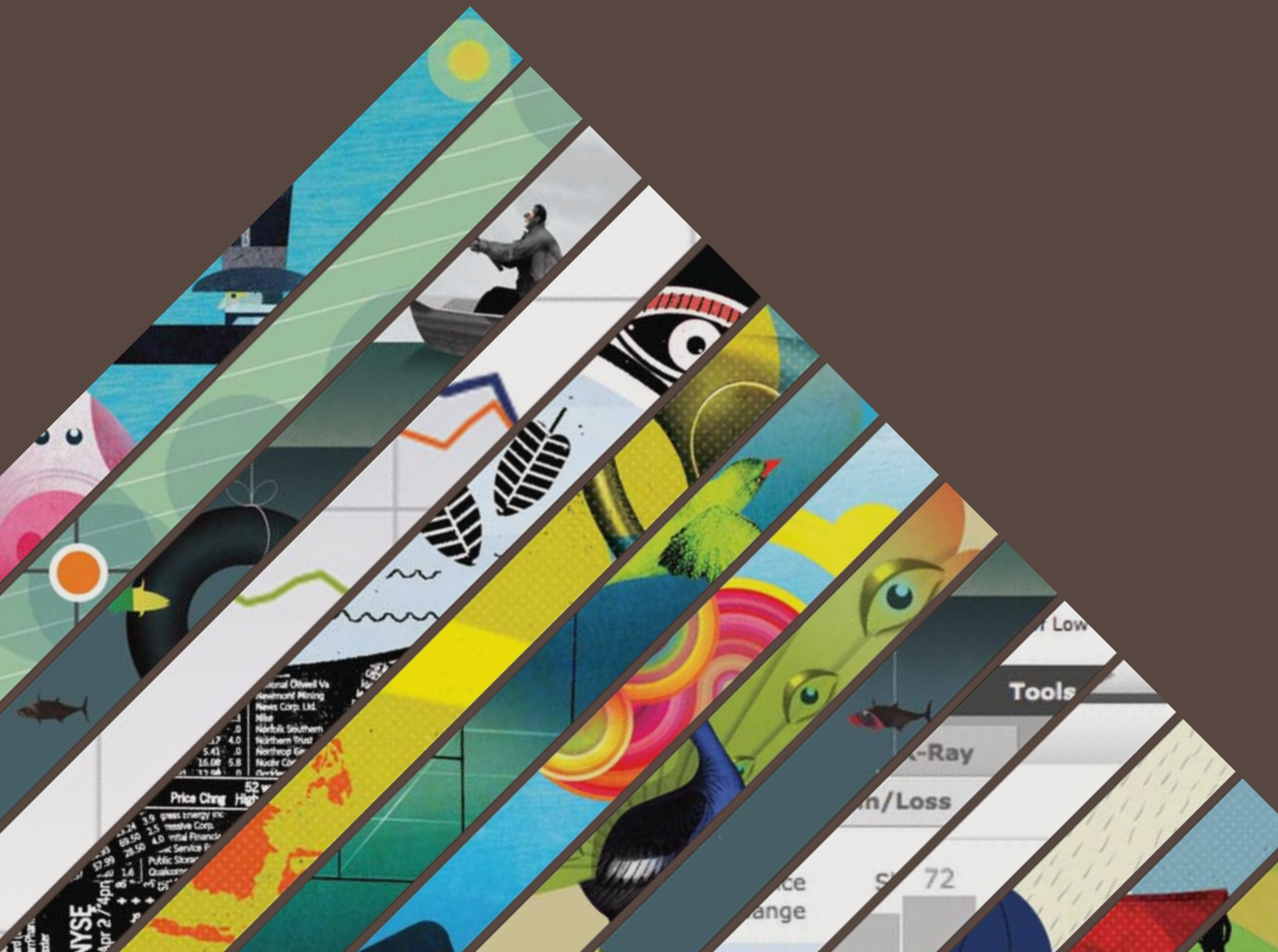


# Morningstar

2010 Media Kit



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## Illuminating investing for 25 years.

For 25 years, Morningstar has created independent, objective research and tools for individuals, financial professionals, and institutions. Our independence, along with 195 financial analysts and proprietary tools, makes Morningstar the primary destination for all investor audiences.

### **Simplify Your Media Planning with Morningstar**

Morningstar provides access to four U.S. media properties and conferences to help you better target your audience. We can build online and offline programs across these media properties as well as assist you in showcasing your brand internationally with 20 media properties worldwide. With 10 years in serving the financial industry's marketing needs, we have considerable expertise in designing successful programs for financial clients. Let us bring that expertise and insight to your marketing program.

# Advisors

## Advisor Online and Print Media Overview

### Registered Financial Advisors

Morningstar.com	140,000
Advisor.com	100,000
Advisor Magazine	50,000

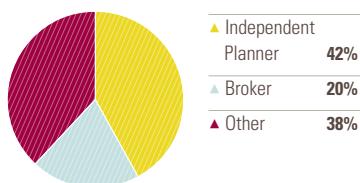
### Average Monthly Uniques

Morningstar.com	70,000
Advisor.com	45,000
Advisor Magazine	50,000

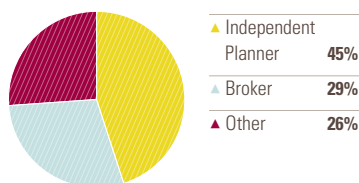
### Average Assets Under Management

Morningstar.com	\$110 Mil
Advisor.com	\$97 Mil
Advisor Magazine	\$119 Mil

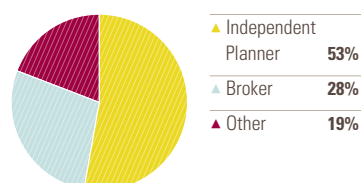
### Morningstar.com Users



### MorningstarAdvisor.com Users



### Morningstar Advisor Magazine Readers



With access to three media properties there is no easier or more effective way to reach financial advisors than with Morningstar.

Now more than ever, advisors are turning to Morningstar for research and guidance. We have over 240,000 registered advisors who seek investing alternatives, market commentary and business building ideas on a daily basis. You can reach this unique audience with Morningstar.com, MorningstarAdvisor.com and *Morningstar Advisor* magazine.

Morningstar provides strong brand recognition and is a unique voice among the media outlets that target advisors and financial services professionals. Morningstar's editorial strength is rooted in the expertise of more than 195 equity

and fund analysts, who dig even deeper to fully analyze where new trends are headed and how to navigate the investment terrain.

Morningstar's audience loyalty is extraordinary: most advisors have been using Morningstar actively for more than five years. Morningstar offers advertisers the opportunity to partner with a brand advisors trust.

Advertisers can deliver their messages through flexible, integrated plans that cover online and print publications, or highly targeted programs, across any or all of our three publications.

# Online and Print Audience Demographics

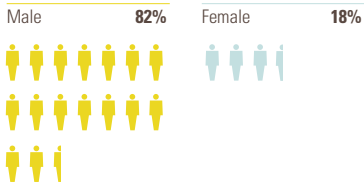
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Financial advisors rely on Morningstar's online publications for analysis, intelligence and the unmistakably independent perspectives on the markets. Advertisers who partner with Morningstar can reach the most desirable pool of financial professionals in the most key categories.

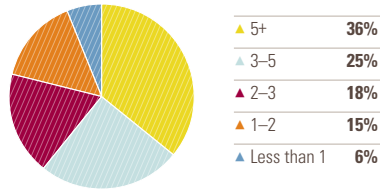
*Morningstar Advisor* magazine is one of the most valuable, favored tools of financial advisors. The reader survey results tell the story of a highly engaged, active audience that regards Morningstar as having the most credible investment analysis of all comparable publications.

# Morningstar.com Audience Demographics

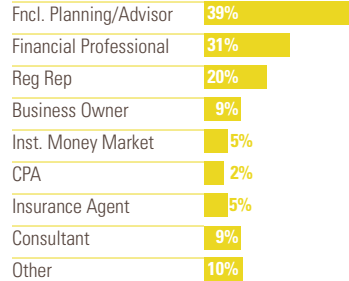
## Gender



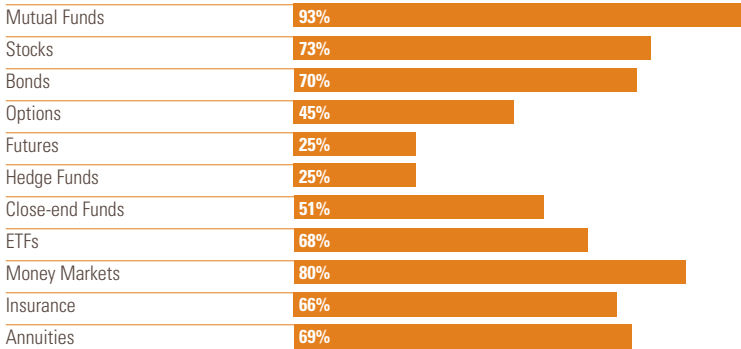
## Years of Using Morningstar.com



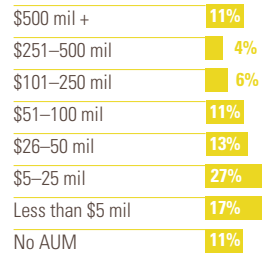
## Type



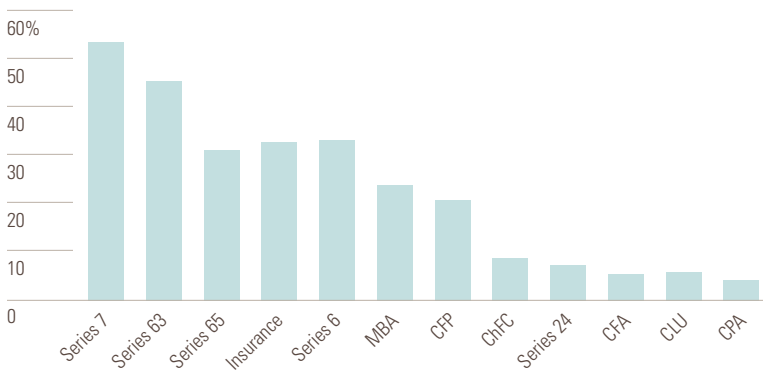
## Recommended Investments



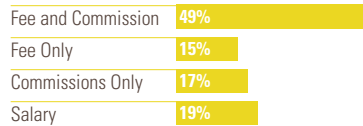
## Assets Under Management



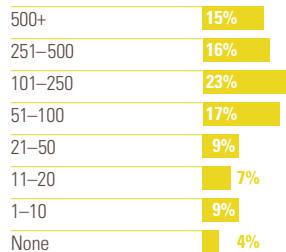
## Education and Credentials



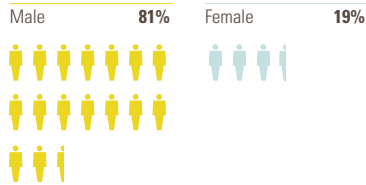
## Compensation Method



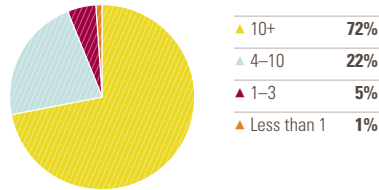
## Clients Served



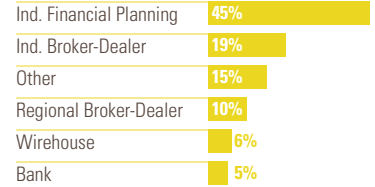
**Gender**



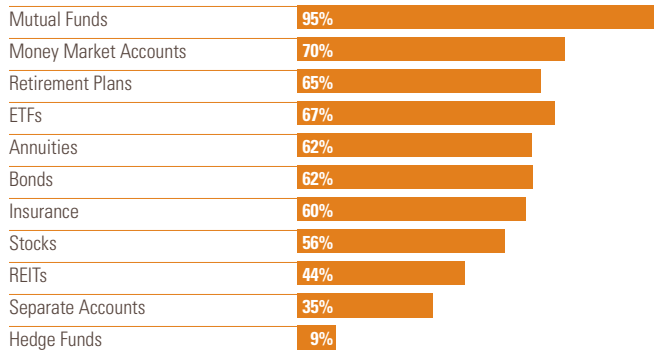
**Years of Experience**



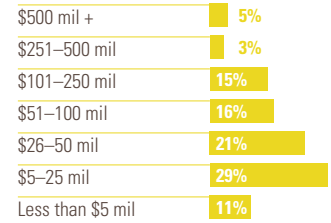
**Type**



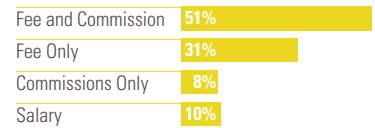
**Recommended Investments\***



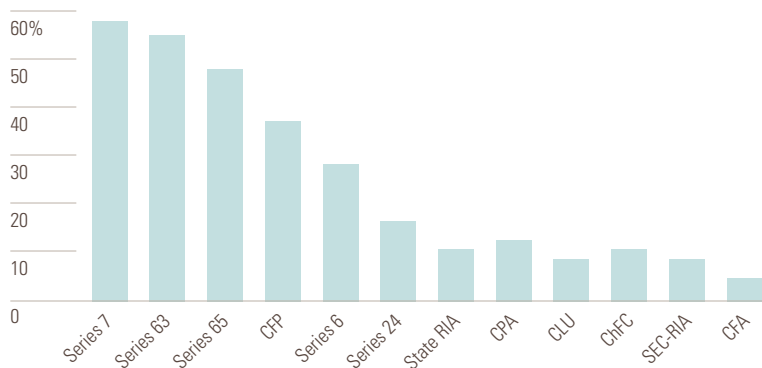
**Assets Under Management**



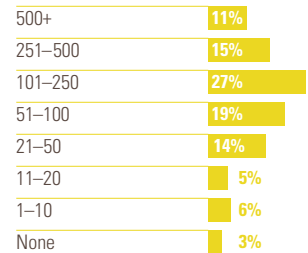
**Compensation Method**



**Education and Credentials**



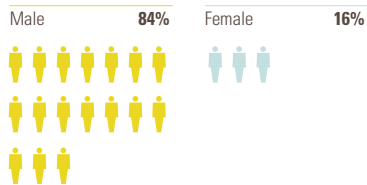
**Clients Served**



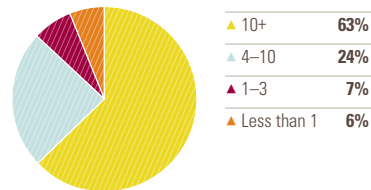
\*Source: 2009 MorningstarAdvisor.com User Survey

# Morningstar Advisor Magazine Demographics

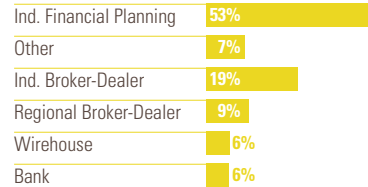
## Gender



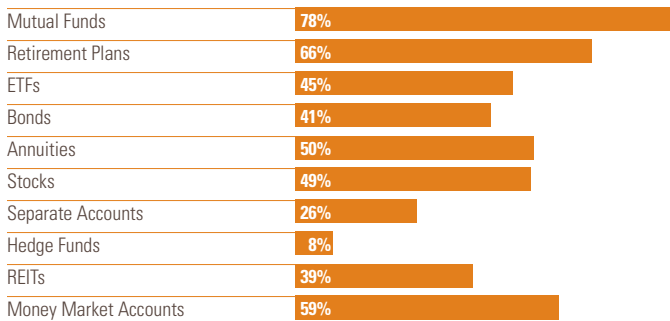
## Years of Experience



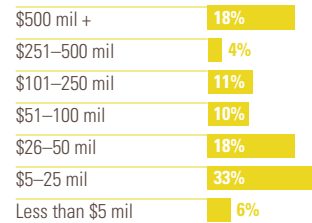
## Type



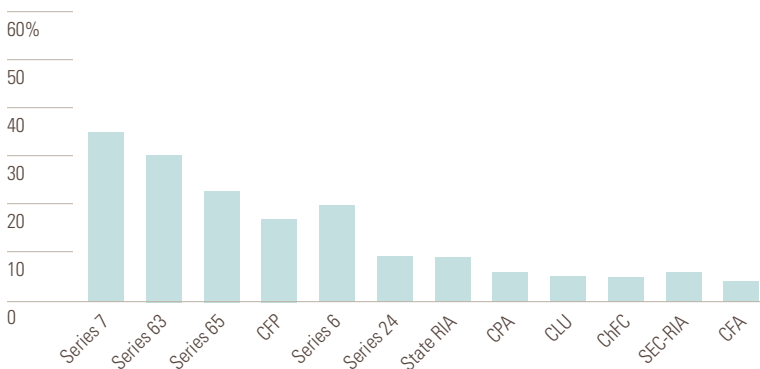
## Recommended Investments\*



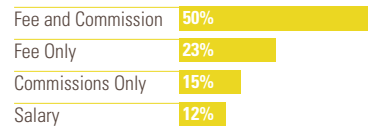
## Assets Under Management



## Education and Credentials



## Compensation Method



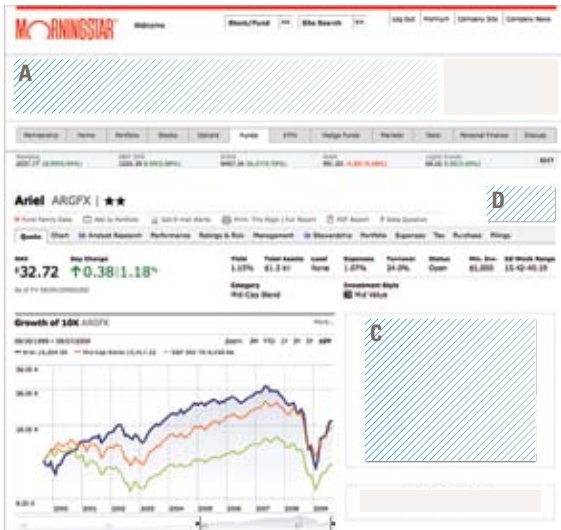


# Online Advertising Opportunities

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Morningstar provides advertisers many platforms for reaching financial advisors. We can develop programs that are either fully integrated across all channels, or highly focused in nature. Our creativity in developing the right solutions extends far beyond the traditional advertising programs.

## Targeting Capabilities and Online Ad Units



Pair our online ad units with our targeting capabilities to ensure that the right eyes see the right messages at the right times.

### Investment Specific Targeting

Locates users who are monitoring or researching specific investments.

→ Ticker Targeting, Portfolio Holdings, Keyword Search

### User-Type Targeting

Categorizes and identifies users from a specific company, or industry classification.

→ Sector, Domain, SIC

### Geo-Targeting

Directs ad units to users determined by:

→ Postal Codes/DMA, Countries, Time Zones

### Day-Part Targeting

Serves advertisements during specified hours of the day:

→ Pre-Market, Market, Post-Market and International  
→ Peak Site Usage

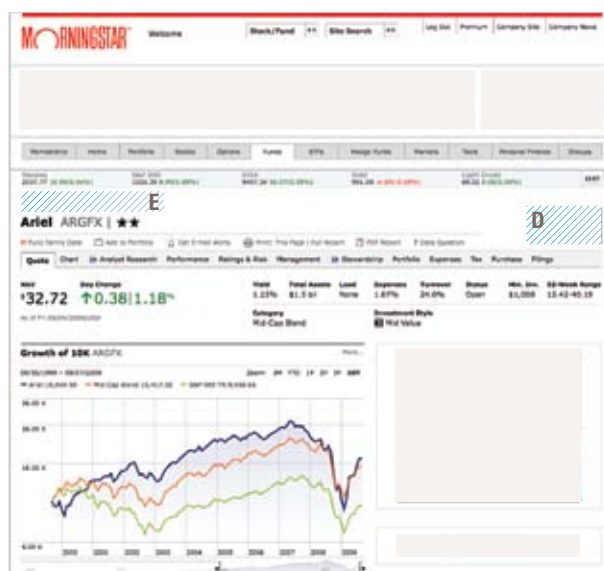
### Standard IAB Units

A Leaderboard	728 x 90 px
B Skyscraper	160 x 600 px
C Rectangle	336 x 280 px, 300 x 250 px
D Button	120 x 60 px
E Text Link	30 and 65 characters

### Custom High-Impact Units

Intro Ad	760 x 500 px
Wide Banner	565 x 60 px
Homepage Branding Unit	960 x 666 px

*Specialized packages and pricing available.*



**Participation is highly recommended for investment companies that want to:**

- Create a pathway directly to their site where advisors can get more information.
- Have exposure on Morningstar's most valued and popular area of the site.

Morningstar's fund report sponsorship program provides you with an opportunity to reach advisors as they are actively researching your company's funds.

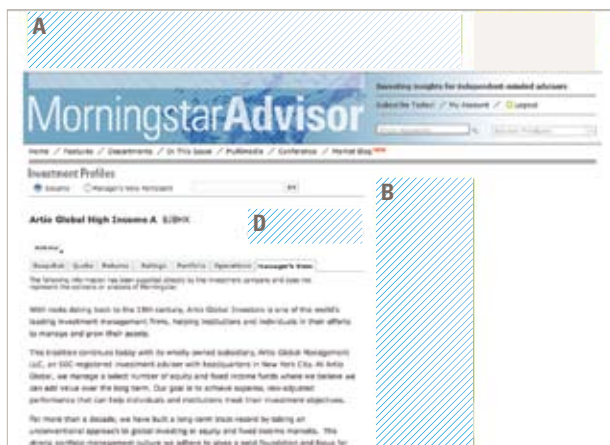
Advisors dedicate much of their research time to our fund data report pages. Sponsoring your own fund report pages allows you to reach advisors when they're researching your fund. Our advisor patterns are simple: they read our analyst reports and then validate with our fund data reports.

Place your logo and message right on your own tickers and create a pathway directly to your site where advisors can get more information.

This is typically one of the highest-performing ad units as our advisors are much closer to making an actual investment decision than anywhere else.

Program includes 120x60 button and 30-character text link and works equally well for first-time advertisers as well as an addition to an existing campaign.

## Manager's View



### Participation is highly recommended for investment companies that want to:

- Reach advisors as they are actively researching investment products and services for clients.
- Demonstrate responsiveness to advisors' needs by assisting their research process.
- Highlight educational resources.
- Clarify the strengths of product offerings.

Manager's View offers investment companies an opportunity to balance Morningstar's quantitative data and analysis with their own perspective on the market, the investment category, and/or your specific investment product option(s).

By participating in the Manager's View service, you ensure that financial advisors have a well-rounded understanding of your investment strategies, and that your firm is positioned as a credible resource for helping advisors make informed choices for their clients.

The Manager's View service provides you with an opportunity to append your own research, commentary, and marketing information to our popular Morningstar reports.

### Program Features

#### Monthly Reporting

Each month you will receive a management report that tracks your program's performance.

#### 150-Word Descriptions

Clarify your fund family philosophy in your own words.

#### Post PDFs or Links to Your Site

Categories include: Commentary, Fact Sheet and Manager Report, To Share with Clients, and Prospectus and Announcements.

#### Manager's View E-mail

Morningstar promotes the Manager's View Program with biweekly e-mails sent to over 27,000 advisors. New content provided by participants is highlighted.

### Financial/Investing Topics:

#### Fund Times

*Weekly*

A roundup of the week's fund news, including fund openings, closings, and manager changes.

#### The Practice

*Weekly*

New techniques and tips from advisors in the field on how to expand your practice.

#### College Savings Educator

*Monthly*

An in-depth look at 529 plan issues and the ever-changing college-savings market.

#### Morningstar Weekly Wrap

*Weekly*

A digest of MorningstarAdvisor.com editorial content.

#### Investment Insights

*Weekly*

An inside look at mutual-fund and stock investing by our team of analysts.

#### Retiring with Natalie Choate

*Monthly*

Q&A session with retirement-planning expert and author Natalie Choate.

#### Manager's View

*Biweekly*

Latest research reports and commentaries posted by participating fund companies.

#### Advisor Digest

*Weekly*

Delivering key insights to stay in touch with the latest industry happenings.

Dedicated e-mails offer marketers the opportunity to communicate a high-impact, timely message to our unique audience of financial advisors. Dedicated e-mails are sent from Morningstar, on behalf of an exclusive advertiser in either text or HTML format.

Morningstar e-newsletters are highly targeted HTML or text-based e-mails that provide coverage of key areas of interest to registered advisors. Sponsorship of our e-newsletters engages your brand with advisors who keep up with the latest investment trends.

#### Audience

E-Newsletter Subscribers

**27,000+**

Opt-in Professionals

**45,000**

#### Participation is highly recommended for investment companies that want to:

- Market new or existing products.
- Recruit or influence advisors' perceptions.
- Generate interest in their 529 plan.
- Announce special events or offers.

Multimedia events such as web seminars, monthly podcasts and videos are an innovative way to provide advisors with timely investment information and education.

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#### **Web Seminars**

Morningstar web seminars are well-attended industry events that not only educate but help institutionalize a brand in the minds of core customers. Interact and engage advisors with a live 1-hour program to present new research and methodologies.

As sponsor, you can provide Morningstar with the content and speaker for your event, or sponsor a topic hosted by Morningstar's industry experts and analysts.

#### **Connected Advisors Web Strategy Series**

MorningstarAdvisor.com and the Connected Advisor offer a series of 1-hour online workshops focused on helping financial advisors solidify communications with clients and increase their productivity, profitability and build referrals in their practice.

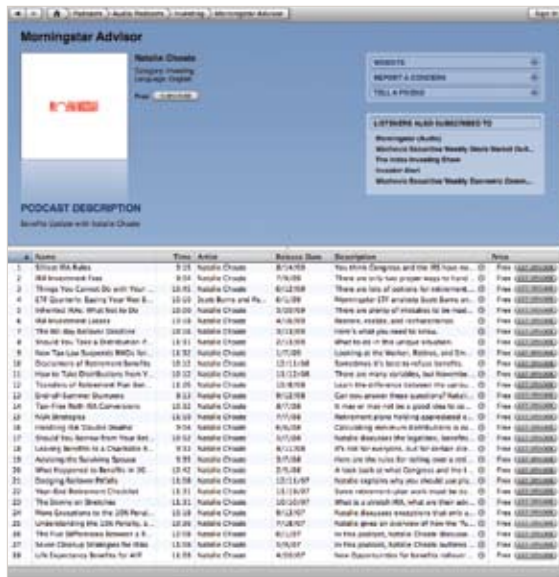
Connected Advisor topics include:

- Communicate with Affluent Clients Effectively
- How to Rebuild Your Business,
- Uncover Assets and Referrals with Client Reviews
- Client Advisory Boards That Work

For both events Morningstar manages every aspect of the event, from pre and post-event logistics, to a complete marketing program.

#### **Participation is highly recommended for investment companies that want to:**

- Reach advisors while they are in an engaged environment.
- Leverage their brand with Morningstar and reach over 1,000 active advisors on Morningstar.
- Use attendee registration information for additional product or data offerings.



## Podcasts

Morningstar offers a monthly and quarterly podcast to advisors who are looking for specific retirement and ETF content. Advisors can download podcasts directly to their computer or conveniently to iTunes.

Every month, retirement-planning expert and author Natalie Choate addresses key issues such as IRA planning and rollovers, while Scott Burns, Morningstar's Director of ETF Analysis, offers quarterly insights on how to ease back into the market with ETFs.

Advertisers have the opportunity to provide an intro/outro message and will receive branding on Morningstar's podcast center.


## Video

Morningstar offers timely, streaming video content on a variety of topics including stocks, funds, market analysis, and fund manager interviews. With 5–10 new videos a week, Morningstar provides advisors an interactive way to connect with the investment community.

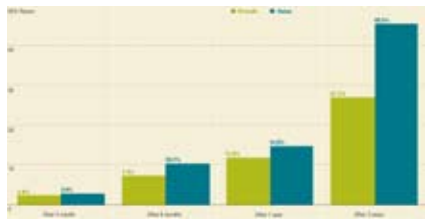
Advertisers have the opportunity to display pre- and post-roll messages as well as a video player companion rectangle.

# Lead Generation: Sales Idea Center and Co-Registration Program

### Bear Tracks



**Performance of growth and value stocks after a recession**  
Average cumulative returns after the last six recessions from 1989-2007



**Market performance can struggle during recessions**  
During a recession, the stock market can lose significant value. This could have a large impact on portfolio returns. Predicting the duration and extent of recessionary periods is almost impossible. Thus, a savvy investor should focus on stocks that provided solid long-term returns.


**Value stocks may be a good investment during a market decline**  
Value stocks tended to be one of the less risky investments during a recession. They have higher dividend yields and higher underlying asset value relative to their market value compared with growth stocks. The image above illustrates that, on average, the cumulative returns of value stocks outperformed those of growth stocks, one month, six months, one year, and three years after the end of a recession.

**Investing in value stocks may help lessen the impact of a recession on investor portfolios, and may put portfolios in good position to earn gains when the market is coming out of a recession. It may be time to talk to your financial professional to see if incorporating more value stocks into your investment strategy can help you achieve your long-term financial goals.**

**Past performance is no guarantee of future results.** An investment cannot be made directly in an index. Diversification does not eliminate the risk of experiencing investment losses. Returns and principal invested in stocks are not guaranteed. Recession data is from Historical Business of Economic Research (HBER). The average cumulative returns are calculated from the end of each of the last 6 recessions in U.S. history (1989-2007). The six recession periods considered herein are defined by the NBER as follows: (89 - Nov. 20; Nov. 73 - Mar. 82; Jul. 81 - Nov. 82; Jul. 89 - Nov. 91; Mar. 2001 - Nov. 2001). The NBER does not define a recession in terms of two consecutive quarters of decline in real GDP. Rather, a recession is a recurring period of decline in total output, income, employment, and trade which lasts for six months or a year, and is marked by substantial contractions in many sectors of the economy. The data excludes investment of income and does not account for taxes or transaction costs.

Source: Growth and value stocks in this example are represented by the Ibbotson Associates growth-value indexes. All Ibbotson growth and value indexes were constructed with data from CRSP, the Center for Research in Security Prices, Graduate School of Business, The University of Chicago.

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Sales Idea Center



### Special Offers From Our Partners

As a Morningstar Premium Member, you are entitled to take advantage of the special offers below. (Available only to U.S. residents.)

- Get Investment Returns From a Lower Spread!** Does the company fund you invested about your investments? Get lower & flexible bid-ask spreads for your 1000 trading orders today via our new order-routing platform. [Click Here](#)
- Use the Financial Focus Pro 4 weeks FREE!** If you like it, get 40 more weeks for \$10 - a savings of 70% off the cover price (Free Downloadable) [Click Here](#)
- This Real Money Manager Today!** See the judge! Free download equipment shows all real performance and economic indicators of future results. Not of this in future trading. [Click Here](#)
- Learn how to take your company public!** Invest now to find to take your company public! We will show you how to go public with our complete step-by-step with Video Download. [Click Here](#)
- Free Downloadable High Risk Wealth Insurance Plan at \$1000!** [Click Here](#)
- How To Maximize Your Retirement with 401K/403(b) Investments!** Learn how! You are eligible to receive a 401K/403(b) Plan. Free Planning and more! [Click Here](#)

Co-Registration Program

## Sales Idea Center

The Sales Idea Center features a new FINRA approved topical investment idea every month that will help advisors generate new business. Sponsorship of this area provides contact information of these advisors that download the sales idea, as well as branding on the site.

## Co-Registration Program

Morningstar co-reg programs allow advertisers to provide advisors with whitepapers, newsletters or special offers. Generating 2,400+ leads per month, our program gives you the power to provide materials beneficial to advisors as well as contact them directly.

## Information Captured for both Programs

- First and last name
- Home address, including city, state, zip, country
- Phone number and e-mail address

## Participation is highly recommended for investment companies that want to:

- Reach Advisors who make and influence decisions about the investment products and investment companies they use with clients.



# Print Advertising Opportunities

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*Morningstar Advisor* magazine focuses on Morningstar's core strengths: investing insight and processes. Any advisor who makes investment decisions will gain new ideas from the magazine, as *Morningstar Advisor* magazine takes an unvarnished look at the investment issues that affect the financial industry. Through the use of illustrations — every issue features a new illustrator — *Morningstar Advisor* magazine also stands out among traditional publications targeting the financial advisor audience.

Research, Analysis, Design — *Morningstar Advisor* magazine offers advertisers a unique publication to reach independent-minded advisors.

## Morningstar Advisor Magazine Print Ad Units



### Run-of-Book

With vital content running throughout every issue, a full-page or half-page presence in *Morningstar Advisor* magazine will deliver superior visibility and high branding impact. Whether planning on running in a single issue or buying an entire-year placement, these are highly effective units that will help drive results.

Controlled print circulation of 50,000 plus digital version available online.

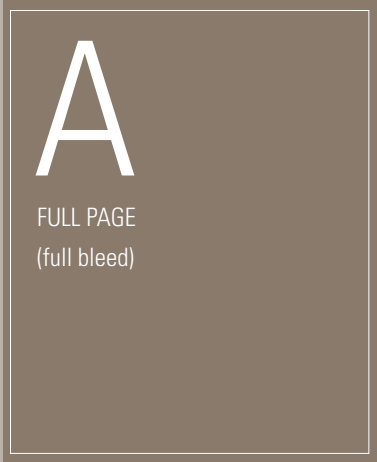
Run-of-Book	1x Rate	3x Rate	6x Rate
Full Page	\$8,800	\$8,200	\$7,500
1/2 Page	\$6,600	\$6,150	\$5,625

### Premium Placement

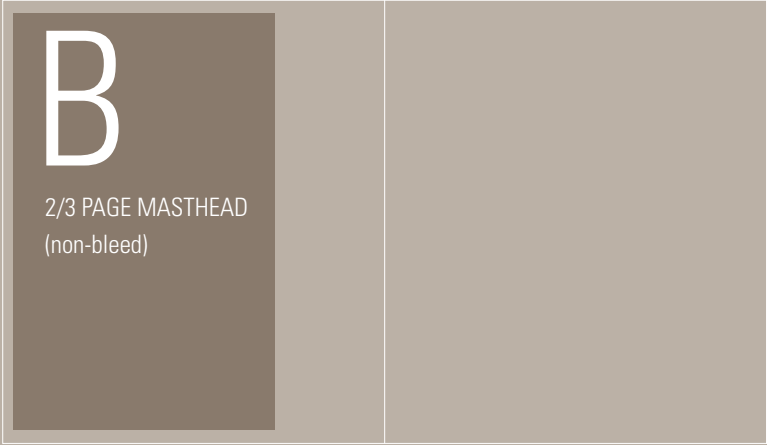
The strongest statement to make in *Morningstar Advisor* magazine comes in the premium placements: back cover, inside front or back covers, or a 2/3 page masthead that integrates your message directly into the magazine's content. Available only as half-year (3x) or full-year (6x) commitments, these units are among the most sought-after by advertisers seeking the most sophisticated audience.

Premium Placement	3x Rate	6x Rate
Back Cover	\$12,500	\$11,800
Inside Front Cover	\$11,250	\$10,750
Inside Back Cover	\$10,750	\$10,250
2/3 Page Masthead	\$7,500	\$7,000

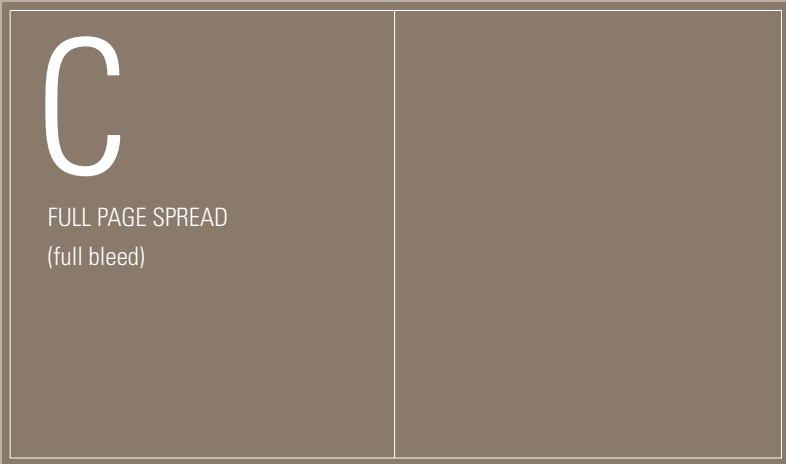
Morningstar Advisor Magazine Print Ad Unit Dimensions



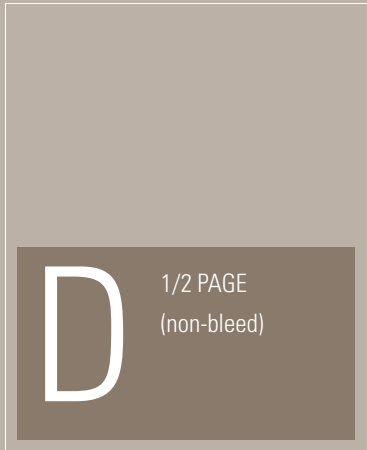
Trim Dimensions 8.75" x 10.75"  
Live 8.25" x 10.25"  
Bleed 0.125"



Live 4.75" x 8.8"



Trim Dimensions 17.5" x 10.75"  
Live 17" x 10.25"  
Bleed 0.125"



Live 7.25" x 4.4"

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## Morningstar Advisor Magazine 2010 Editorial Calendar

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February /  
March

**Global Investing:** Morningstar's analysts look at how the world is rebounding from the 2008 financial crisis and where to find the best opportunities.

**Ad Close**  
Dec. 11, 2009

**Materials Due**  
Jan. 4, 2010

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April /  
May

**Health Care:** With U.S. health-care reform likely on the way, how should investors approach the sector? We analyze which health-care areas and companies stand to benefit from new legislation, and which ones will be the losers.

**Ad Close**  
Feb. 5, 2010

**Materials Due**  
Feb. 19, 2010

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June /  
July

**Fixed Income:** In this new era of low expected equities returns, we examine whether bonds should have an elevated place in clients' portfolios.

**Ad Close**  
April 9, 2010

**Materials Due**  
April 23, 2010

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August /  
September

**Estate Planning:** Uncertainty surrounding how Congress will handle the estate tax sunset provision in 2010 has made planning complicated. We'll examine the best strategies in light of what's happening on Capitol Hill.

**Ad Close**  
June 11, 2010

**Materials Due**  
June 25, 2010

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October /  
November

**Salvaging Retirement:** After the financial crisis decimated clients' retirement portfolios, investing clients' retirement nest eggs requires new strategies. We'll revisit common retirement income strategies and examine the best ways to create reliable cash flow targets.

**Ad Close**  
Aug. 6, 2010

**Materials Due**  
Aug. 20, 2010

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December /  
January

**Active vs. Passive Investing:** There's been a lot of noise since the meltdown about which style of investing is superior. The problem is, the best time to decide how much to devote to active and how much to devote to indexing, is when you are creating a client's long-term investment plan, not during a market crash. We'll help you separate fact from fiction in the active/passive debate, allowing you to decide the best course of action for your clients.

**Ad Close**  
Oct. 8, 2010

**Materials Due**  
Oct. 22, 2010

Morningstar media properties are continually increasing in content, features and audience. Our advertising professionals are here to create, optimize and deliver campaigns that meet your objectives and your budgets.

**Advertising**

Mary Uribe  
Director of Advertising Sales  
312.384.3811  
mary.uribe@morningstar.com

New York/New Jersey  
Stuart Roge,  
Regional Sales Director  
312.384.4855  
stuart.roge@morningstar.com

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