

Kiplinger's Integrated Services

Making Money Work



Kiplinger BUSINESS FORECASTS AND
PERSONAL FINANCE ADVICE

Kiplinger's
PERSONAL FINANCE

Partner with a prestigious brand built on a heritage of trust and known for authoritative financial advice. Reaching new prospects and existing customers with media which will help increase retention and revenue per customer, increasing your ROI and bringing your target audience the information they need to make informed decisions. Kiplinger's Integrated Services will customize your marketing message and deliver in a format that will extend the overall reach and effectiveness of your campaign.

KIPLINGER'S PERSONAL FINANCE

For almost 60 years, Kiplinger's has been providing personal finance guidance with a consistent, timely and authoritative voice. Our readers recognize this solid foundation and place their trust in the magazine.

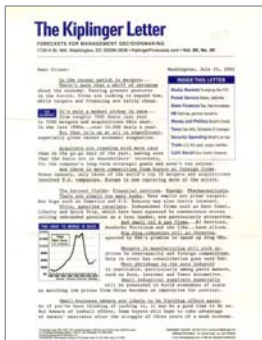


SINGLE ISSUE PUBLICATIONS

Newsstand distribution 250,000
MUTUAL FUNDS *On Newsstands: Spring*
 Fact-packed guide that helps make smart and profitable mutual fund investments.
RETIREMENT PLANNING *On Newsstands: Fall*
 Filled with sound planning strategies and carefully researched investment advice to assure a rich, worry-free retirement.
SAFE INVESTING *On Newsstands: Winter*
 Authoritative and discerning guidance for pumping up your assets' earning power while prudently managing risk.

Print

NEWSLETTERS:
 Kiplinger's Retirement Report
 The Kiplinger Letter
 The Kiplinger Tax Letter
 The Kiplinger Agriculture Letter
 The Kiplinger California Letter



AUDIO CONFERENCES
 Kiplinger's sponsored Audio Conferences provide interactive access to a highly responsive and influential audience eager to hear and converse with our experts. Partner with KPF to deliver the latest business and personal finance topics in today's world.





KIPLINGER.COM

Advertising placements on Kiplinger.com are an excellent way to help build your business. Kiplinger.com offers up-to-the-minute financial news, informative columns, financial calculators, stock quotes and selections from Kiplinger's Personal Finance magazine.

Co-registration Program:

Increase your customer base via user information from our opt-in newsletter sign-up. Information can include users' names, email addresses, mailing addresses and phone numbers. Leads can be sent on a daily basis to your marketing department.

Email Newsletter Sponsorship:

Deliver your message to our users who have opted-in to receive email updates on their favorite personal finance subjects and columns. Submit up to 5 lines of copy, up to 50 characters of text per line, and a URL to your landing page.

Online

CUSTOM SOLUTIONS

Kiplinger's personal finance resources are unparalleled. Partner with us to extend customized content to your current and prospective clients. Our editorial topics include all aspects of personal finance, from investing and money management to teaching kids about money; to sound estate planning, retirement and much more. We can format an idea just right for your marketing objectives, and delivery of your customized content may be distributed in any way that suits your goals best: booklets, cds, in-book solutions, as well as online webinars, podcasts, and CD-ROMs.



- **Printed Booklets**
- **Electronic Booklets (.pdf)**
- **Removable Booklet in KPF**
- **Insert "Tip" Cards in KPF**
- **Licensed Web Content**
- **Software**
 - Your Family Records Organizer CD
 - Kiplinger's Complete Legal Pro
- **Custom Content**
 - Retirement Planning DVD
- **Podcasts**
- **Webinars**



In a private label environment, Kiplinger is a contractor that can create custom content on your behalf. The writers, editors, and designers of Integrated Services can develop or contribute to your client communications whether it's a newsletter (print or electronic), magazine (monthly, quarterly), videos or other type of client outreach. In the private label scenario, Integrated Services is your behind-the-scenes partner, providing insight and expertise on story ideas, themes, implementation and execution. And if you like, Integrated Services can handle the production and fulfillment of your newsletter or magazine.

Custom



KIPLINGER'S VIRTUAL OUTLOOK

Kiplinger's has one of the most loyal readerships among all magazines. VIRTUAL OUTLOOK, our online reader panel managed by MRI, has 5,300 (and growing) affluent readers eager to share their views. We will tailor any study to meet an advertiser's research needs. Kiplinger's VIRTUAL OUTLOOK offers great flexibility in sorting surveys based on demographic and product usage targets.

SUBSCRIBER DATABASE

Tap into Kiplinger's database of loyal, affluent and involved readers of the magazine and newsletters. Segment our audience with specific criteria to reach your core target, and let us coordinate a mailing to deliver a supplied or created piece directly to your prospective customers.

Readers

INTEGRATED SOLUTIONS:

- Kiplinger's Personal Finance
- Retirement Planning Guide
- Safe Investing
- Mutual Funds
- Kiplinger's Retirement Report
- Online Opportunities
- Email Newsletter Sponsorship
- Custom Publishing
- Custom Podcasts
- Content Licensing
- Custom Research
- Subscriber Database

"We view our primary mission to be helping people make money and make it grow, for whatever purposes... We pride ourselves on helping people of different stages of life, different income levels, manage their money better." — Knight Kiplinger

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