# 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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAID/REQUESTED</td>
<td>21,414</td>
</tr>
<tr>
<td>NON-PAID</td>
<td>10,803</td>
</tr>
<tr>
<td>TOTAL QUALIFIED CIRCULATION</td>
<td>32,217</td>
</tr>
</tbody>
</table>

The Journal is printed with EnviroTech® 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**

<table>
<thead>
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<tr>
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<td>18,601</td>
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<tr>
<td>NON-PAID</td>
<td>17,166</td>
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<td>TOTAL CIRCULATION</td>
<td>35,767</td>
</tr>
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</table>

*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 between brand reports 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](http://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
- **Average Pages Per Session:** 5.84

## SOCIAL MEDIA
(Information as of June 30, 2018)

- **Twitter, FPA Pubs:** 12,344 followers
  - [http://twitter.com/?papubs](http://twitter.com/?papubs)
- **Twitter, FPA:** 26,680 followers
  - [http://twitter.com/fpassociation](http://twitter.com/fpassociation)
- **Facebook:** 12,150 likes
- **Linkedin Company:** 113,438 followers
- **Linkedin Group:** 9,639 members
  - [http://linkedin.com/groups/114362/members](http://linkedin.com/groups/114362/members)