

2022 Digital Media Kit



serving the financial, investment & retirement income planning trade

Readership

We offer our advertisers an established audience of financial advisors, producers & agents from a broad section of the advisory channel, including RIA & Fee-Based advisor, 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, 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; Annuities; Variable Life; Mutual Funds; Alternative Investments
- Today's Income Challenges
- The Advisory Career

february -Longevity and the Planning Challenge

- Product Focus: Annuities; Long Term Care; UL; ETFs
- Insuring your clients' income, and health, in retirement
- ESG & The New Alternatives

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;
- Group / Voluntary Benefits

may - The Evolution Of The Advisory Career

- 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
- The Changing Brokerage Market
- Planning and Divorce

july - 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
- Demystifying Longevity

october -The Retirement Income Product Line

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

november -Today's Benefits Solutions

- Product focus: Group & Pension 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
FULL PAGE — 7.125" x 9.625"			
Digital Edition	\$2205.	\$2004	\$1763
2/3 PAGE — 4.625" x 9.625"			
Digital Edition	\$2092	\$1745	\$1530
HALF PAGE — Horizontal 7.125" x 4.75" Vertical 3.5" x 9.625"			
Digital Edition	\$1770.	\$1508	\$ 1395
1/3 PAGE — Horizontal 4.625" x 4.75" Vertical 2.25" x 9.625"			
Digital Edition	\$ 974	\$ 790	\$ 705
QUARTER PAGE — Horizontal 3.5" x 4.75" Vertical 7.125" x 2.25"			
Digital Edition	\$ 831	\$ 690	\$ 605

Rev. 1/29/13

Daily L&HA e-newsLink:

- 1X-\$1195
- 2X- 1342
- 3X- 1913
- 4X- 2485
- 6X-2827
- 12X- 5055

call for custom schedules

Banner Ads (lifehealth.com)

Duration:

Base- @ \$1095

Week- @ \$1395

Month- @ \$3025

e-Blast

1X-\$1695

2X- 2343

3X- 3508

4X- 4744

6X-7016

12X- 12,432

Digital Specs

leaderboard 728x90

Square 300x250

Pop-Up / eBlast 400x600

DESIGN SERVICES:

@ \$125/hr

TERMS:

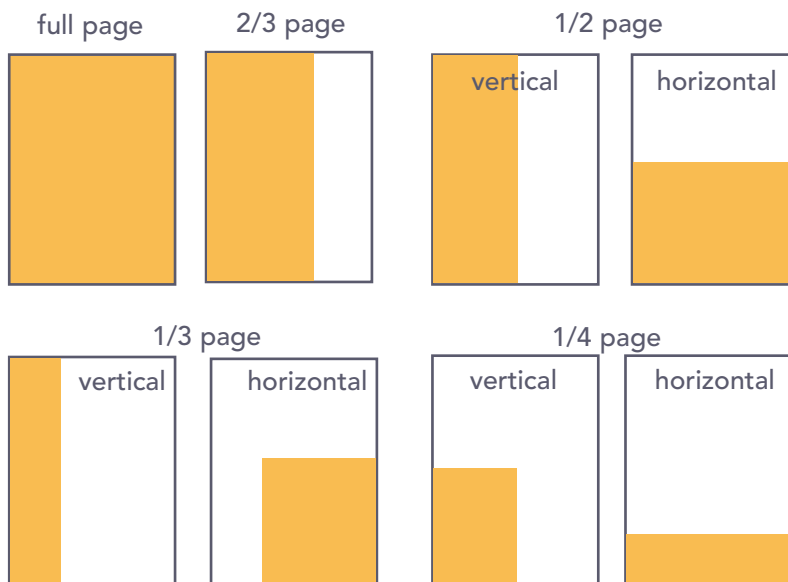
- space reservation:
10th of preceding month

- materials due:
72 hrs before schedule

- 15% agency commission

- contact: Jon Kelley

jkelly@lifehealth.com



demography/advertising specifications

circulation

- Digital Magazine (monthly)
45,333 opt-in subscribers
- e-mail ads (e-blast)
45,333 targeted opt-in subscribers
- e-magazine: L&HA e-newsLink
45,333 monthly opt-in subscribers /banner sponsorship available
- online @ www.lifehealth.com
17,671 visitors per month

readership

87% of our readership are licensed to sell insurance and products, including life, health, annuities, ltc;
61% are RIA and Fee Based advisors, including series 6 or series 7 licenses;
52% are working in the Group, Benefits & Pension market
78 % hold a professional designation, such as CFP, CLU, ChFC, RIA
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 or
mail files to Advisor Magazine advisor,
PO Box 2495 Providence RI 02906
- FTP available for large files

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ADVISOR
MAGAZINE
insurance investment income