



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 in our 24th 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* 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

“You guys really knocked it out of the park with this issue. Every article is timely and spot on.”

- Michael Pfaff, Vanguard

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 FOUR 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. In Fall 2019, we introduced a new feature called “The Columnists.” In each issue we ask six members of the industry to answer a question, and we publish their answers in the journal. This is becoming one of our most popular features.

PMAR CONFERENCE

In 2003, *The Journal of Performance Measurement* held the 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.”

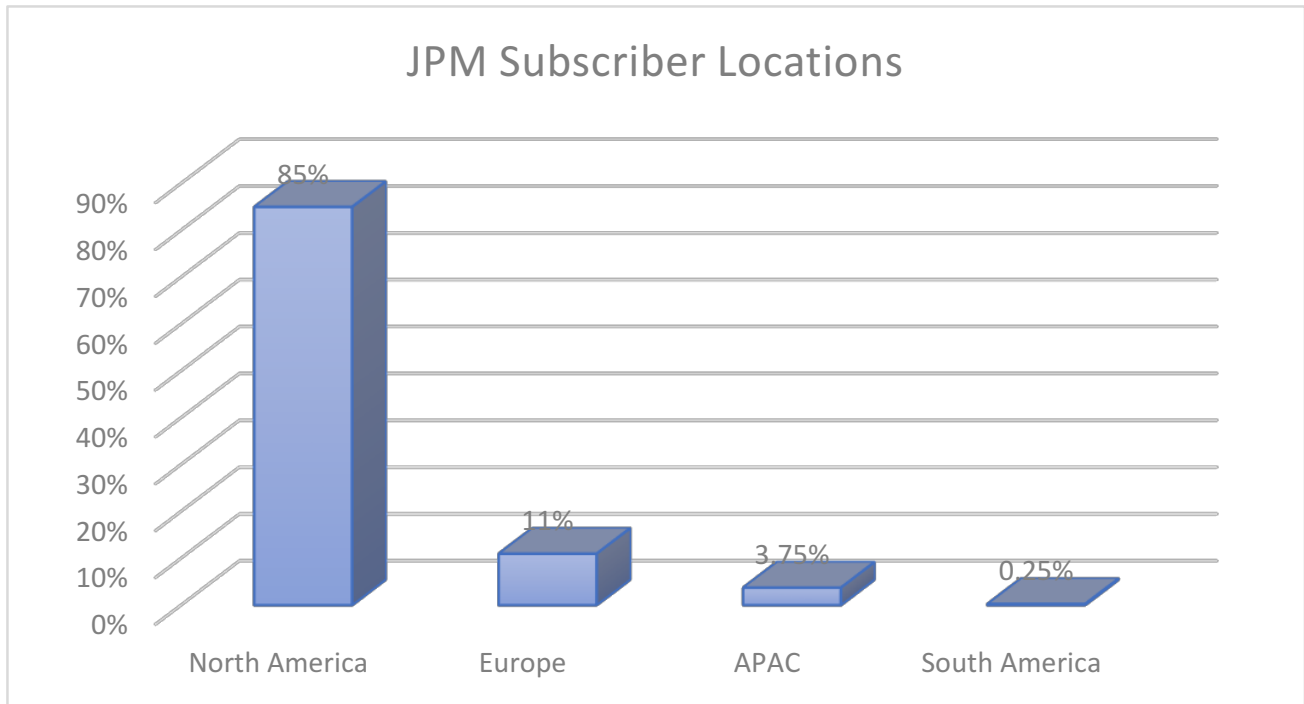
- Tom Jacobs, Portfolio Modeling Principal, Ivy Investments

READ BY ALL SEGMENTS OF THE INDUSTRY...

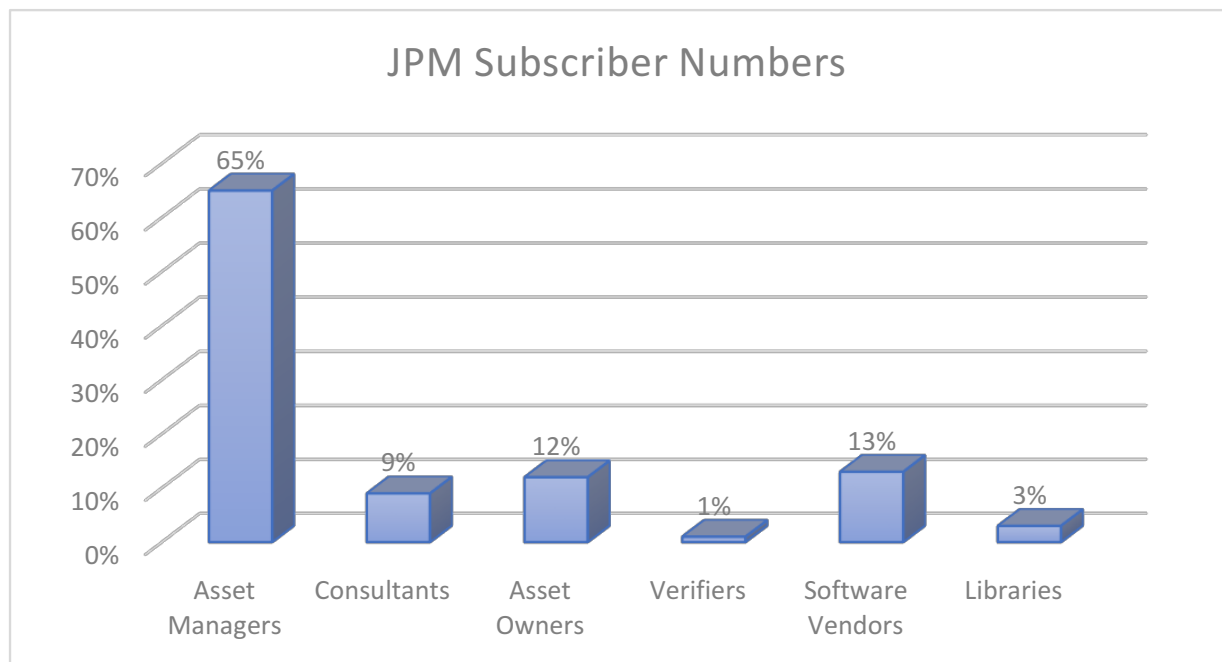
The Journal readers include performance measurement professionals as well as other industry participants who want to keep abreast of what is going on with performance.

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 on advertising in the only publication dedicated to investment performance measurement, contact Patrick Fowler at 732-873-5700 or e-mail PFowler@SpauldingGrp.com.

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