



**cogent syndicated**

# Media Consumption Advisor™

Continuously monitor media usage patterns and preferences among financial advisors

Continuous Data Collection

Substantiating ad spend is difficult when you are focusing on a specific, hard-to-reach audience. For asset managers, knowing where and when financial advisors are consuming media helps justify the millions of dollars asset managers spend on media budgets. Ads running on the platforms advisors use at the times they use them will increase ad efficacy and ROI.

Media Consumption Advisor captures advisors' ongoing use of and preferences for all types of media. Easy-to-use dashboards enable subscribers to identify the most frequently used and preferred properties across more than 100 TV networks, print publications, websites, mobile apps, radio, social media sites, streaming services (video and audio) and podcasts. Subscribers can view how, when, where and on what devices advisors consume various types of media throughout the day. Updated monthly, Media Consumption Advisor provides valuable data for firms to build effective, multichannel advisor media plans.

## INFORM MEDIA-BUYING

Know where advisors go first for financial and business news and determine the best places to run targeted media campaigns

## MAXIMIZE BRAND EXPOSURE

Determine where your firm's specific subset of advisors consumes media to get your ads in front of advisor eyes

## MONITOR IMPACT OF MEDIA USE

Compare key brand metric performance for pre- and post-campaign periods to monitor the impact of ad spend

# Why is Cogent Syndicated the most accurate and reliable source for FA information?

## AUDIENCE

We survey 400 financial advisors every month on their use of and preference for consuming media. Subscribers are able to profile advisors based on channel, gender, assets under management, tenure and compensation.

## FREQUENCY

Continuous survey fielding provides subscribers updated metrics every month. Unlimited access to the data via an online portal provides the ability to run and see the data in the way that you want.

## RELIABLE DATA

We have the best data in the market. We have a dedicated sampling scientist who carefully curates the industry's leading database, over 20 years of experience with advisors, and industry experts who fully understand the results and implications of our research.

## SAMPLE SIZE AND METHODOLOGY

- 400 advisors per month; data points reported per month and as three-month-rolling averages
- Web-based survey
- Continuous monthly data collection
- All major distribution channels

## PUBLICATION SCHEDULE

- Survey fielding: Monthly
- Data portal updated by the 15th of each month

## SUBSCRIPTION INVESTMENT: \$50,000

- Monthly data feeds
- Five-seat license
- Easy-to-use dashboards with ability to filter by key firmographics and brand usage
- Quarterly written summaries

## Tracking 170+ Media Properties

See a sample of what we track below—contact us for the full list of properties

### TV NETWORKS

- ABC
- Bloomberg
- CBS
- Cheddar
- CNBC
- CNN
- Fox
- MSNBC
- NBC
- PBS

### WEBSITES

- bankrate.com
- barrons.com
- bbc.com
- bloomberg.com
- businessinsider.com
- cheddar.com
- cnbc.com
- cnn.com
- economist.com
- ETF.com
- fa-mag.com
- fool.com
- forbes.com
- fortune.com
- ft.com
- investmentnews.com
- kiplinger.com
- latimes.com
- marketwatch.com
- morningstar.com

- nasdaq.com
- nbcnews.com
- nytimes.com
- usatoday.com
- washingtonpost.com
- wealthmanagement.com
- wsj.com

### MOBILE APPS

- Barron's
- Bloomberg
- Cheddar
- CNBC
- CNN
- Forbes
- Fortune
- Fox Business
- Morningstar
- MSNBC
- NBC News
- The New York Times
- The Wall Street Journal

### SOCIAL MEDIA

- Facebook
- Instagram
- LinkedIn
- X (formerly Twitter)

### PRINT PUBLICATIONS

- Barron's
- Bloomberg Businessweek
- Financial Advisor
- Financial Planning

- Forbes
- Fortune
- Investment Advisor
- Investment News
- Investor's Business Daily
- Kiplinger's Personal Finance
- Morningstar Magazine
- On Wall Street
- Pensions & Investments
- PLANADVISER
- Research Magazine
- Retirement Advisor
- The Economist
- The Financial Times
- The New York Times
- The Wall Street Journal
- The Washington Post
- The Week
- USA Today
- Wealth Management
- Worth

### STREAMING SERVICES

- Amazon Prime Video
- Apple Music
- Bloomberg TV+
- Discovery+
- Disney+
- ESPN+
- Hulu
- Max (formerly HBO Max)
- Netflix
- Paramount+

- Peacock
- Showtime
- SiriusXM
- Spotify

### RADIO

- Bloomberg
- CBS
- CNBC
- Fox Business Network
- Fox News
- NPR

### PODCASTS

- Barron's Streetwise
- Bloomberg Businessweek
- Financial Advisor Success
- Freakonomics
- Investing Insights
- Marketplace
- Odd Lots
- Planet Money
- The Compound and Friends
- The Dave Ramsey Show
- The Future of Everything
- The Journal
- Wall Street Breakfast
- WSJ Your Money Briefing

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