



Wealth Management.com from Penton



WealthManagement.com is the new digital resource of all things wealth management for financial advisors and estate planning professionals. And it's the new home of all digital initiatives from REP. and Trusts & Estates—including websites, enewsletters, webinars, videos, social media and mobile channels.

MEDIA TYPE

Business and Consumer



SOURCE

Internet/On-Line, Controlled circulation, Opt-in e-mail, Direct response, Multi Sourced, Newsletter, Publications

GEOGRAPHY

USA

SEGMENTS

2,986,741	Total Universe / Universe Rate	\$175.00/M
867,679	Email Records	\$375.00/M
1,739,478	Phones	+ \$60.00/M
320,000	Financial Advisors	\$400.00/M
1,299,024	Insurance Agents	\$400.00/M
	Transmission	+ \$50.00/M

MAINTENANCE

Market Entry	05/17/2013
New to Manager	07/20/2015
Counts Through	07/20/2015

DATA CARD MAINTENANCE

New To System	07/20/2015
Last Update	07/29/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

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WealthManagement.com is the unique online community, specialty search engine and marketing platform from REP. and Trusts & Estates that allows marketers serving the financial services industry to profile their company's product and services to a highly targeted group of advisors, planners, attorneys, CPAs and other wealth management professionals.

Job Function	Postal	Email
Stockbroker/registered Rep	34062	12323
Branch Manager/osj	21455	6651
Chairman/ceo/president & O	38651	12544
Sales Assistant	231	50
Registered Investment Advi	1783	358
Financial Planning	14973	3600
Bank Investment Sales	122	19
Insurance Sales	225	42
Other (specify)	3695	1818

Year Started	Postal	Email
Prior To 1900	13	2
1901-1950	30	2
1951-1975	127	29
1976-1990	319	61
1991-2000	472	57
2001-2005	480	62
2006-2010	1090	171

2011+ 660 70

Title Category	Postal	Email
Top Management	168987	52434
Middle/administrative Management	53221	17164
Financial Management	100263	25374
Sales & Marketing Management	23959	7167
Information Technology (it) Professionals	1773	681
Production Management	576	178
Engineering Management	2631	938
Professionals	21590	7614
All Other Management	9640	3845
Vp-level	41237	10968
Director-level	39068	12947
Manager-level	23600	7511
Assistant -level	5366	1600
Human Resources	1062	316
Purchasing	14	13
Retired	33	63
Senior (c-level Or Higher)	70410	24147
Students	35	137
Education	493	247
Medical	92	60
Lawyers	2701	1050

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry. **Our diverse portfolio of properties can help you reach your target audience.**

For more advertising opportunities,
visit: <http://www.penton.com/OurMarkets/WealthManagement/tabid/90/Default.aspx>

(finance, media, electronic, experts)

SELECTS

Number of Employees	\$15.00/M
Phone Number	\$60.00/M
Primary Business	\$15.00/M
Sales Volume	\$15.00/M
SCF / State / Zip	\$10.00/M
SIC Code	\$15.00/M
Business Description	\$15.00/M
Job Title	\$15.00/M
Job Function	\$15.00/M
One Per Company	\$15.00/M
Suppression	\$150.00/F
Set Up	\$150.00/F
Total Assets Under Management	\$25.00/M
Certifications	\$25.00/M
Gross Annual Production	\$25.00/M
Retirement Plan	\$25.00/M
Rec/Sell to Clients	\$15.00/M
Total Years Licensed	
Years at Firm	

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	0%
Minimum Quantity	0
Run Charges	

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

Compensation for Services
Business Code
Advisory Clients
Advisory Services Provided
Age
Discretionary Accounts at Firm
Discretionary Assets Under
Management
Dually Registered
Family Office
Gender
Total Accounts at Firm
Insurance Products

CANCELLATION	
Charges	\$150.00/F
<hr/>	
KEY CODING	
Key Coding is available	
Charges	\$3.00/M
<hr/>	
ADDRESSING	
FTP	\$75.00/F
Email	\$75.00/F
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SPECIAL INSTRUCTIONS	

GENDER

Male	%
Female	%