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 July 1, 2019 through December 31, 2019
PAID/REQUESTED: 21,373
NON-PAID: 1,497
TOTAL QUALIFIED CIRCULATION: 22,869

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 July 1, 2019 through December 31, 2019*
PAID/REQUESTED: 18,394
NON-PAID: 17,946
TOTAL CIRCULATION: 36,340
*Averages include direct distribution and forwards

MAGAZINE: PRINT AND DIGITAL
Official Publication of the Financial Planning Association
TOTAL AVERAGE MONTHLY CIRCULATION: 59,209

• 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 December 31, 2019: 235
APPLE/iOS
Cumulative downloads as of December 31, 2019: 17,400
*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 December 31, 2019)
Total Analytic Overview of OneFPA.org for 6-month period of July 2019 through December 2019
Sessions: 314,647
Users: 189,395
Pageviews: 1,827,975
Unique Users: 189,395
Average Session Duration: 2:30
New Visitors: 80.7%

SOCIAL MEDIA
(Information as of December 31, 2019)
Twitter, FPA Pubs: 13,309 followers
http://twitter.com/fpapubs
Twitter, FPA: 29,160 followers
http://twitter.com/fpassociation
Facebook: 14,869 followers
http://facebook.com/FinancialPlanningAssociation
LinkedIn Company: 27,490 followers
http://linkedin.com/Company-Financial-Planning-Association
LinkedIn Group: 9,453 members
http://linkedin.com/groups/114362/members