



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 and social media sites. 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: \$30,000

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

## Tracking 100+ Media Properties

### TV NETWORKS

- ABC
- Bloomberg
- CBS
- CNBC
- CNN
- ESPN
- Fox
- Fox Business Network
- Fox News Channel
- MSNBC
- NBC
- PBS

### WEBSITES

- 401kwire.com
- 401kspecialistmag.com
- advisorperspectives.com
- bankrate.com
- barrons.com
- bbc.com
- bizjournals.com
- bloomberg.com
- businessinsider.com
- businessweek.com
- cnbc.com
- cnn.com
- economist.com
- espn.com
- etf.com
- etfdb.com
- etftrends.com

- fa-mag.com
- finance.yahoo.com
- financial-planning.com
- fool.com
- forbes.com
- fortune.com
- foxbusiness.com
- foxnews.com
- ft.com
- google.com/finance
- huffingtonpost.com
- ignites.com
- investmentnews.com
- investopedia.com
- investorguide.com
- kiplinger.com
- latimes.com
- marketwatch.com
- mint.com
- money.cnn.com
- money.msn.com
- morningstar.com
- msnbc.com
- nasdaq.com
- nbcnews.com
- news.investors.com
- nytimes.com
- planadviser.com
- reuters.com
- riabiz.com
- seekingalpha.com

- thestreet.com
- thinkadvisor.com
- time.com/money
- usatoday.com
- washingtonpost.com
- wealthmanagement.com
- wsj.com
- yahoo.com

### MOBILE APPS

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

### SOCIAL MEDIA

- Facebook
- LinkedIn
- Twitter
- YouTube

### PRINT PUBLICATIONS

- Barron's
- Bloomberg Businessweek
- Bloomberg Markets
- The Economist
- Financial Advisor
- Financial Planning
- The Financial Times
- Forbes
- Fortune
- Investment Advisor
- Investment News
- Investor's Business Daily
- The Journal of Financial Planning
- Kiplinger's Personal Finance
- The New York Times
- On Wall Street
- Pensions & Investments
- Plan Adviser
- Research Magazine
- Retirement Advisor
- USA Today
- The Wall Street Journal
- The Washington Post
- Wealth Management
- The Week
- Worth

P: 1 734.542.7600

E: COGENT@ESCALENT.CO  
ESCALENT.CO