informa engage

Wealth Management Research Channel

Exclusive Sponsorship Opportunity

Wealth Management Research Channel

Align with credible research to establish authority and generate leads.

Strengthen your thought-leadership position by sponsoring one of Wealth Management's expert-developed, market-facing research reports. This high-value content engages your audience and positions your company at the forefront of an issue, increases brand awareness and generates quality leads.

DETAILS

Choose from one of our editorially-driven surveys on timely, hot-button issues & trends conducted by Informa's highly accredited research team.

Final report seamlessly positioned alongside our credible editorial content – appears in relevant site categories & optimized for search.

Exclusive, competitive-free environment, all pages feature your logo (optional) & ads.

Mobile-friendly, easy-to-digest format, including 4-6 "snackable" sections & an intuitive navigation that encourages users to read entire report as well as a downloadable PDF.

Multi-channel promotional campaign, including emails & newsletters (100k+ impressions) with reach into 100% of the financial advisory & wealth planning communities.

Weekly lead report & monthly performance metrics including ad impressions/clicks/CTR.

Enhancement options include development of a custom survey/report, inclusion in a print issue of Wealth Management Magazine, and creation of additional content such as an infographic or webinar.

Benefits

Research-based thought leadership sets you apart from the competition.

Turnkey Program Requires Minimal Effort on Your Part
Informa handles all aspects of the survey implementation, data processing, content development and promotional efforts.

Leverages Our Deep Research & Topical Expertise
We conduct over 30 editorial and custom research studies each year on the issues that matter most to your target audience.

Credible Results Strengthen Your Reputation
Study is based on 1st-party data sourced directly from our proprietary communities and aligned with our trusted brand.

Compelling Content Captures Readers' Attention
Visually appealing, market-facing report informed by timely data & actionable insights improves your thought leadership position.

Connects Your Brand with Our Highly Engaged, Relevant Audience
We reach 100% of the financial advisory and wealth planning communities via our audited database of over 350,000 professionals.

Drives Brand Awareness & Qualified Leads
Strategic, multi-channel promotion throughout our brand network results in over 100,000 impressions and at least 300 registered users.

Topics That Resonate With Your Target Audience

Position your brand next to content that helps your prospects grow.

INVESTMENT TREND MONITOR RESEARCH

Interpretive peer-to-peer research reports on today's most timely topics aimed at helping advisors understand what other advisors are thinking — and how that affects their decision-making.

- Advisor Use of Model Portfolios
- Advisor Views on ESG/Diversity/Thematic Investing
- Advisor Views on External Wholesalers
- Advisor Views on Internal Wholesalers
- Alternative Investments
- Drivers of Portfolio Construction
- Product Usage
- Retirement Income
- Value Add Programs and Thought Leadership Offerings Marketing Support
- Variable Annuities

EDITORIAL RESEARCH

Reveal the latest trends in key practice management and investment areas for financial advisors and planners across all advisory channels – independent B/Ds, RIAs and wirehouses.

- Advisors and the Best Interest Rule
- Advisors Value Add
- Advisor Technology
- Advisor Views on Politics
- Donor Advised Funds
- ESG/SRI Investment Trends
- ETF Strategists
- IBD Report Card
- Marketing Benchmarks
- RIA Benchmarking

Have something else in mind?

Our highly accredited research team and editorial experts are happy to collaborate with you on a custom research study tailored to meet your goals.