ENGAGING THE EXTRAORDINARY
OUR MISSION

Advertising in Worth magazine has no waste—100% of our audience is qualified.

Worth events put you directly in front of your customer in the right environment.

THE WORTH LEADERSHIP TEAM IS COMPRISED OF THE MOST INFLUENTIAL INVESTORS, ENTREPRENEURS AND THOUGHT LEADERS.

WORTH ENGAGES EXTRAORDINARY INDIVIDUALS, ORGANIZATIONS AND BRANDS WORLDWIDE. — ERIC SINOWAY, CHIEF EXECUTIVE OFFICER, WORTH GROUP

WORTH’S LEADING WEALTH ADVISORS PROGRAM IS A CHANNEL TO $68 BILLION AUM.

Worth provides 360-degree sales and marketing—print, digital, events and direct-to-consumer channels.

Worth’s new digital platform engages the right users with the most compelling content.
The Worth Group is a company that engages extraordinary individuals, organizations and brands worldwide. The company's flagship product, Worth magazine was founded in 1992. The award-winning magazine is the definitive resource on entrepreneurship, finance and lifestyle. Its digital platform, anchored at worth.com, features the highest quality content online from the most authoritative figures on the subjects about which they write. Its event platform, consisting of Worth's signature Summits and a wide variety of intimate engagements, provides educational, entertainment and social networking opportunities for select consumers and wealth advisors.

The highest quality content. The most authoritative writers. The most engaged audience. The most sought after demographic group in America.

EXECUTIVES: Richard Bradley, EDITOR IN CHIEF • Dean Sebring, CREATIVE DIRECTOR • James Dimonekas, PRESIDENT • Eric Sinoway, CEO • Kirk Posmantur, CHAIRMAN

INVESTORS: Jeff Arnold, Founder, WebMD • Wesley Chan, Founder, GOOGLE ANALYTICS AND GOOGLE VOICE • Mindy Grossman, CEO, HSN • Omar Johnson, CMO, BEATS BY DR. DRE • Soledad O’Brien, 3X EMMY WINNER • Steve Sadove, Former Chairman and CEO, SAKS • Henry R. Silverman, Former Vice Chairman, APOLLO • Howard Stevenson, HARVARD BUSINESS SCHOOL • Anwar Zakkour, Co-Head TMT, BANK OF AMERICA MERRILL LYNCH
The Worth Group incorporates three distinctive areas of focus.

**01 CONTENT CREATION**

We create and publish insightful and engaging content that is distributed under the Worth brand via print, digital, social media and broadcast channels.

- Worth Magazine • Worth.com
  - Worth Newsletters • Captivate Network Partnership • Social Media


**02 SALES & MARKETING**

We provide sales and marketing services to world-class brands, organizations and financial institutions that serve an affluent audience.

- Sponsorship Sales • Marketing Strategy
  - Campaign Development • Custom Content Creation • Product Sales • Event Ideation and Execution


**03 PRODUCTS & PLATFORMS**

We build, curate and sell extraordinary products and platforms to sophisticated consumers and organizations.

- Worth Summits • Conversations With Worth • Worth Private Aviation Network
Worth engages the country’s most highly concentrated affluent audience.

**HIGH NET WORTH INDIVIDUALS**

$5+ MILLION

NET WORTH

Worth engages a sophisticated and affluent consumer audience comprised of 120,000 HNW individuals and households that we identify as the most desirable for brands that serve the affluent. Consisting of print, digital, broadcast and in-person events, Worth’s channels for this B2C audience are highly targeted and effective. The HNW consumers that we select to receive Worth magazine have a minimum net worth of $5 million.

**WEALTH ADVISORS**

$68 BILLION

TOTAL ASSETS UNDER MANAGEMENT

Worth connects with a highly influential and desirable business audience comprised of 5,000 of America’s largest, most highly regarded and influential wealth advisors. Consisting of broker-dealers, RIAs, multi-family offices and insurance and accounting firms that serve the affluent, this B2B audience is unique to Worth. The 50+ wealth advisory firms that utilize Worth as a sales and marketing partner manage over $68 billion in assets from some of the wealthiest people in the world.

**BY THE NUMBERS**

$89M

ESTIMATED AVERAGE NET WORTH OF THE CONSUMER WORTH REACHES AT FBOS*

*Russ Alan Prince Associates

23

NUMBER OF YEARS SINCE WORTH WAS LAUNCHED IN 1992

50+

NUMBER OF WEALTH ADVISORY FIRMS THAT WORK WITH WORTH

$200M

MINIMUM AUM OF THE 5,000 FIRMS THAT RECEIVE WORTH
Worth offers multiple platforms that speak to a highly affluent and influential audience.

**PRINT**

*Worth* magazine is the definitive resource on entrepreneurship, finance and lifestyle for a sophisticated audience.

**DIGITAL AND SOCIAL**

Worth’s digital platform features the highest quality content from the most authoritative figures and an active social media presence.

**SUMMITS**

Worth’s signature Summits convene wealth advisors and invited guests for educational, networking and social experiences.

**CONVERSATIONS WITH WORTH**

Worth’s national salon series provides unrivaled opportunities for meaningful in-person engagement with highly targeted and qualified consumers.

**WEALTH ADVISORS**

Worth’s relationships with wealth advisors—important firms and the thousands of wealthy clients who trust them—provide opportunities for bespoke events throughout the country.

**PRIVATE AIRPORTS**

Worth’s proprietary media network of the 250 leading FBOs in America is the most narrowly targeted marketing opportunity to the single wealthiest group in the country—those who fly privately.
Worth magazine is an award-winning print publication distributed six times per year to the most sophisticated, affluent audience in America.

AWARD-WINNING MAGAZINE

$18.95

NEWSSTAND PRICE—THE MOST EXPENSIVE PUBLICATION IN AMERICA
The people that *Worth* writes about—and for—are important. These are the individuals who create jobs, build organizations, set and enforce policy, drive philanthropy, support communities and generate ideas that impact the future.

“Print is not dead. Print gives credibility, gravitas and longevity.”

– Omar Johnson, CMO, Beats by Dr. Dre

125k
BPA-AUDITED CIRCULATION OF WORTH MAGAZINE

$200M
MINIMUM ASSETS UNDER MANAGEMENT OF 5,000 FIRMS THAT RECEIVE WORTH
Organized into three editorial areas to address the needs of our readers—work, finance and life—Worth produces content of the highest caliber with a rigorous editorial perspective.
From the world of sports to new centers of influence, no magazine more fully addresses the shifting drivers of wealth in America as well as the principal concerns and issues facing affluent families and their advisors.

<table>
<thead>
<tr>
<th>FEbruary-March</th>
<th>April-May</th>
<th>June-July</th>
<th>August-September</th>
<th>October-November</th>
<th>December-January</th>
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<tr>
<td><strong>Inside Sports</strong></td>
<td><strong>The Road to Security</strong></td>
<td><strong>Destinations</strong></td>
<td><strong>New America</strong></td>
<td><strong>The Power 100</strong></td>
<td><strong>Excellence Issue</strong></td>
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<td>The world of sports is a global obsession, but some of its most fascinating stories take place off the field and outside the arena. <em>Worth</em> looks at the entrepreneurs who are challenging our concept of sports; the increasing financial acumen and deal-making of athletes; and new ways for weekend warriors to pursue their passions.</td>
<td>From cyber theft to kidnapping, art forgery to blackmail, <em>Worth</em>’s readers face distinct and urgent challenges protecting themselves, their families, their businesses and their possessions. <em>Worth</em> provides tangible resources and actionable strategies to help readers understand the threats—and find security.</td>
<td>Across the U.S. both large and small cities are producing game-changing innovations, companies, solutions and wealth. <em>Worth</em> explores the secrets of these success stories—and the investment, travel, wellness and entertainment opportunities of America’s most enterprising cities.</td>
<td>In an age of unprecedented global wealth, the United States remains the world’s land of opportunity. From Northern California to Greater Manhattan, South Florida to Harvard Yard, <em>Worth</em> examines how the influx of global wealth is changing America—and shaping our future.</td>
<td>A year in the making, <em>Worth</em>’s 7th annual Power 100 issue features our definitive list of the most powerful people in global finance. Both thoughtful and thought-provoking, <em>Worth</em>’s flagship issue will inspire discussion and debate on the men and women who influence lives, shape opinions and bend the arc of history.</td>
<td><em>Worth</em> looks at the year in entrepreneurship, wealth management and luxury by focusing on excellence. <em>Worth</em> highlights the most compelling ideas, exciting innovations and extraordinary products and services. But most of all, this issue celebrates the men and women who’ve changed their communities—and the world—for the better.</td>
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<td><strong>AD CLOSE:</strong> December 29, 2015</td>
<td><strong>AD CLOSE:</strong> February 25, 2016</td>
<td><strong>AD CLOSE:</strong> April 20, 2016</td>
<td><strong>AD CLOSE:</strong> June 22, 2016</td>
<td><strong>AD CLOSE:</strong> August 24, 2016</td>
<td><strong>AD CLOSE:</strong> October 12, 2016</td>
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<td><strong>MATERIALS DUE:</strong> January 21, 2016</td>
<td><strong>MATERIALS DUE:</strong> March 10, 2016</td>
<td><strong>MATERIALS DUE:</strong> May 4, 2016</td>
<td><strong>MATERIALS DUE:</strong> July 7, 2016</td>
<td><strong>MATERIALS DUE:</strong> September 8, 2016</td>
<td><strong>MATERIALS DUE:</strong> October 26, 2016</td>
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<td><strong>ON SALE:</strong> March 1, 2016</td>
<td><strong>ON SALE:</strong> April 19, 2016</td>
<td><strong>ON SALE:</strong> June 14, 2016</td>
<td><strong>ON SALE:</strong> August 16, 2016</td>
<td><strong>ON SALE:</strong> October 18, 2016</td>
<td><strong>ON SALE:</strong> December 7, 2016</td>
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Please have your ad designer review the following guidelines prior to sending your ad. Any materials submitted must be clearly labeled with your company’s name. **DO NOT E-MAIL YOUR FILE.** Please see information on our new Ad Portal in the UPLOADING AD FILES section at the bottom of the page.

### File Requirements

We only accept **HIGH RESOLUTION, CMYK PDFs.** All PDFs must meet PDF/X-1A standards at 300 dpi.

- **IMAGES:** High-res images (including logos) must be a minimum of 300 DPI AT FINAL SIZE (PLACED IN LAYOUT). Do not resample a file larger than its original size. Make sure all images are linked before creating PDF files.

- **COLOR:** All files must use CMYK process colors. This includes all images, fonts and graphics. We do not accept RGB files or SPOT colors.

- **FONTS:** All fonts must be fully embedded (no subsets) in the PDF file.

- **SPREADS:** For two-page spread ads, please create your PDF as SPREADS, not single pages.

### Size Requirements

#### SINGLE PAGE DIMENSIONS

| TRIM SIZE  | 7.875” x 10.5” |
| BLEED SIZE | 8.125” x 10.75” |
| LIVE AREA  | 7.375” x 10” (Keep all text within this area) |

**TEXT AREA MARGINS**

- TOP: .25”
- BOTTOM: .25”
- SIDES: .25”

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**BLEED AREA**

Must be .125 inches beyond trim

#### TWO-PAGE SPREAD DIMENSIONS

| TRIM SIZE  | 15.75” x 10.5” |
| BLEED SIZE | 16” x 10.75” |
| LIVE AREA  | 7.375” x 10” (Keep all text within this area) |

**TEXT AREA MARGINS**

- TOP: .25”
- BOTTOM: .25”
- SIDES: .25”

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**BLEED AREA**

Must be .125 inches beyond trim

### Uploading Ad Files

All ads must be submitted through the Ad Portal. Create an account and upload your final pdfs to: [http://www.adshuttle.com/sandow](http://www.adshuttle.com/sandow)

### QUESTIONS CONCERNING ADS

Contact Emily Bodkin, Sales Assistant
Email: [ebodkin@worth.com](mailto:ebodkin@worth.com)  Tel: 917.934.2983
Worth magazine is delivered to a proprietary database of 125,000 high net worth individuals and wealth advisors in 10 major U.S. markets. Worth households aged 30 – 65 have a minimum net worth of $5+ million; Worth households aged 25 – 29 have a minimum net worth of $2+ million.

Source: Worth magazine subscriber file, analyzed by Wealth Window.
Worth’s FBO distribution network provides exposure for Worth magazine 365 days per year and is a platform for highly targeted brand promotions or customized campaigns.

Worth’s distribution network in 250 private airports provides unprecedented opportunities to connect with private travelers whose average net worth is an estimated $89 million.*

* Russ Alan Prince Associates
In an era of exponentially increasing online content of questionable quality, Worth’s digital offerings feature the highest caliber content relevant to an affluent and sophisticated audience.
Worth’s digital platform, newsletters and social channels engage a highly desirable audience through trusted content created by Worth editors and expert contributors.

Worth’s digital platform is the online home for sophisticated consumers who value high quality, authoritative content relevant to their lives. Worth.com features opinion pieces of record and serves as a primary source for thought leaders and other journalists.

Engagement opportunities include:
- Display advertising
- High-impact ad units
- Immersive campaigns
- Sponsored content (native advertising)
- Rich media units

Worth’s digital content is selectively syndicated to other online and broadcast channels.

Worth publishes two newsletters that reach highly targeted, self-selected affluent consumers. Targeted newsletters are published weekly with editorial content mirroring Worth magazine and worth.com. Sponsored newsletters are 100 percent customized with content branded by advertisers.

Engagement opportunities include:
- Display advertising
- Special offers
- Sponsored content (native advertising)
- Video engagement
- Content written collaboratively with Worth

Worth newsletters can be targeted geographically, demographically or thematically.

Worth is active in select social media channels. Integration with Worth’s social media efforts complements other digital, print, in-person or relationship-marketing campaigns. It provides brand association in organic and authentic ways.

Engagement opportunities include:
- Earned media efforts and campaigns
- Engagement with influencers
- Image inclusion related to Worth events
- Production of assets featuring advertiser

Worth’s social channels can be activated to support a comprehensive and integrated relationship.
Worth Newsletters

TARGETED NEWSLETTERS
Targeted newsletters are distributed weekly to a highly targeted, self-selected and affluent audience base. The editorial content directly mirrors the Worth magazine and Worth.com "Work, Finance, Life" content structure, containing a mix of sophisticated evergreen and timely stories.

Targeted newsletters include the following:
- Worth editorial content relevant to Work, Finance and Life
- 100 percent SOV
- Native advertising: 500 x 150
- Native advertising: 200 x 200

SPONSORED NEWSLETTERS
Sponsored newsletters are sent to the affluent community of Worth readers who have come to trust and respect the brands that Worth engages.

Sponsored newsletters include the following:
- 100 percent sponsored content, branded by advertiser
- Personalization, by recipient name
- Effective advertorial text written collaboratively by Worth marketing team and advertiser
- Advertiser logo, images and advertorial text to run in the Worth-designed template
Worth functions as a sales and marketing partner for some of the country’s most respected wealth and insurance advisor firms. This includes bridging our advisor partners with leading luxury brands to create unique and dynamic events relevant to mutually important clients and prospects. Illustrative firms include:

**AIG**

PRIVATE WEALTH INSURANCE GROUP

43% OF THE FORBES 400 ARE INSURED BY AIG

World’s leading insurer of collectible cars, art and boats

“WORTH IS DIRECTLY RESPONSIBLE FOR MANY OF OUR MOST IMPORTANT CLIENTS.”

**SIGNATURE ESTATE & INVESTMENT ADVISORS**

TOTAL ASSETS MANAGED

$5B

Private client group tailored to clients with $5 million in assets at minimum

“WORTH HAS BEEN GREAT IN OUR INDIVIDUAL ADVISOR AND COMPANY CAMPAIGNS.”

**JEFFREY GERSON**

MORGAN STANLEY

TOTAL ASSETS MANAGED

$1.3B

Largest client has a net worth of $100+ million

“WORTH HAS BUILT CREDIBILITY AMONGST OUR CLIENTS AND IN NEW RELATIONSHIPS.”
The Worth Leading Wealth Advisors Program is an exclusive marketing platform for top vetted advisors in key markets.

Admission Process

Advisors who apply for admission into the program are vetted by the Worth Leading Wealth Advisors team and experts at Paladin Advisor Research, led by founder Jack Waymire. In order to be considered, financial professionals must provide complete and full disclosure so that independent Paladin Advisor Research analysts can thoroughly screen and evaluate their credentials, ethics and business practices. Once admitted, advisors pay a fee to help underwrite program costs.

For more information, please contact your regional sales director or email leadingwealthadvisors@worth.com.

Annual Program Benefits

- Custom two-page Worth profile in six issues (regional edition)
- Complete profile on www.worth.com
- Custom illustration
- Listing in the Worth Leading Wealth Advisors National Directory
- 1,000 reprints (4-page, 4/c hard copies of your profile)
- Six e-prints (pdfs of your profile)
- One foam-core laminate display
- Worth annual gift subscriptions (6 issues) for 100 VIP clients—a $9,900 value
- 20 bulk issues (120 per year)
Comprised of a social component—appropriately termed “play”—and an educational component—termed “think”—Worth’s four annual Summits provide opportunities to educate and engage a highly targeted audience of wealth advisors and affluent consumers through content integration, product exposure and brand activations.

### 2016 WORTH SUMMITS

<table>
<thead>
<tr>
<th>MARCH</th>
<th>NEW YORK CITY</th>
<th>JUNE</th>
<th>SAN FRANCISCO</th>
<th>SEPTEMBER</th>
<th>BOSTON</th>
<th>OCTOBER</th>
<th>GREENWICH</th>
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<td><strong>Inside Sports</strong></td>
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<td>Big drama, big personalities, big money—sports has all of the above, and so will Worth’s Inside Sports Summit. Through must-see speakers, top-level panels, networking opportunities and luxury offerings. The Summit will offer attendees valuable information on financial opportunities in sports for investors, advisors and athletes.</td>
<td>From invasions of privacy to financial fraud to forgery and kidnapping, Worth readers face distinct and disturbing threats. Worth’s Road to Security Summit will connect attendees with highly respected experts from the security community, addressing issues of timely and vital importance.</td>
<td>How is America’s role as a safe haven for new global wealth and a draw for wealthy immigrants worldwide changing the country? Worth’s New America Summit will discuss this fascinating question from the perspectives of entrepreneurship, wealth management and lifestyle.</td>
<td>Who’s up and who’s down in global finance, and how will it affect high net worth individuals and the global economy? Worth’s Power 100 Summit will examine trends in global finance and wealth, including first-hand testimony and insight from members of the Power 100. For anyone engaged with high-level finance, this is a must-attend event.</td>
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<td><strong>PLAY</strong></td>
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<td>Bringing together readers, athletes and wealth advisors, Worth will host a spirited evening event that facilitates an atmosphere of engaged and relaxed interaction.</td>
<td>What do we really mean when we talk about safety and security? Most of the time, it’s family. This event will bring together high net worth readers, wealth advisors and their loved ones to celebrate the people we cherish most.</td>
<td>Worth’s New America issue focuses on how America blends heritage with non-stop renewal—something powerfully represented by the city of Boston. This event will bring together the old and the new in a celebration of an autumn classic: Fenway Park.</td>
<td>Worth’s second annual Power 100 Poker Invitational will bring together wealth advisors and ultra high net worth participants for a competitive but casual night of poker, prizes and philanthropy.</td>
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Conversations with Worth is a nationwide platform for invited brands to link directly with wealth advisors and their important clients.

Held monthly for 12 – 24 guests, the event is an evening of exceptional conversation, cocktails and cuisine, featuring a lightly moderated discussion among a member of the Worth editorial staff or leadership team, one or more wealth advisors and their clients, and an invited expert.

CONFERMEED CONVERSATIONS WITH WORTH SPEAKERS

Ken Burns, Documentarian • Dr. Mohamed El-Erian, Chief Economic Advisor, ALLIANZ

SPEAKERS AND ATTENDEES AT OTHER WORTH EVENTS

Leon Cooperman, Chairman and CEO, OMEGA ADVISORS ($11B AUM) • Joe Calabrese, CEO, GELLER FAMILY OFFICE SERVICES ($2.1B AUM) • Ilka Gregory, Principal, BESSEMER TRUST ($105B AUM) • Carol Pepper, CEO, PEPPER INTERNATIONAL (“One of the 50 Most Powerful Women in Private Wealth”) • Angie Sabel, Managing Director, ABBOT DOWNING (Wells Fargo ultra-high net worth clients with $38B AUM)
worth
(wûrth)

n.
The quality that commands esteem or respect; merit; excellence; the quality that renders something desirable, useful, or valuable.