**CIRCULATION | BRAND REPORT**

**FOR THE 6-MONTH PERIOD ENDING June 30, 2018**

**JOURNAL OF FINANCIAL PLANNING** is a B2B brand intended for financial planning professionals with broad-based interests in financial services topics. The brand content and editorial scope of the publication includes thought leadership; in-depth, peer-reviewed research articles; features; and columns. The content of every issue is also available to subscribers globally via the online digital version.

### MAGAZINE: PRINT

Official Publication of the Financial Planning Association

Established: 1987  
Issues Per Year: 12  
Frequency: Monthly

Average Monthly Qualified Print Circulation for 6-month period of January 1, 2018 through June 30, 2018  
PAID/REQUESTED: 21,414  
NON-PAID: 10,803  
TOTAL QUALIFIED CIRCULATION: 32,217  

The Journal is printed with Enviro/Tech® inks, which have about 27 percent renewable resource content—including vegetable oils and pine resin.

### MAGAZINE: DIGITAL

Official Publication of the Financial Planning Association

Established: 1987  
Issues Per Year: 12  
Frequency: Monthly

Average Monthly Qualified Digital Circulation for 6-month period of January 1, 2018 through June 30, 2018*  
PAID/REQUESTED: 18,601  
NON-PAID: 17,166  
TOTAL CIRCULATION: 35,767  

*Averages include direct distribution and forwards

### MAGAZINE: PRINT AND DIGITAL

Official Publication of the Financial Planning Association  
TOTAL AVERAGE MONTHLY CIRCULATION: 67,984

- Members of the Financial Planning Association have the option of receiving both print and digital copies.  
- Non-paid circulation may vary based on marketing campaigns.

### APP

**ANDROID**

Current installs as of June 30, 2018: 166  

**APPLE/iOS**

Cumulative downloads as of June 30, 2018: 15,100  

*Cumulative downloads represents the aggregate number of downloads of the Journal of Financial Planning App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

### WEBSITE

(Information as of June 30, 2018)

Total Analytic Overview of OneFPA.org for 6-month period of January 2018 through June 2018

- Sessions: 372,892  
- Users: 202,804  
- Pageviews: 2,178,860  
- Unique Pageviews: 885,732  
- Average Session Duration: 2:44  
- Pages Per Session: 5.84

### SOCIAL MEDIA

(Information as of June 30, 2018)

- **Twitter, FPA Pubs:** 12,344 followers  
  http://twitter.com/fpapubs  
- **Twitter, FPA:** 26,680 followers  
  http://twitter.com/fpanews  
- **Facebook:** 12,150 likes  
  http://facebook.com/FinancialPlanningAssociation  
- **Linkedin Company:** 113,438 followers  
  http://linkedin.com/Company-Financial-Planning-Association  
- **Linkedin Group:** 9,639 members  
  http://linkedin.com/groups/114362/members