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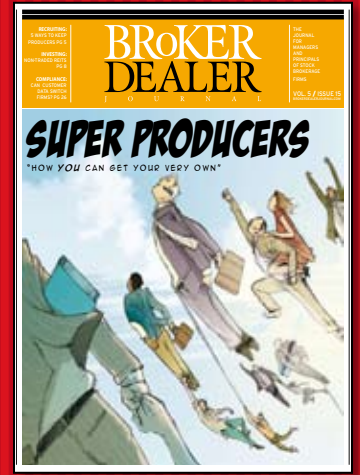
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# BROKER DEALER

2008 MEDIA KIT

J O U R N A L



The Journal for Managers & Principals of Stock Brokerage Firms



# ABOUT US



**Broker Dealer Journal** now reaches over **30,000 managers and principals of stock brokerage firms representing over 4,800 unique Broker Dealers across the United States.** It is the **ONLY** publication that reaches the upper management in almost **EVERY** single firm in America. Today, Broker Dealer Journal offers a complete suite of marketing options for companies looking to reach this extremely influential group in the financial industry.

**Our Readers** are the cream of the crop in the brokerage industry. **They collectively manage over 669,000 Registered Representatives & over 1,000,000 non registered support personnel.** Their decisions ripple through the entire financial industry (see survey on page 4). When you speak to the manager or owner you are talking to their **ENTIRE** company. Not just one stock broker.

## Why do the most powerful people in the financial industry read Broker Dealer Journal?

Because **we report on events and issues** that concern the managers and principals of brokerage firms.

**We give a voice to experts and regulators** who wish to connect with management in a neutral forum.

**We provide pertinent information** in a timely, professional and entertaining style.

**AND...**We are the **ONLY** publication dedicated to these influential individuals.

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# CIRCULATION

Other trade publications reach only a fraction of the decision makers.

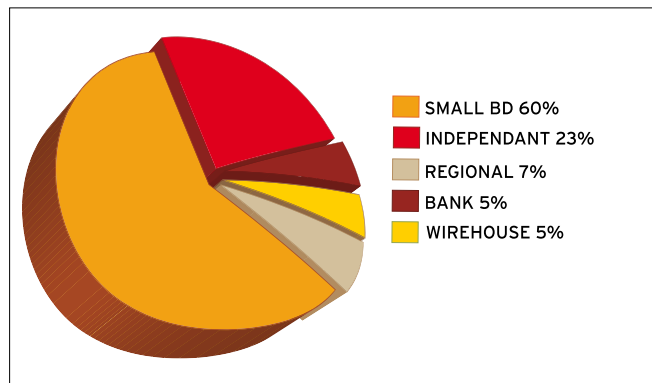
Reach **30,633** Series 8, 9, 10 & 24 Registered Representatives in the U.S.

There are more than **4,800** unique broker dealer firms represented in the distribution database.

Delivered to home addresses where they find a more focused readership.

Our publication is BPA audited 

## CIRCULATION BREAKDOWN BY TYPE OF FIRM



Gender: 85% male / 15% female

Median Age: 46

Median Household Income: \$215,103

Median number of years in the business: 15

Gender: 85% male / 15% female

### Licenses:

20% have a series 8, 9, or 10 (Manager)

82% have a series 24 (Principal)

41% have a series 65 or 66 (RIA License)



# BROKER DEALER

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# READER PROFILE

**92%** of the respondents said they benefited from reading an issue of Broker Dealer Journal.

**25%** of the respondents shared their copy of Broker Dealer Journal with an average of 3 other readers.

**74%** of the respondents said they are the purchasing decision makers at their firm.

In the last 12 months some of their purchasing decisions were for:

- ✦ Software .....**69%**
- ✦ Research .....**47%**
- ✦ Consultants .....**24%**
- ✦ Computers .....**70%**
- ✦ Other .....**10%**

An average of 54 brokers work at the firms managed or owned by the respondents. (The median was 3)

**71%** of the respondents have a direct influence on what their firm sells.

- ✦ Stocks .....**70%**
- ✦ Bonds .....**54%**
- ✦ Mutual Funds ...**66%**
- ✦ Alternative Investments **30%**
- ✦ Insurance .....**55%**
- ✦ Other .....**23%**



**BROKER  
DEALER**  
JOURNAL

# RATE CARD

Color	1x	2x	3x	4x	5x	6x
Center Spreads 21"x12.5" .....	\$15,620	....\$14,839...	\$14,097	..\$13,392 ..	\$12,723	.... \$12,086
Spreads .....	\$14,200	....\$13,490...	\$12,816	...\$12,175....	\$11,566	.... \$10,988
Full page 10.25"x12.5" .....	\$7100	.....\$6745.....	\$6408	....\$6087 .....	\$5783	..... \$5494
Junior page 7.7"x10" .....	\$4700	.....\$4465.....	\$4242	....\$4030 .....	\$3828	..... \$3637
1/2 page horizontal 10.25"x5.96" .....	\$3850	.....\$3658.....	\$3475	....\$3301.....	\$3136	..... \$2979
1/2 page vertical 5.125"x11.92" .....	\$4600	.....\$4370 .....	\$4152	....\$3944 .....	\$3747	..... \$3559
1/4 page 5.125"x5.96" .....	\$2500	.....\$2375.....	\$2256	....\$2143.....	\$2036	..... \$1934

Black and White	1x	2x	3x	4x	5x	6x
Full page: 10.25"x12.5" .....	\$5700	.....\$5415.....	\$5144	....\$4887 .....	\$4643	..... \$4411
Junior page 7.7"x10" .....	\$3750	.....\$3563 .....	\$3384	....\$3215.....	\$3054	..... \$2902
1/2 page horizontal 10.25"x5.96" .....	\$3100	.....\$2945.....	\$2798	....\$2658 .....	\$2525	..... \$2399
1/2 page vertical 5.125"x11.92" .....	\$3650	.....\$3468.....	\$3294	....\$3129.....	\$2973	..... \$2824
1/4 page 5.125"x5.96" .....	\$2000	.....\$1900.....	\$1805	....\$1715.....	\$1629	..... \$1548

PREMIUM - 4 COLOR POSITIONS - 20% SURCHARGE FOR PREMIUM POSITION WHEN AVAILABLE

Accepted Digital Formats: InDesign, Adobe Illustrator or Adobe Photoshop saved as jpg, eps or tiff, PDF files saved as press quality (300 DPI) with fonts and images embedded.

For FTP transfers please call Helen Steiman at 514-844-1521

**Conditions on the usage of advertising space in Broker Dealer Journal:** All advertisements placed in Broker Dealer Journal are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold Broker Dealer Journal and **Qualified Media** (hereafter "The Publisher") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the content or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles.

The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials. The Publisher's liability for any error will not exceed the charge for the advertisement in question.

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# EDITORIAL CALENDAR



## ISSUE •

### Feature •

Last day to submit ad material • Issue ship date

## JANUARY/FEBRUARY •

### Fastest Growing Small BD's •

December 31<sup>st</sup> • out January 16<sup>th</sup>

## MARCH/APRIL •

### Effects of NASD NYSE Merger •

February 18<sup>th</sup> • out March 3<sup>rd</sup>

## MAY/JUNE •

### Riches From Niches •

April 21<sup>th</sup> • out March 5<sup>th</sup>

## JULY/AUGUST •

### The Hidden World of Headhunters •

June 23<sup>rd</sup> • out July 7<sup>th</sup>

## SEPTEMBER/OCTOBER •

### Your BD: When You Should Sell -

and how much would you get •

August 18<sup>th</sup> • out Sept. 2<sup>nd</sup>

## NOVEMBER/DECEMBER •

### Top Ten Revenue Sources for BD's •

October 20<sup>th</sup> • out Nov. 3<sup>rd</sup>

\*Please note that these dates and feature articles are subject to change

## SPECIAL ISSUE • September 30<sup>th</sup> • out October 15<sup>th</sup>

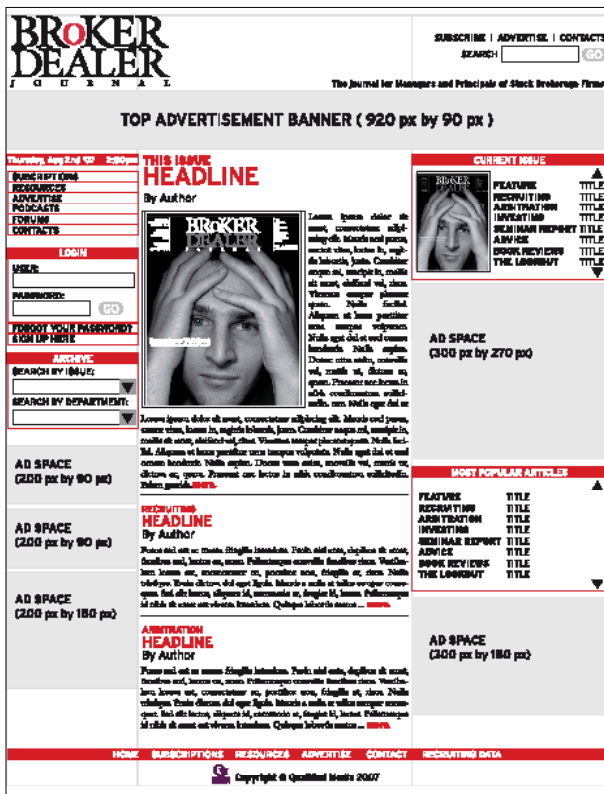
### Technology

### A survey of technology in the Brokerage Industry

- What is being used today.
- New technologies in development.
- How it affects the bottom line.

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**NEW!**  
brokerdealerjournal.com

Coming Fall 2007....  
Brokerdealerjournal.com  
Web 2.0

## Featuring:

- ✦ Downloadable Podcasts on recruiting.
- ✦ Open forums to registered users on many popular topics with expert moderators.
- ✦ Email newsletters sent to 16,000 managers and principals in the brokerage industry covering hot topics such as recruiting and compliance.
- ✦ New advertising options and much more!

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# DATA AND RESEARCH

## BROKER DEALER™ Data



The largest, most comprehensive database of financial advisors and broker dealers in the industry.

### Why Choose Broker Dealer Data?

With over 650,000 financial advisor and stockbroker records - with fields including home and work address, home and work phone number, email addresses, estimated production level rankings, licenses held, and more - the Broker Dealer Data system gives you access to the most comprehensive database of financial professionals anywhere.

For email, direct mail and telemarketing programs, Broker Dealer Data has the best, most effective data. The data is continuously updated and cleansed for quality control and integrity. Our in-house computer services department goes to great lengths to insure you get the best possible data in any variation of selects and screens.

You can search the data using any of our criteria including licenses held, years in the business, firm affiliation, channel (wirehouse, independent, discount, regional, institutional, insurance, or mutual fund), estimated production, and more.

### 82,000 Opt-in email addresses of stock brokers throughout the U.S.

#### Available data fields include:

- Broker Name
- Firm Name
- Home Address
- Work Address
- Test Address
- Home Phone
- Work Phone
- Test Dates
- Licenses Held
- CRD Number
- Estimated Production
- Distance from office

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Have a few simple questions you want answered?

We can send custom surveys by email or direct mail that can uncover critical intelligence used to launch new products or services in the financial industry. Surveys can be sent to specific segments of the database such as S7s at wire houses in the top 10 cities in the U.S. or top producers across the country. Tell us the custom configuration you are looking for and let us put it together for you.

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