|------------|
| Email eBlast Advertorial | 610x1024 | \$5,000.00 |
|--------------------------|----------|------------|

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.

Sponsored eBlast Design Specifications

- The width of the graphic should be 610 x 1024 pixels.
- No Flash animation.
- 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 *Advisor Today* branded header and footer.
- Color Format RGB (CMYK may cause errors when viewing the email).
- Call to action text (5-7 words). If not provided, the default text will be "Learn More."

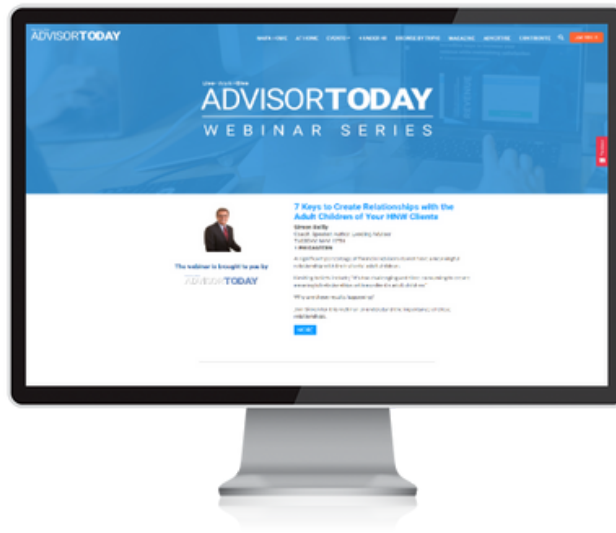
Rates

| | | |
|--------------------------|----------|------------|
| Email eBlast Advertorial | 610x1024 | \$5,000.00 |
|--------------------------|----------|------------|

Advisor Today Webinars

at.naifa.org/webinars

Brought to you monthly by *Advisor Today*, you can now host/present a webinar on the topic of your choosing! With approximately 300 attendees, this is your chance to become one of the known leaders in the insurance industry and across the NAIFA platform. Content should be education in nature and solution-based showing thought leadership rather than a product pitch. Limited to one per quarter per client.



The webinar sponsorship includes:

- Your name and logo will be added to the webinar slide deck.
- Your logo will be hyperlinked to your website and will appear on the webinar's landing page.
- Your logo will be hyperlinked to your website and will appear on the webinar's registration page.
- Your name will appear on the webinar archive page.
- You will receive a code to offer up to five (5) complimentary registrations for existing clients who would like to attend the webinar.
- Your name and logo will be included in all social media/email/blog promotions.
- NAIFA will provide attendee names and company names to you.

Rates

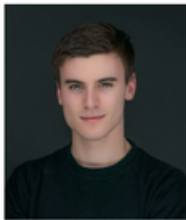
Advisor Today Webinar – 1 Episode

\$5,000.00

Advisor Today Podcasts

at.naifa.org/podcast

NAIFA's *Advisor Today* magazine has launched a new Podcast series featuring outstanding NAIFA members and partners sharing their stories and answering questions about their own professional success. Their insights offer practical ideas and inspire agents and advisors to reach their own levels of peak performance. We are offering the opportunity to align your message with some of our top leaders as they share their success stories.



How Did Caleb Guilliams Become the Youngest Person to Run a Life Insurance Unit in History at a Bank?

Caleb Guilliams

BetterWealth

AUGUST 1, 2022

THE PODCAST IS BROUGHT TO YOU BY



Caleb Guilliams is the Founder and CEO of BetterWealth, a company that helps people gain control over their money today while maximizing their future wealth potential. At an early age, Caleb read every financial book he could get his hands on. Now, he's one of the youngest leaders in the industry and is quickly becoming "the new face of finance." Caleb is the Author of *The AND Asset*, hosts the BetterWealth podcast, and is on a mission to impact as many lives as possible.

Podcast sponsorships include:

- Our host will deliver your message describing you and if desired, mention your website for listeners to visit.
- Your name, logo, and link to your desired landing page will be included on the advertised podcast's episode page.
- The *Advisor Today* Podcast will be promoted through all relevant *Advisor Today* communications channels, including a prominent link on the NAIFA's website.
- You may be allowed to be a guest on the Podcast episode you advertise on. (Higher advertising rate for guests may be required.)
- Limited to one sponsor per podcast.

Rates

You Provide the Featured Guest -1 Episode

\$2,500.00

Advisor Today Podcast – 1 Episode

\$1,000.00



TOGETHER
WE CAN TAKE ON
ANYTHING

Advisor Today

Contact for Advertising: advisortoday@naifa.org
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