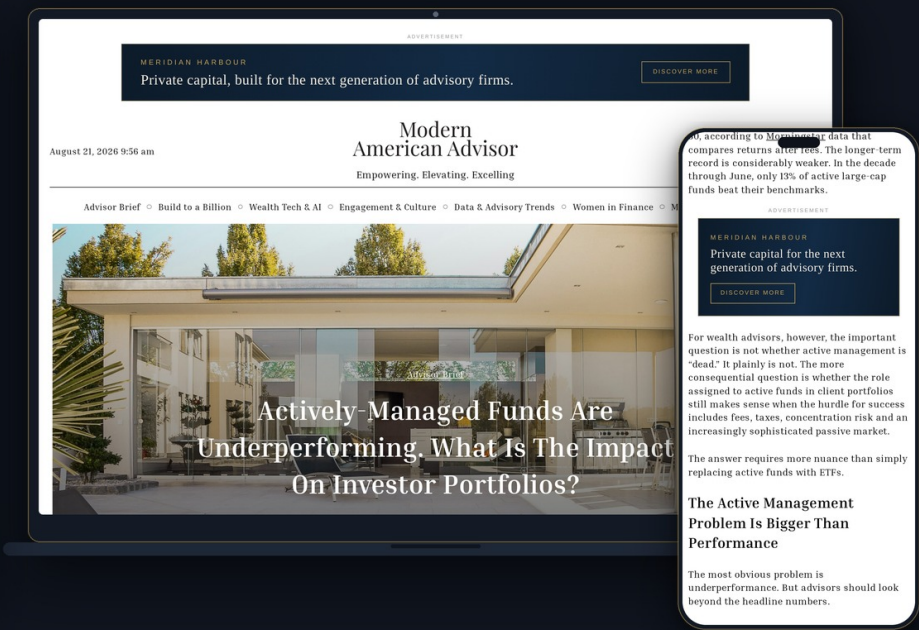
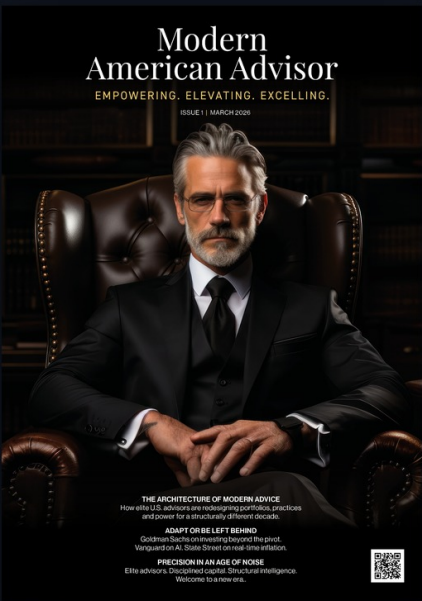


Modern  
American Advisor

VOLUME THREE · PRINT & DIGITAL

Print &  
Digital  
Solutions

A premium print and digital environment for the U.S. advisory  
and wealth management market.



## THE PROPOSITION

# Premium media. Premium audience. Simple ways to engage them.

Modern American Advisor combines the authority and longevity of premium print with the reach, targeting and measurability of digital media.

From a full-page advertisement or digital banner campaign to sponsored content, email and executive video, every solution is designed to place brands inside a credible editorial environment and in front of the people who matter.

This is not commodity advertising. It is intelligent, relevant access to the modern U.S. advisory market.

|            |                                     |
|------------|-------------------------------------|
| Print      | Full Page — \$8,500                 |
| Digital    | Banner Advertising — \$175 CPM      |
| Email      | Sponsored Newsletter — From \$9,000 |
| Content    | Case Study — From \$4,500           |
| Video      | Executive Interview — From \$7,500  |
| Integrated | By Proposal                         |



ONE

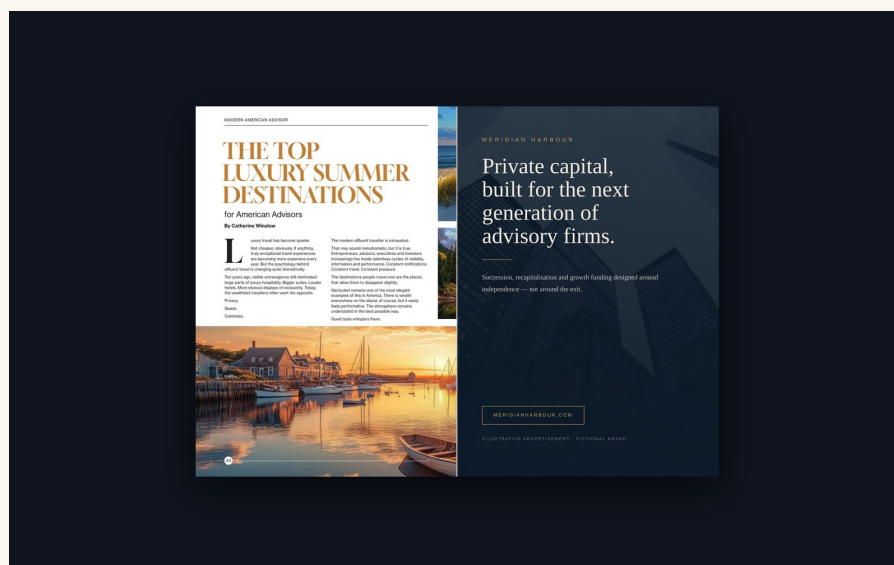
# Print Advertising

Luxury print. Serious presence. Long-term brand value.

Modern American Advisor provides advertisers with a premium, design-led print environment in which to reach senior U.S. financial advisers, wealth managers and industry decision-makers.

Print provides authority, permanence and brand stature that short-lived digital impressions cannot replicate. MAA print campaigns can also form the foundation of a broader digital, email, content or video partnership.

- Full-page advertising
- Double-page spreads
- Inside front & back cover
- Outside back cover
- Special issues & supplements
- Bespoke commercial features
- Integrated print + digital campaigns
- Cover-led partnerships by proposal



A FULL-PAGE ADVERTISEMENT FACING MAA EDITORIAL. ADVERTISER CREATIVE SHOWN IS ILLUSTRATIVE.

## PRINT RATES

The rate card,  
kept deliberately simple.

FULL PAGE

\$8,500

|                                            |                             |
|--------------------------------------------|-----------------------------|
| 3 × Full Pages                             | \$7,500 each                |
| 6 × Full Pages                             | \$6,500 each                |
| Double-Page Spread                         | \$14,500                    |
| Inside Back Cover                          | \$10,000                    |
| Inside Front Cover                         | \$11,000                    |
| Outside Back Cover                         | \$12,500                    |
| Bespoke / Cover-Led Commercial Partnership | From \$15,000 · By Proposal |

Rates shown are indicative rack rates. Volume campaigns, special reports and integrated strategic partnerships are priced according to scope.



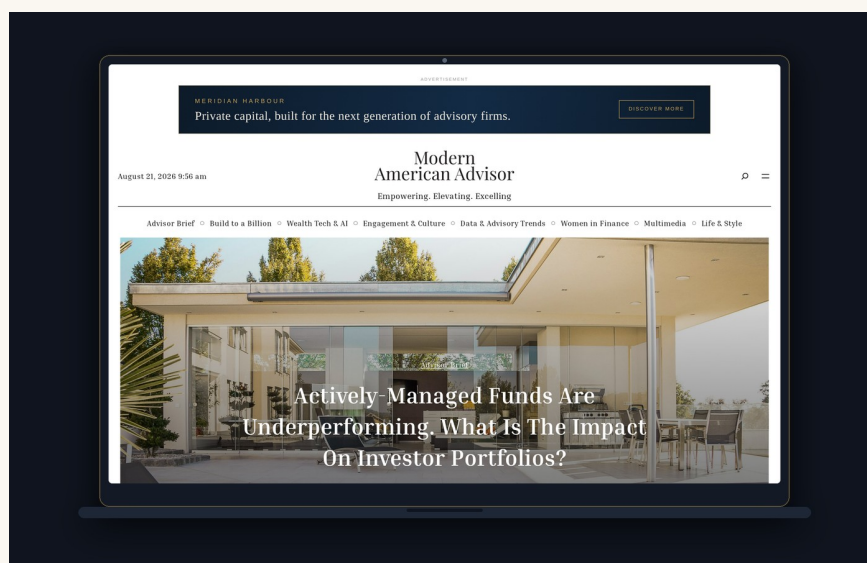
## TWO

# Digital Banner Advertising

Simple, premium visibility across Modern American Advisor.

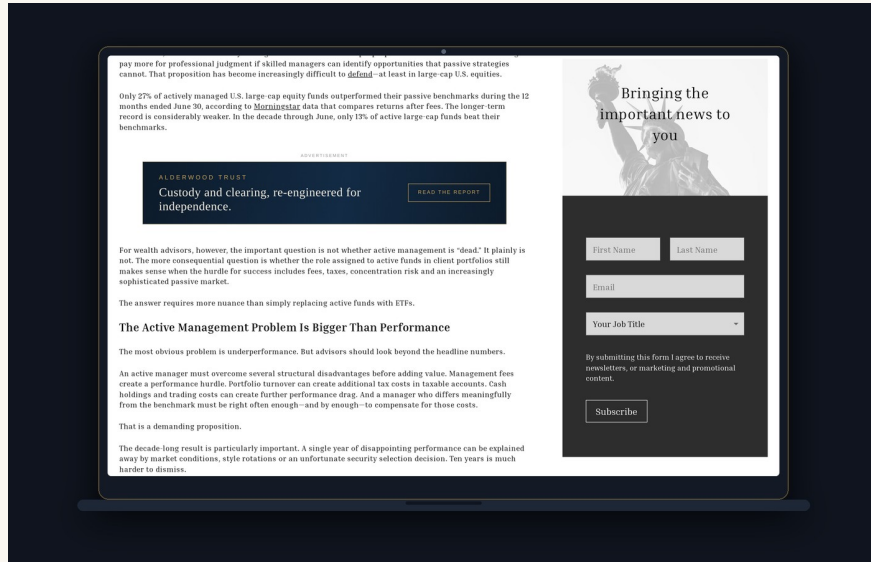
MAA banner campaigns place brands alongside relevant editorial content across ModernAmericanAdvisor.com. Campaigns are charged simply according to impressions delivered, with appropriate placements selected according to the campaign and the reader experience.

- Premium positions across ModernAmericanAdvisor.com
- Advertising alongside relevant editorial content
- Section or audience targeting where appropriate
- Campaign reporting included
- Desktop, tablet and mobile delivery

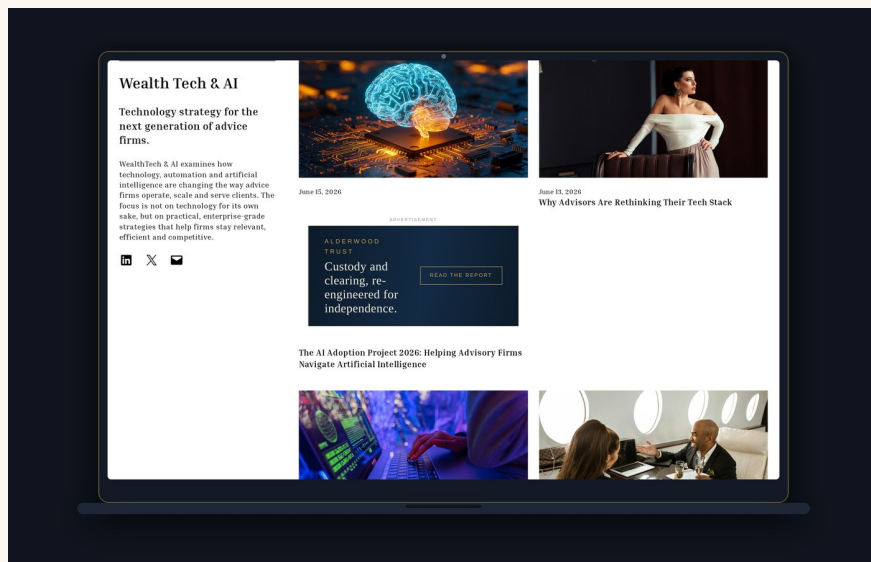


EXAMPLE ONE · A CONSIDERED BANNER NEAR THE TOP OF AN MAA PAGE.

# See exactly where your brand appears.



EXAMPLE TWO · A BANNER PLACED NATURALLY BETWEEN EDITORIAL CONTENT AREAS.



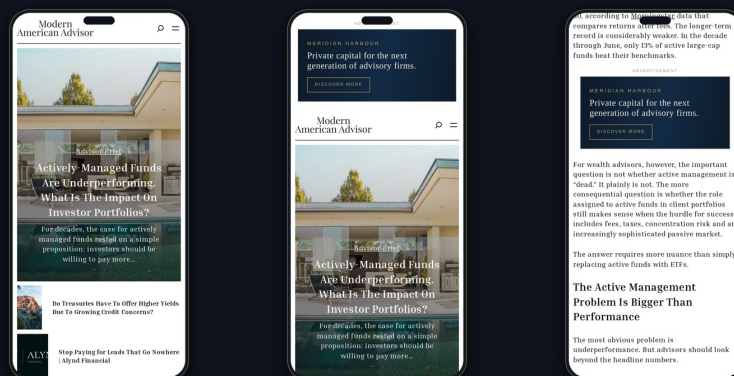
EXAMPLE THREE · AN ADVERTISER APPEARING ALONGSIDE RELEVANT VERTICAL CONTENT.

All placements shown are simply Banner Advertising at \$175 CPM. Advertiser creative is illustrative and fictional.

## MULTI-DEVICE

# Your campaign reaches advisers wherever they read MAA.

Desktop. Mobile. Tablet. Email. Digital magazine. One audience, consistently premium across every surface.



## Advertising without compromising the experience

MAA advertising is designed to sit naturally within our premium editorial environment. We favour considered visibility over intrusive formats, creating strong advertiser presence while protecting the quality of the reader experience.

THREE

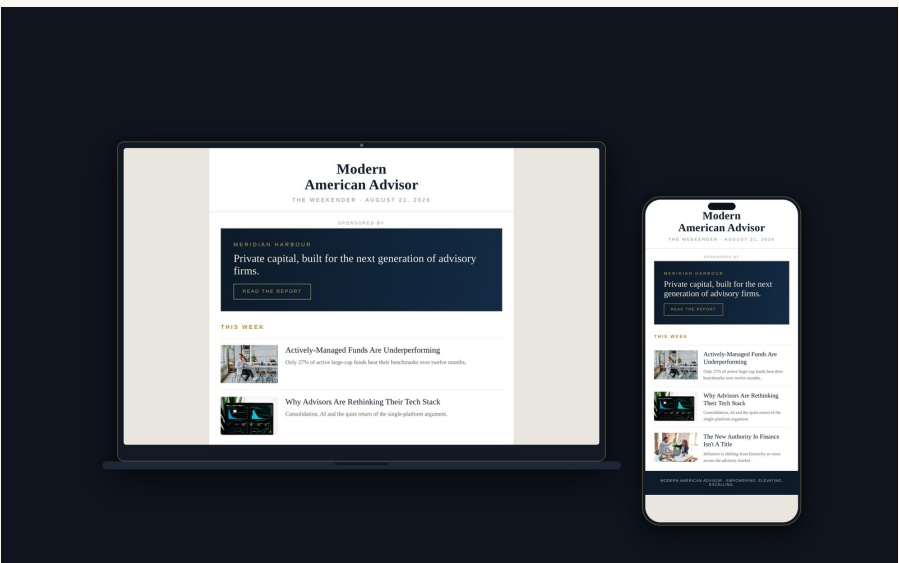
# Newsletter & Sponsored Email

Direct access to the MAA audience.

MAA email campaigns provide brands with direct, high-visibility communication with relevant members of our adviser and financial-professional audience.

- Sponsored newsletter opportunities
- Solus email campaigns
- Segmented email campaigns
- Event and webinar campaigns
- Research and white-paper promotion

|                      |                |
|----------------------|----------------|
| Sponsored Newsletter | From \$9,000   |
| Solus Email          | From \$350 CPM |
| Segmented Campaigns  | By Proposal    |



THE MAA WEEKENDER WITH AN INTEGRATED SPONSOR, SHOWN ON DESKTOP AND MOBILE.

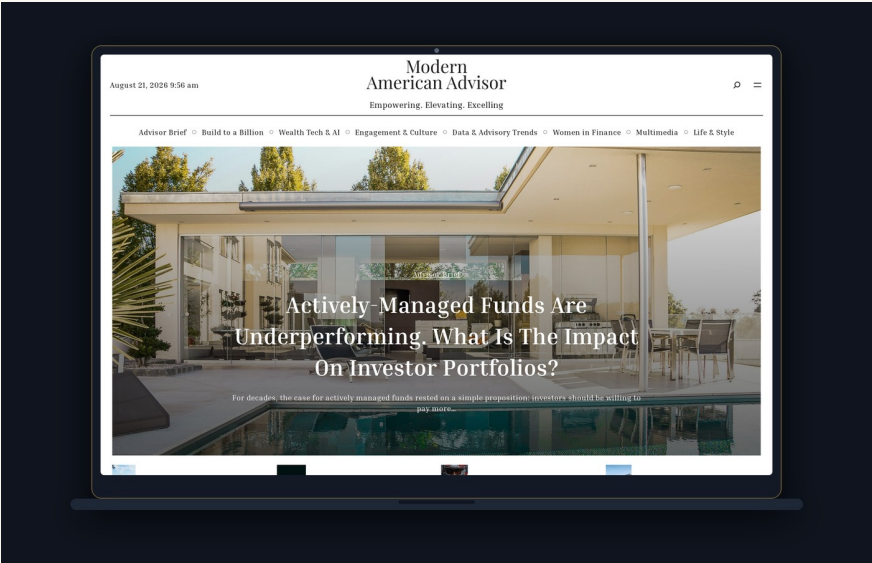
FOUR

# Sponsored Content & Thought Leadership

MAA works with partners to turn expertise, research and commercial insight into high-quality content built to our editorial and design standards.

- Sponsored articles
- Executive interviews
- Founder profiles
- Research-led content
- Product explainers
- Client success stories
- Multi-part content programmes

|                              |              |
|------------------------------|--------------|
| Case Study                   | From \$4,500 |
| Sponsored Content Programmes | By Proposal  |



SPONSORED EDITORIAL IS PUBLISHED TO THE SAME DESIGN STANDARD AS MAA'S OWN JOURNALISM.

## FIVE

# Video & Executive Interviews

Put the people behind the proposition in front of the market.

Executive video provides senior leaders with a human, credible way to explain a business, product, research programme or point of view.

Executive Interview

From \$7,500

Video Interview

From \$8,500

- Executive interviews
- Founder interviews
- Product narrative videos
- Research-launch films
- Event interviews
- Social cutdowns



## Campaign Reporting

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Reporting built around clarity, not vanity.

Every campaign is reported according to its actual objective — impressions, clicks, opens, engagement, time on page, registrations, downloads and compliant lead capture, with recommended next actions.

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### INTEGRATED PARTNERSHIPS

## More Than A Page

A Modern American Advisor campaign does not have to stop at a single insertion. Print can be combined with digital banner advertising, email, sponsored editorial, video and social amplification to create a broader multi-channel programme around a single commercial objective.



Ask us about integrated Print + Digital partnerships. By proposal.

# Everything, on one page.

## PRINT

|                     |               |
|---------------------|---------------|
| Full Page           | \$8,500       |
| 3 × Full Pages      | \$7,500 each  |
| 6 × Full Pages      | \$6,500 each  |
| Double-Page Spread  | \$14,500      |
| Inside Back Cover   | \$10,000      |
| Inside Front Cover  | \$11,000      |
| Outside Back Cover  | \$12,500      |
| Cover-Led / Bespoke | From \$15,000 |

## EMAIL

|                      |                |
|----------------------|----------------|
| Sponsored Newsletter | From \$9,000   |
| Solus Email          | From \$350 CPM |
| Segmented Campaign   | By Proposal    |

## CONTENT & VIDEO

|                     |              |
|---------------------|--------------|
| Case Study          | From \$4,500 |
| Executive Interview | From \$7,500 |
| Video Interview     | From \$8,500 |
| Content Programme   | By Proposal  |

## INTEGRATED PARTNERSHIPS

|                            |             |
|----------------------------|-------------|
| Print + Digital Programmes | By Proposal |
|----------------------------|-------------|

## DIGITAL

Banner Advertising —  
\$175 CPM

Modern  
American Advisor

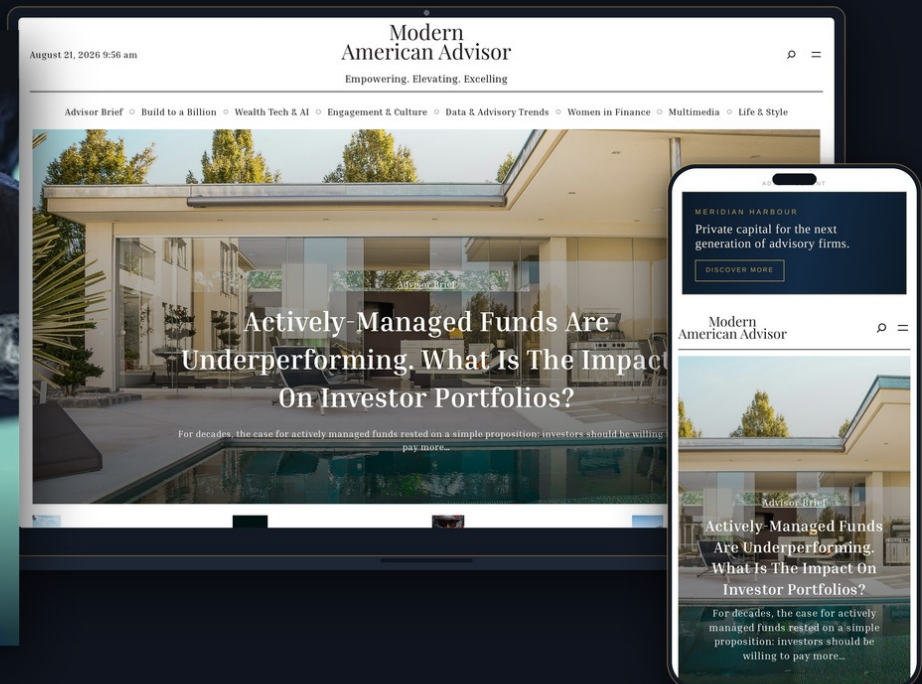
NEXT STEP

# Build Your MAA Campaign

Book print · Run a banner campaign · Sponsor an email · Create an  
integrated partnership

[partner@modernamericanadvisor.com](mailto:partner@modernamericanadvisor.com)

[partner.modernamericanadvisor.com](https://partner.modernamericanadvisor.com)



PREMIUM PRINT. PREMIUM DIGITAL.

ONE U.S. ADVISORY AUDIENCE.