

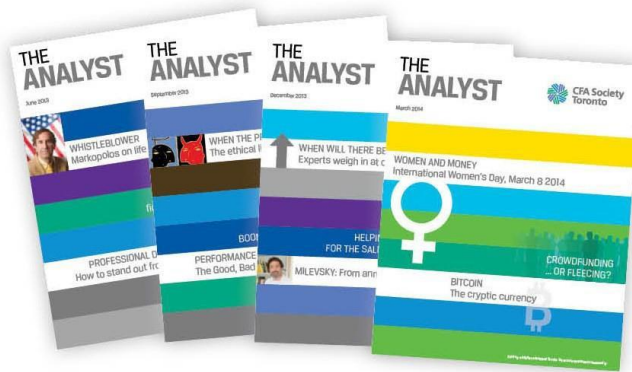
THE ANALYST



CFA Society
Toronto

ADVERTISING RATE CARD 2016

Effective December 2015



CFA Society Toronto

The Analyst is distributed to over 8,500 members on a quarterly basis. Articles on industry developments and investment themes are highlighted along with member profiles and information on society happenings.

CFA Society Toronto is a not-for-profit organization supporting the professional development and advancement of CFA® charterholders. The society provides member services including educational programs, sponsored events, job placements, and networking opportunities.

The Toronto society's membership is comprised of portfolio managers, investment analysts, corporate finance executives, academics, and other investment professionals who practice in a variety of fields, including investment counseling and management, banking, insurance, investment banking and brokerage firms, government agencies, regulators, and the financial media.

ADVERTISE IN THE ANALYST

CFA Society Toronto supports the professional and business development of more than 8,500 CFA charterholders in Toronto, making it the second largest CFA Society in the world.



“As a marketing platform The Analyst gives us access to the highest calibre of potential clientele any business could hope for. We love the colourful magazine style and are thrilled with the exposure it has given to our firm.

Jane Forfar, CEO
A.L.F. Group Services Inc.



“The Analyst has been an effective vehicle to raise the profile of the Rotman Master of Finance program amongst the CFA community.

Eva Hughes, Assistant Director
Rotman School of Management



78%
hold a bachelors degree



28%
hold a masters degree



11%
hold an MBA

ABOUT OUR MEMBERS



95%

of our members hold their global chartered financial analyst designation



AGE



27%
35 & under



40%
36-45



24%
46-55



7%
56-65



2%
65+

The median income for Canadian charterholders based on the last compensation survey (this includes bonuses, profit sharing, stock awards and options)

\$280,454



OCCUPATIONS



CFA SOCIETY TORONTO
advertising@cfatoronto.ca



CFA Society Toronto

Demographics

Reader Profile*

CFA Society Toronto currently has over 8,500 members primarily comprised of Financial Analysts and Portfolio Managers

CFA Charterholder Information	
	% OF MEMBERSHIP
CFA Charterholder	95%
Non-charterholder	5%

Select Occupations (Primary Job Function)*	
	% OF MEMBERSHIP
Accountant/Auditor	4.8%
Broker	1.7%
Chief Executive	6.4%
Consultant	5.7%
Corporate Financial Analyst	5.4%
Financial Advisor	3.9%
Investment Banking Analyst	5.0%
Manager of Managers	3.2%
Portfolio Manager	22.7%
Private Banker	0.3%
Relationship Manager	5.5%
Research Analyst	13.3%
Risk Manager	7.9%
Strategist	2.6%
Trader	4.6%
Other	5.7%
Performance Measurement Specialist	1.3%

Age Distribution	
	% OF MEMBERSHIP
35 or younger	27%
36-45	40%
46-55	24%
56-65	7%
older than 65	2%

Gender	
Female	20.1
Male	79.9

Buy Side - Sell Side	
Buy Side	42.4%
Sell Side	16.8%
Buy Side/Sell Side	5.4%
Neither	35.3%

Primary Investment Practice	
Commodities	1.2%
Derivatives	5.7%
Equities	38.1%
Fixed Income	14.1%
Foreign Currency	1.4%
Hedge Funds	2.3%
Indexed	0.6%
Private Equity	3.8%
Real Estate	3.0%
Structured Products	2.2%
Venture Capital	0.5%
Other	7.9%
Not applicable	19.2%

*Based on a 99% response rate—March 2015 Members may choose more than one category



Advertising Rates		
4 Colour		
	1x	3x
Full Page	\$1980	\$1880
2/3 Vertical	\$1485	\$1410
1/2 Island	\$1385	\$1315
1/2 Horizontal	\$990	\$940
1/3 Page Horizontal	\$650	\$618
1/4 Page	\$495	\$470
1/3 Page Wraparounds	\$1980	N/A

Closing Dates		
Issue	Space Close Date	Material Close Date
March 2016	Jan 7	Jan 18
June 2016	Apr 6	Apr 20
September 2016	Jul 5	Jul 18
December 2016	Oct 11	Oct 24

General Information

- a. Advertiser and advertising agency agree that CFA Society Toronto shall be under no liability for its failure to publish any advertisement, regardless of the reason.
- b. Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of the publisher affecting production or delivery in any manner.
- c. Publisher reserves the right, exercisable in its sole discretion, to refuse to publish any advertisement.
- d. The word "advertisement" will be placed above copy which, in the opinion of the publisher, resembles editorial matter.
- e. Advertisers and advertising agencies assume liability for all content (including text, representations & illustrations) of advertisements printed, and agree to indemnify publisher for any claims arising against the publisher in respect of such advertisements.
- f. Publisher is not bound by any conditions, printed or otherwise, on contracts or copy instructions when

- g. such conflict with policies covered by this rate card.
- g. Frequency discounts are earned within a 12 month period excluding overlay/wrapper ads.
- h. All space must be confirmed by written order or email instructions received prior to the material closing date.

TERMS

- i. Net amount due 30 days from billing date. Accounts payable in Canadian dollars.
- j. Cancellations must be in writing and are subject to publisher's approval. No cancellations will be accepted after the space closing date for the issue in question.

TAX

The government requires that all published advertising bear a HST of 13% unless purchased by an organization that is zero-rated under the legislation. Our published rates do not include HST. HST will be added to the invoices and clearly identified.



Mechanical Requirements

Dimensions (Inches)	Width	Depth	Live Area	With .125 Bleed
Full Page	8.5	11	8 x 10.5	8.75 x 11.25
1/2 Page Horizontal	8.5	5.5	8 x 5	8.75 x 6.625
1/2 Page Vertical	4.25	11	3.75 x 10.5	4.375 x 11.25
1/4 Page	3.625	4.75	3.5 x 4.5	N / A
1/3 Page Vertical	2.625	11	2.625 x 10.5	N / A
1/3 Page Banner	8	3.5	8 x 3.5	N / A

Production Specifications

- Only electronic files accepted
- Complete ads must be provided in either EPS, TIFF or press-optimized PDF format, CMYK (not RGB), 'size as' and at 300 dpi or higher
- Preferred formats are Adobe InDesign, Illustrator, Photoshop or Acrobat PDF–CS4 or lower provided all fonts are outlined, all colour is converted to CMYK (Please note: QUARK, COREL DRAW, PUBLISHER, POWER POINT and MICROSOFT WORD FILES CANNOT BE ACCEPTED)
- Include all fonts and high resolution images in TIFF or EPS format (CMYK, no RGB) with a resolution of 300 dpi
- Spot colours will be converted to process colours prior to printing, possibly resulting in colour shifts
- (We are not responsible for minor registration or colour-shifts with four-colour ads)
- All ads should be accompanied by a hard copy proof or PDF for review

Material deadline:

- Files under 5mb in size may be emailed to nsummers@cfatoronto.ca
- Please contact CFA Society Toronto to arrange alternate method for electronically delivery for files over 5MB
- Files provided on DVD may be delivered to:

CFA Society Toronto
120 Adelaide St. West, Suite 701 Toronto,
ON M5H 1T1

Contact Information

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