

A Unique Publication

The Journal of Performance Measurement is the only publication that is completely focused on performance measurement for the investment professional. Launched in 1996, we are entering 19th year of providing the latest thinking and research on performance topics. Articles have covered a range of areas including the proper handling of rates of return, attribution models and methodologies, risk measurement issues, and the performance presentation standards. We have also become a sounding board for proposed standards for new issues such as attribution, best practices, and risk presentations.

The Journal is where performance professionals go to learn, gain insights, and find out what is on the minds of the leaders in the industry. It has become the place where authors come to make their latest thoughts and concepts known. Some examples

- When **Frank Russell Company** decided to make public its attribution method, they turned to *The Journal of Performance Measurement*. (David Cariño, “Combining Attribution Effects Over Time,” Vol. 3, #4).
- Likewise, when **Thomson-Vestek** wanted to share its methodologies, they did so in *The Journal of Performance Measurement* (Jose Menchero, “An Optimized Approach to Linking Attribution Effects Over Time,” Vol. 5., #1; “A Fully Geometric Approach to Performance Attribution,” Vol. 5, #2).
- In the initial years following its development, the linking algorithm was a closely guarded secret for **Wilshire Associates**. They made the decision to disseminate the details of their algorithm in *The Journal of Performance Measurement*. (Julia Bonafede, *et.al*, “A Multi-Period Linking Algorithm that Has Stood the Test of Time,” Vol. 6, #4).

Global Accolades

The Journal of Performance Measurement at 50

"*The Journal of Performance Measurement* has grown to be the preeminent journal for performance practitioners. Reading *The Journal* is essential for professionals wanting to remain on the leading edge of performance measurement."

Neil Riddles, CFA, CIPM
Hansberger Global Investors

50th
Issue

"*The Journal's* distinguished feature is its practicality. I can find what are current topics in the field of performance measurement and analysis. Every time I receive a new issue of *The Journal*, my imagination is stimulated. I believe this is a must read journal for performance analysts and all other people who are working in the front and middle office of asset management firms."

Yoshiaki Akeda
Nomura Funds Research and Technologies

"*The Journal of Performance Measurement* has become one of the essential publications for professionals in the investment management field. The quality and breadth of the articles published in *The Journal* attest to its importance in furthering the body of knowledge and in improving the analytical standards used by investment managers and their clients."

Gary Brinson, CFA
Brinson Foundation

Interviews with the top industry thinkers

With the exception of our first issue, each *Journal* includes an in-depth interview with a top professional from the industry. These have included such notables as Nobel Prize winners Bill Sharpe and Franco Modigliani, Professor Jack Treynor, portfolio managers Gary Brinson (UBS Brinson) and Jack Bogel (Vanguard).

Annual Awards

With the wealth of expertise that makes *The Journal* the solid base of information it is, we instituted several awards to give recognition to those who have produced and supported its content. We take pride in our industry who's-who list that makes up our Advisory Board and so we celebrate the contributions they make throughout the year. The top award is reserved for the article voted, by our board members, to be the best of the year. The winner receives the Dietz Award for Excellence in the Field of Investment Performance Measurement Literature. Named after Peter O. Dietz and the contributions he made to this industry, our past winners have expressed great pride in receiving the award since it signifies that their work has been chosen from a field of renowned authors and singled out for recognition by their peers.

Published 4 times a year...

The Journal is a quarterly publication packed with the latest thinking and views from professionals in all aspects of the business. We not only publish the well-planned delivery of information in article form, we also take pride in responses to the content of our publication. Our "Readers' Reflections" section has served as the catalyst for some very lively discussion/debate on methods and solutions that have been found between our covers. We welcome this kind of interaction to our articles, as do our authors. They consider it a true sign that they are reaching the right group of readers.

.... and our subscribers get a bonus!

With the start of our sixth year of publishing we began to publish a 5th issue. This "bonus" is a supplement to our regular four issues and is provided at no additional cost to our subscribers. While our four regular issues cover a broad array of topics, the supplement focuses on a specific area.

Over the years, The Spaulding Group has established itself as an industry leader in conducting surveys on several highly relevant topics. Our readers often ask us to go into greater detail about the survey results and topics in general. Therefore, in 2002, we introduced our first supplement devoted to **Technology**. This issue focused on one of the most critical areas of performance: the systems used to calculate the numbers and present the information. The next supplement focused on **The Presentation Standards**, who was complying and how. We have also added surveys that divulge **Attribution** handling and **The Performance Professional**. These are recurring topics and increase in scope from one to the next so they expand as the industry does. We are in the process of conducting our eighth survey on **The Presentation Standards**. That gives us more collective information on the assimilation and handling of The Standards than anyone in the industry.

This bonus issue also offers vendors a unique opportunity to go beyond a single page advertisement and become a case-study participant. It allows a full-page advertisement plus an additional case-study page devoted to their

product. An advertisement placed can target the specific topic detailed in the supplement, and present their message in a direct way. Program participants also get to join in a *round table* discussion, which serves as our interview for that issue. This is a three-pronged advertising attack within one focused issue. This is a no holds barred open forum for discussion of specific focus and development in comparison discussion with direct competitors.

PMAR – The Conference

In 2003, *The Journal of Performance Measurement* held our first **Performance Measurement, Attribution and Risk (PMAR)** conference. Drawing on the resources and contacts established through the years of publishing *The Journal*, the conference allows the authors to present their ideas in front of a live, eager audience. The conference was truly a meeting of all levels of performance professionals sharing information, learning, discussing and growing from an experience that received high praise:

“PMAR is a valuable conference that provides informative topics and materials on the various facets of investment performance and attribution. Topics are always timely and relevant as the industry evolves and grows with challenging dimensions.” - Jenny Tsouvalis, VP, OMERS

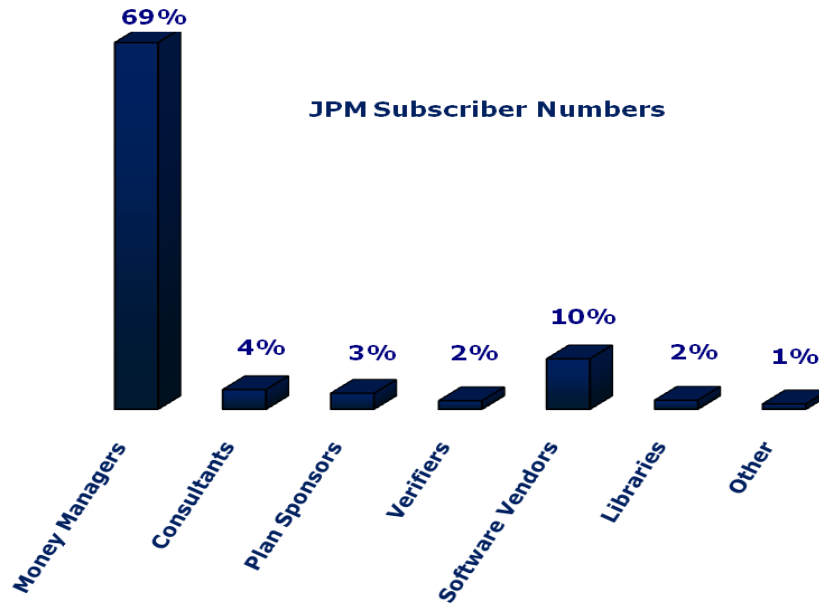
“PMAR has become the ‘must-attend’ performance and risk conference. From the timely topics to the world class speakers, this conference has it all. It is also entertaining and well organized. Run, don’t walk, to this conference.”
- Tom Jacobs, Manager of Performance Analysis, Waddell & Reed

Read by all segments of the industry...

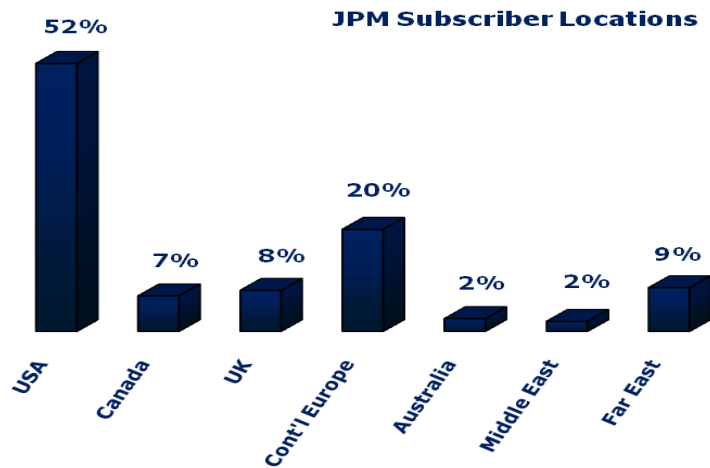
The Journal readers include performance measurement professionals as well as other industry participants who want to keep abreast of what is going on with performance.

Our target market

The Journal’s target market is essentially anyone who is involved with performance measurement or who wants to keep up with the trends of this constantly expanding and important area of investment management. This market includes money management firms, investment consultants, plan sponsors, verification firms, and software developers from around the globe.



.... and by professionals everywhere.



The Journal offers vendors the best opportunity to showcase their products and services.

Shouldn't you be here?

If your market is investment performance, then the best place to showcase your products and services is *The Journal of Performance Measurement*.

For more information about advertising in the only publication dedicated to investment performance measurement, contact Christopher Spaulding, Executive VP of Business Development, at 732-873-5700 or e-mail CSpaulding@SpauldingGrp.com.

JPM 2014-15 Advertising Rates and Specifications

Basic Rates

Our basic advertising rates are:

- | | | | |
|---------------------------|---------|--|---------|
| • 4-color page | \$5,700 | Special positions (for full-page ads only) | |
| • 2-color page | \$4,600 | • Inside front or back cover | add 15% |
| • Black & White | \$4,100 | • Outside back cover | add 20% |
| • Black & White half page | \$3,000 | | |

A 15% commission is available on all rates to recognized advertising agencies.

Case Study participant rates

The case study participant fee is \$6,000. For this amount you receive:

- A full-page black & white advertisement
- A full-page to provide a case study (black & white)
- An invitation to our Vendor Roundtable interview, which will appear in the supplement.

You can substitute a 4-color advertisement for an additional \$1,500 or a 2-color for an additional \$600. A second case study can be included for an additional \$2,000. Special positioning rates apply (see above).

Digital Specifications

1. Ads – Image files must be high resolution (300 dpi or higher) and supplied as a PDF or TIF format.
2. Full page ads
 - a. Page size 8.5” X 11”
 - b. Live area: 8” X 10.5”
 - c. If ad bleeds, allow an additional 1/8” bleed on all 4 sides (8.75” X 11.25”)
3. Line art must be 1200 dpi in EPS or TIF format.

Please send materials to:
Douglas Spaulding
TSG Publishing, Inc.
33 Clyde Road, Suite 103
Somerset, NJ 08873

Any questions, contact Douglas Spaulding at (732) 873-5700 email DougSpaulding@SpauldingGrp.com

Editorial Calendar

The Journal of Performance Measurement publishes four seasonal issues each year plus the supplement bonus. We do not usually specify a singular topic focus for an issue; we prefer to offer a collection of topics since the subjects of performance measurement are many. The only issue that has a specified topic is the supplement which is based on the content of the current survey.

JPM Production Schedule

WK 1	WK 2	WK 3	WK 4	WK 1	WK 2	WK 3	WK 4	WK 1	WK 2	WK 3	WK 4
January				February				March			
		↑ JPM to Printer	Review Proofs	Final Mailed				Season Change			
	April			← May				June			
				Final Mailed				Season Change			
	July			← August				September			
				Final Mailed				Season Change			
	October			← November				December			
		↓		Final Mailed				Season Change			

- JPM to Printer Final compiled JPM Quark file to Abco
- Review Proofs Proofs usually ready within two days. Need to be reviewed and changes/corrections sent back to Abco
- Final Mailed Changes noted and final JPM produced - usually within 10 days.
- Cut off for delivery of ad content.
- Time line - to indicate "safe" overage periods within production schedules.
- Season Change If the JPM has not been mailed for the previous season - we are **seriously late**.