
MODERN AMERICAN ADVISOR

PARTNER WITH US · COMMERCIAL BRIEFING

VOLUME ONE · EDITORIAL PLATFORM

The Editorial Platform

Calendar, contributors, sections and thematic issues.

ModernAmericanAdvisor.com

A LUXURY EDITORIAL PLATFORM FOR THE U.S. ADVISORY MARKET

MAA / PARTNERSHIP SUITE

OPENING STATEMENT

A premium editorial platform for the U.S. advisory profession.

Modern American Advisor exists to serve RIAs, wealth managers, financial advisors, family-office leaders, CPAs, asset-management executives, WealthTech innovators and the firms shaping the future of advice.

The editorial structure is deliberate. Each section reflects a major commercial or professional issue affecting advisory businesses: growth, succession, technology, AI, women in finance, client experience, regulation, markets, investment strategy, leadership, talent, culture and private wealth.

12

THEMATIC ISSUES

15+

NAMED CONTRIBUTORS

11

EDITORIAL SECTIONS

365

DAYS OF COVERAGE

SECTION ONE

Editorial Philosophy

Modern American Advisor is designed to feel different from traditional financial trade media. The ambition is to bring the elegance of premium magazine publishing, the authority of specialist financial journalism and the commercial intelligence of a modern media platform into one environment.

For partners, this matters because strong commercial campaigns need a credible editorial environment. MAA gives brands the ability to align with real themes, expert voices and planned issue moments, rather than placing advertising around disconnected content.

“ The GQ or Vogue of financial media — commercially serious, editorially refined. ”

SECTION TWO

The Section Map

Each section is led by a named editor and contains long-form articles, expert commentary, research, interviews and commercial features. The structure deliberately mirrors the commercial and professional priorities of senior advisors.

- Advisor Brief — Industry leadership, M&A; and strategic insight
- WealthTech And AI — Platforms, automation and the future operating model
- Women In Finance — Leadership, progression, influence and culture
- Data, Research And Market Intelligence — Proprietary insight and analysis
- Markets And Investment Strategy — Asset allocation and portfolio thinking
- Life And Style / Private Members Club — Lifestyle, longevity and legacy
- MAA Podcast / Growth And Performance — Hosted by Derrick Kinney
- Compliance, Risk And Governance — Regulation and practice protection
- Behavioral And Socioeconomic Insight — Client psychology and trust
- Restaurant Reviews — A refined, recognisable cultural signature

SECTION THREE

Editorial Team And Contributors

MAA is led by a deliberately senior editorial team, each responsible for a defined commercial and intellectual territory. Contributors have been chosen for credibility, market knowledge and the ability to convene the most influential voices in their field.

Alex Sullivan, Founder and CEO — More than two decades building specialist publishing platforms for advisers, wealth managers and asset managers, including IFA Magazine and Wealth DFM.

Ken Boyd, CPA — Editor-in-Chief, steering the editorial voice and ensuring technical authority across every section.

Joe Spiers — WealthTech and AI Editor, focused on platforms, automation and the next operating model for advice.

Caroline Holt — Women in Finance Lead, with a track record in talent development, leadership programmes and senior community building.

Michael Sani — Data, Research and Market Intelligence Editor, leading the PlayVerito Advisor Intelligence platform.

Michael Joseph, CFA — Markets and Investment Strategy Editor.

Kathryn Ficarra — Life and Style Editor and Head of Private Members Club.

Dr Sarah McLaughlin — Behavioral and Socioeconomic Insights Contributor.

Justin Burse, J.D., LL.M. — Compliance, Risk and Governance Contributor.

Mike Walker and Neil Dant — Strategic Partnerships Directors.

Samantha Cook (Marketing Operations), Becky Oliver (Creative Design), Jamie Glasspool (Digital and Technology).

FEATURE · DERRICK KINNEY

Derrick Kinney joins MAA as Podcast Host and Growth Performance Editor. A former top-1% financial advisor, Wall Street Journal and USA Today bestselling author, keynote speaker and recognised authority on advisor growth, Derrick built, scaled and successfully exited one of America's premier advisory firms. His role gives MAA immediate authority in conversations around advisor growth, client acquisition, communication and performance.

SECTION FOUR

The Thematic Editorial Calendar

The calendar gives partners a planned set of issue moments to align with. Each issue carries print, digital, newsletter, podcast, webinar, event and supplement opportunities.

- June 2026 — Women, Power, Influence And Leadership In Modern Finance
- July 2026 — The Advisor And Sport Issue: performance, teamwork, discipline
- August 2026 — The Independent Advisor Issue: freedom, ownership, boutique firms
- September 2026 — WealthTech And AI Special Report: Future Proof and the next operating model
- October 2026 — Build To A Billion: growth, scale, succession, enterprise value
- November 2026 — The Client Experience Issue: trust, communication, culture
- December 2026 — The Private Wealth And Lifestyle Issue: legacy, family, travel
- January 2027 — Advisor Of The Year: leadership, excellence, defining firms
- February 2027 — The Retirement And Longevity Issue: income, health, tax, later-life
- March 2027 — The M&A; And Succession Issue: consolidation, capital, valuation
- April 2027 — The Women In Finance Leadership Issue: progression, influence, power
- May 2027 — The Future Firm Issue: technology, talent, culture, operations

SECTION FIVE

Commercial Relevance For Partners

Partners can engage the editorial platform through a number of mechanisms, designed to align brand presence with credible content moments rather than scattered impressions.

- Section sponsorship across the year

- Thematic issue alignment and supplement sponsorship
- Sponsored editorial and executive interviews
- Research integration through PlayVerto Advisor Intelligence
- Podcast tie-ins with Derrick Kinney
- Webinar extensions of editorial themes
- Print and digital magazine features
- Newsletter and special report sponsorship

NEXT STEP

Discuss Editorial Alignment · Plan A Campaign Around The Calendar · Sponsor A Thematic Issue

partner@modernamericanadvisor.com · Book a partnership call via ModernAmericanAdvisor.com/partner-with-us