



*serving the financial, investment & retirement income planning trade*

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## readership

We offer our advertisers an established audience of financial advisors, producers & agents from a broad section of the advisory channel, including investment & retirement income planners, insurance, annuity and benefits advisors and estate and business planners.

## L&HA /digital magazine

Our digital magazine is published monthly and circulates through our opt-in subscribers: leading advisors working in financial services, investment advisory, corporate planning and the ancillary bank, CPA and attorney channels.

## web / e-marketing

We employ a multi-channel strategy for e-marketing, utilizing our daily e-magazine (L&HA e-newsLink) and our site: [www.lifehealth.com](http://www.lifehealth.com), offering our advertisers a powerful tool to establish greater visibility through the online network.

## e-Mail

LIFE&Health Advisor offers a robust e-blast marketing program designed to provide immediate access and connection to our opt-in subscribers.

**january** -Retirement Income Planning

- Product Focus; Variable Life; Mutual Funds; Alternative Investments
- Emerging Market series: Non-traditional, Ethnic, Cultural & Women's markets
- Social Security Planning

**february** -Longevity and the Planning Challenge

- Product Focus: Long Term Care; UL; ETFs
- Insuring your clients' income, and health, in retirement
- The Advisory Career

**march** - Creating & Preserving Wealth

- Product Focus- Annuities; Managed Funds
- New Investment Strategies
- Alternative investments; Exchange Traded Funds

**april** - Opportunities in the Corporate Marketplace / The evolution of risk management

- Product Focus: Deferred Comp; Voluntary Benefits; DI; COLI
- Strategies for selling in the workplace;
- Understanding the Global Market

**may** - The Advisory Career- Guiding clients safely through retirement

- Product Focus- Universal Life; Mutual Funds; LTCi
- The need for better wealth generating tools / The Longevity challenge
- Emerging Market series: Non-traditional, Ethnic, Cultural & Women's markets

**june** - New Products & Sales Strategies

- Product Focus: Today's Life Insurance Products
- How do we define financial-planner today?
- Planning and Divorce

**july** - Embracing the Benefits, Group & Pension Market

- Product Focus: Voluntary Benefits; Pension and Benefits Programs; Disability; Group Health
- How are retirement income products being sold in the workplace?

**august** - Making Annuities Work

- Product focus: Annuities, Alternatives & LTCi
- The income equation: pre-and post-retirement protection & growth

**september** - Emerging Markets

- Product Focus: ETFs, Mutual Funds; Variable UL;
- The advisory career
- Understand income planning and the advisor's new role

**october** -The Retirement Income Product Line

- Product Focus: Emerging Product Solutions
- Longevity, Social Security and Income planning

**november** -The Executive market

- Product focus: The new benefits, group & executive portfolios
- Pensions and wealth building
- Selling to the Corporate Marketplace

**december** -The Year in Review / 2020 Outlook

- Focus on trends, products and opportunities for success in the planning field

# ADVERTISING RATES

L&HA Digital Edition- Published Monthly

AD SIZE	1-2 X	3-6 X	7-12 X
<b>FULL PAGE — 7.125" x 9.625"</b>			
Digital Edition	\$2005.	\$1804	\$1563
<b>2/3 PAGE — 4.625" x 9.625"</b>			
Digital Edition	\$1892	\$1545	\$1330
<b>HALF PAGE — Horizontal 7.125" x 4.75" Vertical 3.5" x 9.625"</b>			
Digital Edition	\$1570.	\$1308	\$ 1195
<b>1/3 PAGE — Horizontal 4.625" x 4.75" Vertical 2.25" x 9.625"</b>			
Digital Edition	\$ 974	\$ 790	\$ 705
<b>QUARTER PAGE — Horizontal 3.5" x 4.75" Vertical 7.125" x 2.25"</b>			
Digital Edition	\$ 831	\$ 690	\$ 605

Rev. 1/29/13

Daily L&HA e-newsLink:

1X-\$795

2X- 942

3X- 1513

4X- 2085

6X-2427

12X- 4455

call for custom schedules

## Banner Ads (lifehealth.com)

Duration:

Base- @ \$595

Week- @ \$895

Month- @ \$2225

## e-Blast

1X-\$1295

2X- 1943

3X- 3108

4X- 4144

6X-6216

12X- 12,432

## Digital Specs

leaderboard 728x90

Square 300x250

Pop-Up 400x600

## DESIGN SERVICES:

@ \$125/hr

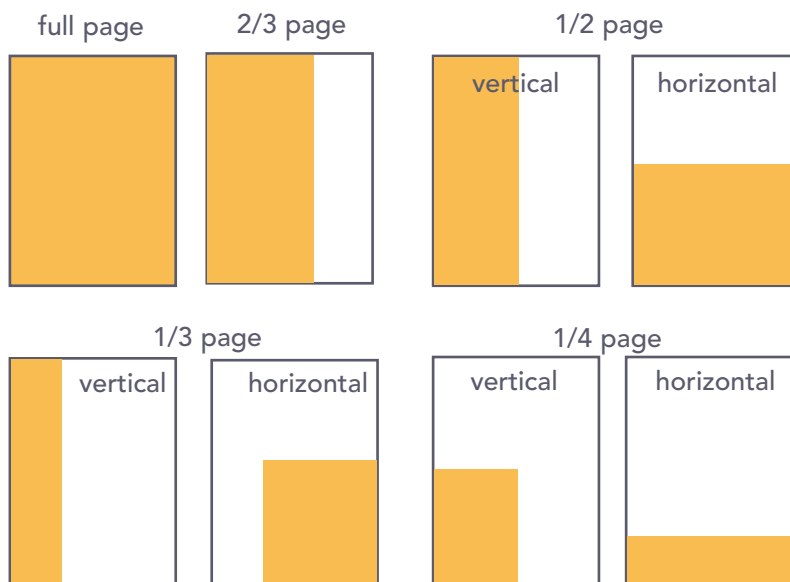
## TERMS:

- space reservation:  
10th of preceding month

- materials due:  
72 hrs before schedule

- 15% agency commission

- contact: Mary Margaret  
McGill  
mmmccgill@lifehealth.com



# demography/advertising specifications

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## circulation

- Digital Magazine (monthly)  
32,486 opt-in subscribers
- e-mail ads (e-blast)  
32,486 targeted opt-in subscribers
- e-magazine: L&HA e-newsLink  
32,486 monthly opt-in subscribers /banner sponsorship available
- online @ [www.lifehealth.com](http://www.lifehealth.com)  
13,222 visitors per month

## readership

- 91% of our readership are licensed to sell insurance and investment products, including life, health, annuities, ltc, securities
- 88% hold a professional designation, such as CFP, CLU, ChFC, RIA
- 61% hold either series 6 or series 7 licenses
- 15% company execs: management, marketing and underwriting
- 42% principal, management, C-Suite

## ad specs/mechanical requirements

Magazine: trim size: 8.125" x 10.625" / live size: 7.125" x 9.625" PDF

Banners: 728x90, 300x250 & 400x600 delivered in HTML; Jpeg; or GIF

- submit all graphicfiles to:  
[info@lifehealth.com](mailto:info@lifehealth.com) or  
mail files to life&health advisor,  
PO Box 2495 Providence RI 02906
- FTP available for large files

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[www.lifehealth.com](http://www.lifehealth.com)  
p.o. box 2495 Providence RI 02906  
[info@lifehealth.com](mailto:info@lifehealth.com)

**ADVISOR**  
MAGAZINE  
insurance investment income