

The logo for the Financial Planning Association (FPA), consisting of the letters 'FPA' in a white, sans-serif font on a dark blue square background.

FINANCIAL
PLANNING
ASSOCIATION

A background image of a diverse group of smiling professionals in business attire, overlaid with a semi-transparent blue filter. The group includes men and women of various ethnicities, all looking towards the camera.

2025 Marketing Media Kit



Let's Partner to Support Financial Planners

For 25 years, the Financial Planning Association® (FPA®) has been the leading membership organization and trade association for CERTIFIED FINANCIAL PLANNER® professionals and those engaged in the financial planning process.

Today, FPA has more than 16,000 members, approximately 75% of whom are CFP® professionals. Just as FPA is the partner in planning for our valued members, so are our corporate partners like you.

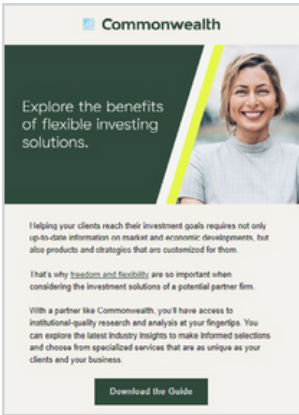
We look forward to working with you to support the professional growth of today's financial planning professionals and welcome the opportunity to build a valuable, mutually beneficial relationship.

Your Partner in Planning™

EMAIL MARKETING

FPA offers diverse opportunities for organizations to engage with their target audiences through multiple channels. We look forward to partnering with you to maximize your visibility and help you achieve your goals.

Dedicated Emails | \$8,500/email



A dedicated email from FPA on your organization's behalf provides an efficient and effective way to place your brand, product, or content in front of FPA members. Includes a header graphic, logo placement, subject line and message, disclaimer/fine print text, call to action, and link to additional information. Distributing from FPA's email address enhances the likelihood that your message will be noticed and opened, as it originates from their trusted membership organization.

- Use FPA's template or send your HTML
- Sent weekly on Fridays
- Dates to be determined
- Average engagement YTD 2024: reach 10,944 | opens 20.93% | clicks 5.29%

Weekly Wrap Insertions | \$3,700/insertion



Place your content within FPA's all-member email newsletter, the FPA Weekly Wrap. This native content format allows you to share information without reader fatigue. Members engage most with thought leadership content and industry insights.

- Includes a title and 30-word description, call to action, and link to your content
- Sent weekly on Mondays
- Dates to be determined
- Average reach 15,680, opens 21.73%, clicks 8.35%

NexGen e-Newsletter Article | \$2,600/each



This quarterly e-newsletter supports and engages the FPA NexGen community, which has members with eight or fewer years of experience. Connect with new financial planners by offering information and guidance in a native content format.

- Includes a title and 30-word description, call to action, and link to additional content on your website
- Sent the first week of each quarter in January, April, July and October
- Average reach 1,500, opens 24%, clicks 8%

FPA Chapter Leaders e-Newsletter | \$2,700/insertion

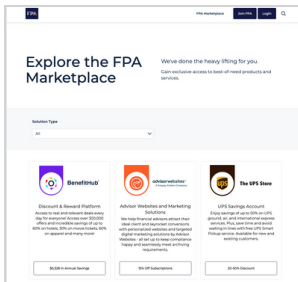


Connect with FPA chapter leaders to share information and new content. Use this space to announce an educational series, regional engagements, or opportunities to connect in person.

- Includes a title and 30-word description, call to action, and link to additional content on your website
- Sent on the 15th of each month
- Average reach 700, opens 30%, clicks 11%

ADDITIONAL MARKETING CHANNELS

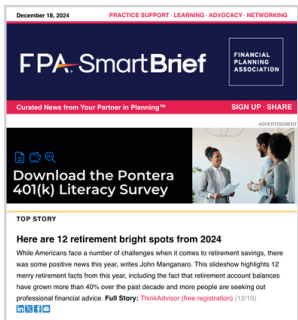
FPA Marketplace | Free



Boost awareness through an FPA Marketplace listing. This centralized benefits hub offers exclusive discounts and access to members. Boost your FPA Marketplace listing with email insertions or *Journal of Financial Planning* ads.

Contact:
FPA Strategic Partnerships Team
strategicpartnerships@onefpa.org

FPA SmartBrief | Contact for Pricing Options



Leverage this three-times-weekly newsletter to maintain brand awareness, showcase thought leadership, and generate qualified leads.

Contact:
Kayla Mancusi, Senior Account Director at SmartBrief
kayla.mancusi@futurenet.com

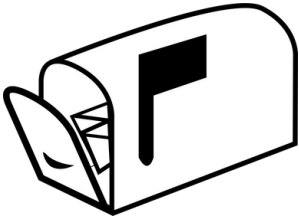
FPA Job Board | Contact for Pricing Options



FPA can help your organization with your hiring needs. Find your next great employee on a leading niche career center for financial planning professionals.

Contact:
FPA Membership Team
info@onefpa.org

USPS Mailer | \$400 per 1,000 records



Tangibly share information. Mail postcards or other information to members using a bonded mail house. Purchase the list from FPA and fulfill through Dimaco.

Contact:
FPA Strategic Partnerships Team
strategicpartnerships@onefpa.org

FPA LIVE | \$12,500/quarter



FPA LIVE is a lively series of conversations with thought leaders and trailblazers in and outside financial planning. Each episode goes live on FPA's social media channels (LinkedIn and Facebook), offering viewers fresh perspectives on trends, strategies, and more. Twenty-six episodes will be held live at least twice each month and run for up to 20 minutes.

As an FPA LIVE partner, your brand will be front and center with opportunities to connect with an engaged audience through multiple touch points:

- On-Air Brand Callout: A 30-second promotional read at the start of each episode.
- End-of-Episode Recognition: Acknowledgment of your support at the close of every episode.
- Social Media Shoutouts: Recognition in every social media post promoting the live episode and the on-demand recording.
- Guest Spotlight: Appear as our guest on one FPA LIVE episode to share your support for FPA and highlight your contributions to the financial planning community.

This partnership spotlights your brand, aligning you with forward-thinking conversations that captivate the financial planning community and beyond.

**Why do companies like yours
enjoy partnering with FPA?**

Watch this video to find out!



OTHER EXCITING OPPORTUNITIES

FPA Business Hub | Contact for Pricing Options

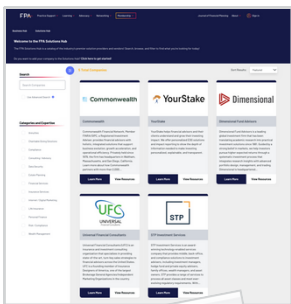


The FPA Business Hub is a top content marketing and lead generation platform for vendors targeting financial planners. It showcases vendor thought leadership—whitepapers, guides, research, and reports—to an engaged audience. FPA drives traffic and delivers qualified leads on a performance-based, cost-per-lead model.

- Targeted Exposure to Financial Planners: Reach an audience of CFP® professionals who rely on trusted, third-party resources to enhance their knowledge and business.
- Qualified Lead Generation: Capture high-quality leads by gating content, gathering contact info from genuinely interested prospects.
- Performance-Based Pricing: You pay only for the leads you receive, reducing risk and aligning costs with actual outcomes, ensuring measurable ROI for your investment.
- Thought Leadership Opportunity: Position your brand as a leader in financial planning by providing valuable, insightful content to a highly engaged and relevant audience.
- Real-Time Reporting Dashboard: Access metrics, reports, and leads in a web-based dashboard and see what's resonating with your target audience.

Schedule a demo today and see the program in action. Contact Tyler Gilham, Director of Sales at Lead Marvels, at tgilham@leadmarvels.com

FPA Solutions Hub | Contact for Pricing Options



The FPA Solutions Hub is an interactive directory linking financial planners to curated industry solution providers, including vendors, consultants, sponsors, and exhibitors. This user-friendly platform enables planners to easily find trusted resources while offering vendors a targeted way to showcase their products and services to an engaged audience.

- Targeted Visibility: Reach an engaged audience of financial planners seeking solutions to grow their businesses and better serve clients.
- Customizable Vendor Listings: Showcase your offerings with detailed profiles featuring product descriptions, testimonials, resources, and member benefits to stand out in a competitive marketplace.
- Flexible Tiered Packages: Choose from three tiers offering scalable features to fit your marketing goals and budget, from basic visibility to premium sponsorships.
- Real-Time Insights and Control: Use a powerful dashboard with real-time analytics and tools to manage your page, monitor engagement, and track performance.

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Let's Connect!

FPA is proud to be a partner in planning for our members, and we look forward to being your partner in helping drive awareness of your brand among the financial planning community.

DENNIS MOORE, MBA, CFP®

Chief Operating Officer
Financial Planning Association

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303.867.7102

[Learn More!](#)