

2024 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.

2024 editorial calendar

- 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 - Accumulating Wealth
 - Product Focus- Annuities; Managed Funds
 - New Investment Straegies; Crypto-Currencies
 - Alternative investments; Exchange Traded Funds
- april -The Benefits Market / Risk Management
 - Product Focus: Deferred Comp; Voluntary Benefits; DI; COLI
 - Strategies for selling in the workplace;
 - Group / Voluntary Benefits
- may -Evolution Of The Advisor
 - 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 -Benefits, Group & Pension PLanning
 - 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: New Annuity strategy, Mutual Funds; Variable UL;
 - Investment timelines & strategy
 - Meet the 'hybrid' advisor
- oct -Retirement Income
 - Product Focus: The new longevity; Emerging Product Solutions
 - Social Security & Medicare planning
- nov -Benefits Soutions
 - 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
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:
 Advisor e-newsLink:
 1X-\$1595
 2X- 1842
 3X- 2413
 4X- 2985
 6X-3427
 12X- 5555

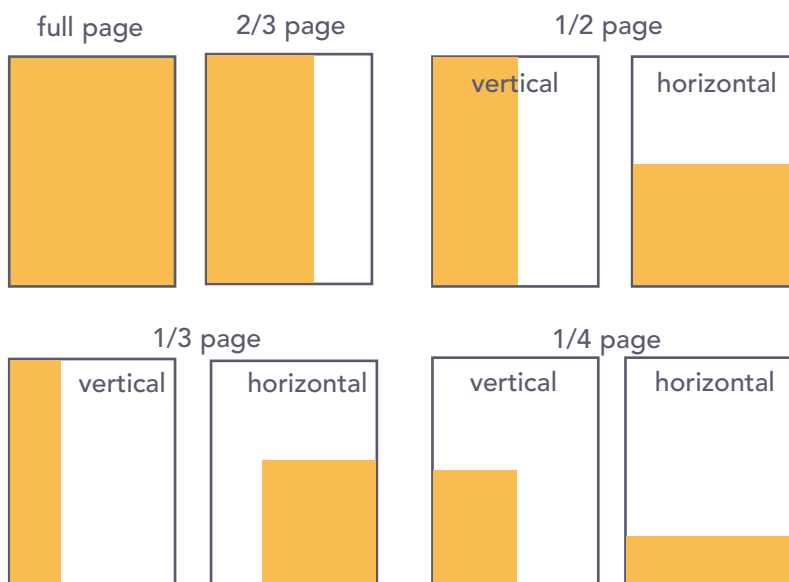
Banner Ads Duration:
 Base- @\$1495
 Week- @\$2595
 Month- @\$3525

e-Blast
 1X-\$1995
 2X- 2643
 3X- 3808
 4X- 5044
 6X-7416
 12X- 15,666

Digital Specs
 leaderboard 728x90
 Square 300x250
 Pop-Up / eBlast 400x600

DESIGN SERVICES:
 @ \$225/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 specs

circulation

- Digital Magazine (monthly)
49,012 opt-in subscribers
- e-mail ads (e-blast)
49,012 targeted opt-in subscribers
- e-magazine: L&HA e-newsLink
46,177 monthly opt-in subscribers /banner sponsorship available
- online @ www.lifehealth.com
12,200 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; 58% 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 or
- FTP available for large files

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ADVISOR
MAGAZINE
insurance investment income