

# 2023 Digital Media Kit



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 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](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.

## 2023 editorial calendar

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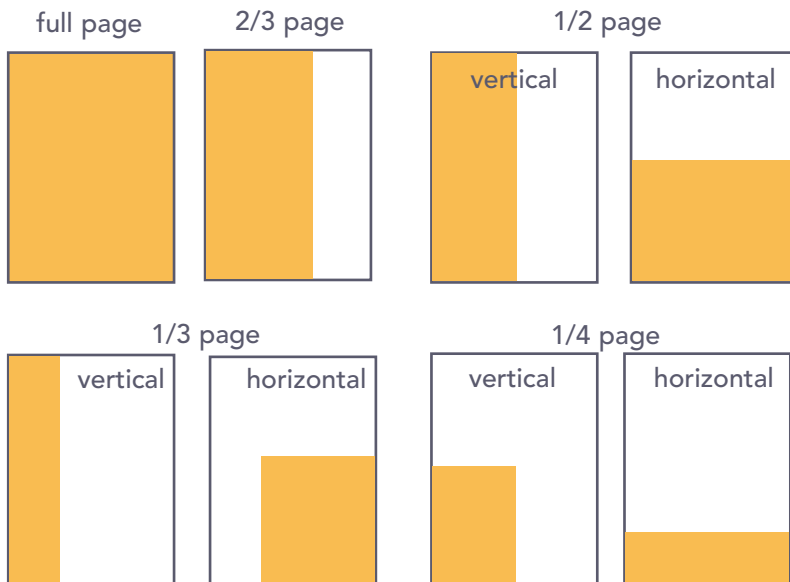
- jan -Retirement Income Planning
  - Product Focus; Annuities; Variable Life; Mutual Funds; Alternative Investments
  - Today's Income Challenges
  - The Advisory Career
- feb -The New Finance Of Longevity
  - Product Focus: Annuities; Long Term Care; UL; ETFs
  - Insuring your clients' income, and health, in retirement
  - ESG & The New Alternatives
- mar -Creating & Preserving Wealth
  - Product Focus- Annuities; Managed Funds
  - New Investment Straegies; Crypto-Currencies
  - Alternative investments; Exchange Traded Funds
- april -Advising In The Worksite / The evolution of risk management
  - Product Focus: Deferred Comp; Voluntary Benefits; DI; COLI
  - Strategies for selling in the workplace;
  - Group / Voluntary Benefits
- may -Today's 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 Startegies
  - 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?
- aug - Income & Longevity
  - Product focus: Annuities, Alternatives & LTCi
  - The income equation: pre-and post-retirement protection & growth
- sept - Emerging Markets
  - Product Focus: ETFs, Mutual Funds; Variable UL; Crypto-Currencies
  - The advisory career
  - Demystifying Longevity
- oct -The Retirement Income Product Line
  - Product Focus: Annuities; Emerging Product Solutions
  - Longevity, Social Security and Income planning
- nov -Today's Benefits Soutlions
  - Product focus: Group & Pension Portfolios
  - Pensions and wealth building
  - Selling to the Corporate Marketplace
- dec -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</b>	7.125 x 9.625		
Digital Edition	\$2205.	\$2004	\$1763
<b>2/3 PAGE</b>	4.625 x 9.625"		
Digital Edition	\$1992	\$1745	\$1530
<b>HALF PAGE</b>	Horizontal 7.125 x 4.75 Vertical 3.5 x 9.625		
Digital Edition	\$1770. 1395	\$1508	\$
<b>1/3 PAGE</b>	Horizontal 4.625 x 4.75" Vertical 2.25 x 9.625		
Digital Edition	\$974	\$ 790	\$ 705
<b>QUARTER PAGE</b>	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

## Banner Ads

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:

ES:  
 @ \$125/hr

## TERMS:

- space reservation: 10th of preceding month

# demography/advertising specs

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## circulation

- Digital Magazine (monthly)  
46,177 opt-in subscribers
- e-mail ads (e-blast)  
46,177 targeted opt-in subscribers
- e-magazine: L&HA e-newsLink  
46,177 monthly opt-in subscribers /banner sponsorship available
- online @ [www.lifehealth.com](http://www.lifehealth.com)  
19,200 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 digital requirements

Magazine: 7.125" x 9.625"

Banners: 728x90, 300x250 & 400x600 (HTML)

- submit all graphic files in HTML or digital files - PDF; Jpg; GIF to:  
[info@lifehealth.com](mailto:info@lifehealth.com) or
- FTP available for large files

rev 10/2022

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**ADVISOR**  
MAGAZINE  
insurance investment income