



Advisor Perspectives Ranked as Top Newsletter for Financial Advisors

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by Robert Huebscher
of Advisor Perspectives

Lexington, MA. January 17, 2020. Advisor Perspectives has been ranked as the most-read electronic newsletter by financial advisors in 2019, based on the annual media survey conducted by Erdos and Morgan.

Since 2013, Erdos and Morgan has conducted its financial advisor media outlook and usage study ("FAMOUS"). It surveys over 39,000 advisory firms, which it cross-references with the SEC's database to create a sample that is representative of the advisor universe.

In 2019, for the first time the FAMOUS survey asked advisors which electronic newsletters they had read in the past month. Advisor Perspectives was ranked first among the 45 newsletters listed, with four times the readership of the average publication.

Furthermore, Advisor Perspectives was the most-read newsletter among the key demographic of independent registered investment advisors (RIAs), with approximately twice the readership of the second-highest newsletter. It was also the most-read newsletter among advisors 45-54 years old and those 55 and older.

The FAMOUS survey also showed that **Gaining Perspective**, the podcast series that Advisor Perspectives introduced in early 2019, has quickly grown to become the second-most listened-to podcast among those targeted to advisors and the fourth-most overall.

"Since I founded the company nearly 13 years ago, I have made it our goal to provide the highest quality editorial content from the most respected authors serving the advisory profession," said Robert Huebscher, the CEO of Advisor Perspectives. "This study validates that strategy and shows that we are succeeding in our mission, which is to help advisors enable their clients to achieve their financial goals."

"Our asset manager and advertising agency clients place a strong emphasis on being able to efficiently and accurately target their marketing activities for financial advisors," said David March, the chief revenue officer at Erdos and Morgan. "Our study of electronic newsletter readership makes that possible, and complements our studies of advisor usage of publications, websites, apps, social and broadcast media and podcasts."

Advisor Perspectives is based in Lexington, MA, and was founded in 2007. Its web site and on-line community, APViewpoint, are visited by 200,000 advisors per month. Advisor Perspectives is the premier digital publisher for the advisory profession, including RIAs, financial planners, wirehouse and independent broker-dealer representatives, family offices, insurance brokers, institutional investors, bank professionals and more.

Erdos and Morgan was established in 1947 and is a leading market research company, with offices in Boston and New York. It conducts syndicated and custom research, specializing in financial, political and Washington "insider" demographics.

For more information, please contact Advisor Perspectives at sales@advisorperspectives.com or call (781) 376 0050, or Erdos and Morgan here or call (516) 935-6959.