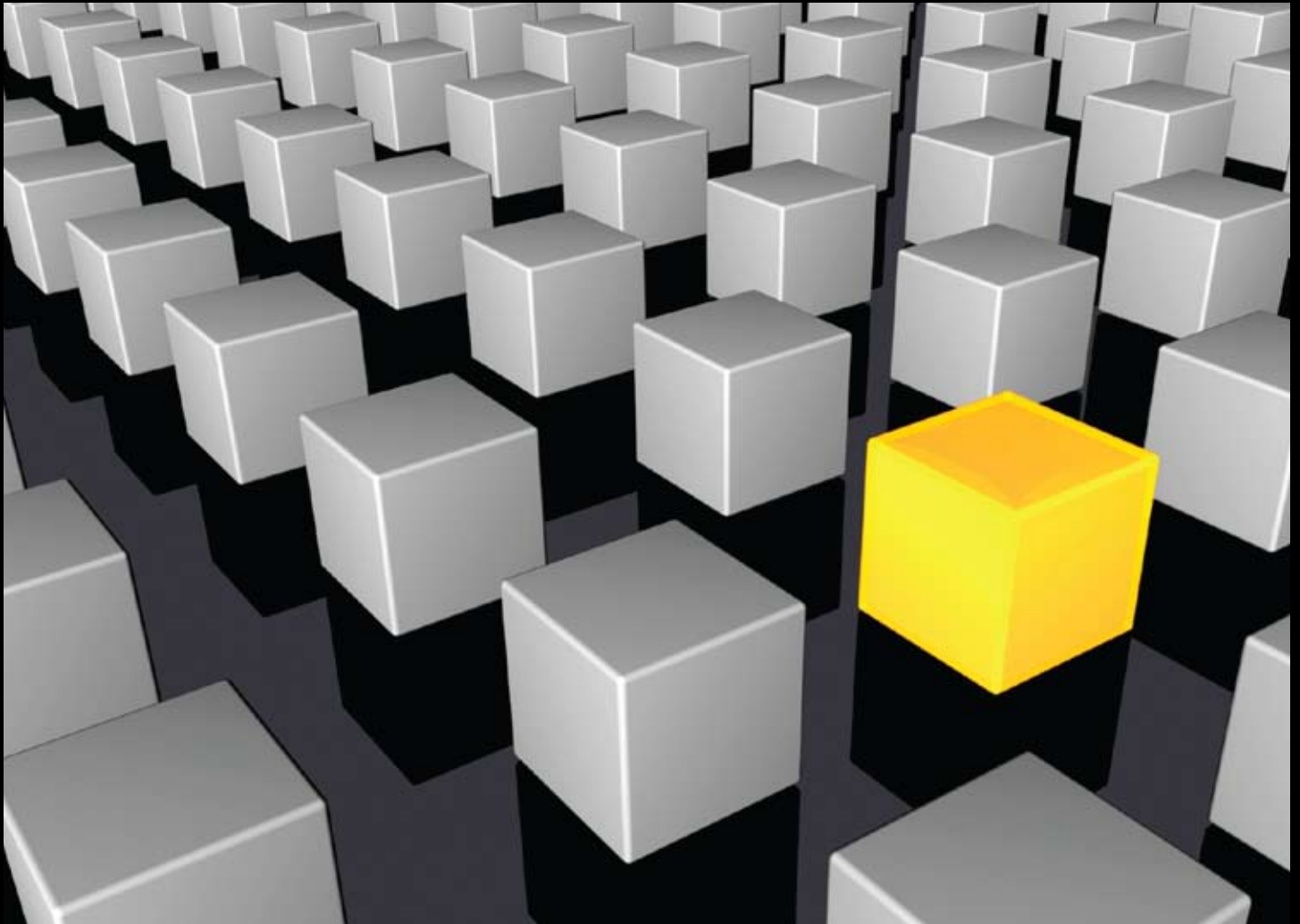



THE JOURNAL OF The New York Society of Security Analysts

# THE INVESTMENT PROFESSIONAL



**The Gold Standard for the Financial Industry**

*Media Kit*



**THE INVESTMENT PROFESSIONAL**, published quarterly by the New York Society of Security Analysts, Inc., educates readers in the finance and banking sectors on the forces that shape their business. The journal provides unbiased coverage of industry developments, detailed analyses of current data and trends, engaging profiles of preeminent players, and keen insights into career management. Through factual reporting and theoretical investigations from a variety of investment schools, *The Investment Professional* establishes itself at the forefront of the investment arena, and serves as a channel for discussion and analysis among the leading voices in the financial community.

# THE INVESTMENT PROFESSIONAL

## Readers

Total readers: 11,400

<u>Top 15 Employers</u>	<u>% of Readership</u>	<u>Top 15 Titles</u>	<u>% of Readership</u>
JPMorgan Chase	2.63%	Vice President	11.86%
Goldman Sachs	2.47%	Managing Director	6.49%
Merrill Lynch	2.15%	Reporting Analyst	5.42%
Citi	2.08%	Portfolio Manager	4.72%
UBS	1.95%	Senior Vice President	3.37%
Morgan Stanley	1.81%	Director	3.06%
Lehman Brothers	1.74%	Analyst	2.82%
Deutsche Bank	1.65%	President	2.76%
Credit Suisse	1.47%	Principal	2.03%
BlackRock	1.21%	Associate	1.45%
Bear Stearns	1.17%	Assistant Vice President	1.06%
Standard & Poor's	1.10%	Director of Research	1.05%
Bank of America	0.99%	Partner	0.84%
Prudential	0.91%	Chief Investment Officer	0.83%
AIG	0.73%	Equity Analyst	0.82%

<u>Regions</u>	<u>% of Readership</u>	<u>Top 15 States</u>	<u>% of Readership</u>
United States	98.15%	New York	61.52%
Asia	0.57%	New Jersey	22.23%
United Kingdom	0.54%	Connecticut	6.93%
Canada	0.18%	Pennsylvania	1.48%
Continental Europe	0.17%	California	0.94%
		Massachusetts	0.89%
		Florida	0.64%
		Illinois	0.43%
		Virginia	0.39%
		Maryland	0.33%
		Texas	0.30%
		North Carolina	0.22%
		Georgia	0.17%
		Colorado	0.16%
		District of Columbia	0.14%

<u>Average Annual Base Salary</u>	<u>% of Readership</u>
\$175,000–\$190,000	39%
\$50,000–\$75,000	17%
\$190,000–\$220,000	8%
\$300,000–\$500,000	8%
\$75,000–\$90,000	3%
Undisclosed Senior Partner and CEO Salary	25%

# THE INVESTMENT PROFESSIONAL

## Advertising Rates

	<u>1X</u>	<u>2X</u>	<u>3X</u>	<u>4X</u>
Full Page	\$4,800	\$4,560	\$4,440	\$4,320
2/3 page	3,840	3,648	3,552	3,456
1/2 page	2,880	2,736	2,664	2,592
1/3 page	2,160	2,052	1,998	1,944
Inside Front Cover	5,280	5,016	4,884	4,752
Inside Back Cover	4,944	4,697	4,573	4,450
Outside Back Cover	5,760	5,472	5,328	5,184
2-Page Spread	9,120	8,664	8,436	8,208

For more information or space reservations, please email [ads@theinvestmentprofessional.com](mailto:ads@theinvestmentprofessional.com).

# THE INVESTMENT PROFESSIONAL

## Specifications

Ad Size	Nonbleed	Trim	Bleed
2 Page Spread	15" x 9½"	16½" x 10½"	16¾" x 10¾"
Full Page/Cover	7" x 9½"	8¼" x 10½"	8½" x 10¾"
1/2 Page Spread	15" x 4⅝"	16½" x 5⅞"	16¾" x 5¼"
2/3 Page Vertical	4½" x 9½"	5¼" x 10½"	5⅜" x 10¾"
1/2 Page Horizontal	7" x 4⅝"	8¼" x 5⅞"	8½" x 5¼"
1/3 Page Vertical	2⅞" x 9½"	2⅞" x 10½"	3" x 10¾"
1/3 Page Square	4½" x 4⅝"	5¼" x 5⅞"	5⅜" x 5¼"

**Safety:** ⅜" from bleed  
¼" from trim  
⅛" for type across the gutter (⅛" on each side)

**Binding:** Perfect binding

**Trim Size:** 8¼" x 10½"

**Printing:** 175-line screen  
swop standards apply; maximum density of ink coverage is 300%.

### File Delivery:

The preferred format is high-resolution PDF. Macintosh-based files created in Photoshop, Illustrator, and InDesign (CS 2+) are also accepted, but must be accompanied by associated fonts and images. Photos must be CMYK and preferably 350 DPI, but at least 300 DPI. Supply all fonts, even if embedded or outlined.

Send a contract-quality proof to the address below.

Email [production@theinvestmentprofessional.com](mailto:production@theinvestmentprofessional.com) with questions regarding production.

Upload files to the following FTP site:  
site address: <ftp://marketing@38.96.140.173>  
user name: market  
password: nyssa2008

Or send a disk (with accompanying proof) by overnight courier:

Magazine Production Department  
The New York Society of Security Analysts  
1177 Avenue of the Americas, 2nd floor  
New York, NY 10036

Disks will be returned upon request. All material will be destroyed after 12 months unless otherwise specified.