



Top 10 Websites for Financial Advisors

September 22, 2011

In a recent survey conducted in partnership with Cerulli Associates, we asked our audience to list the sources they frequent for investment commentary and content on a regular basis. Here is a list of the top ten.

Rank	Website	# of Responses
1	Advisor Perspectives	606
2	Yahoo! Finance	439
3	Bloomberg	426
4	Morningstar	386
5	Investment Advisor>	288
6	Investment News	280
7	Morningstar Advisor	260
8	Market Watch	247
9	FA-Mag.com (Financial Advisor)	239
10	Barron's	235

[Contact us](#) to learn more about these results.

Source: Cerulli/Advisor Perspectives 2011 Reader Survey

“What are your primary on-line sources you visit on a regular basis?” was asked based on a list of 15 sites.

“Other” responses were also included in this analysis. Multiple sites were allowed to be checked by each respondent. There were 1093 responses.

About our website and who we reach...

UNIQUE VISITORS 150k
100k+ SUBSCRIBERS
PAGE 700k VIEWS
Views and Visitors are monthly

Advisor Perspectives is the leading interactive publisher for Registered Investment Advisors (RIAs), wealth managers, and financial advisors. Financial professionals use Advisor Perspectives for our email newsletters, market commentaries & videos, and Dshort – daily commentaries on market trends and key announcements on economic indicators.



We reach a very pure demographic, comprised almost entirely of financial advisors,

- 70% are independent RIAs.
- 25% are wirehouse or independent brokers.
- 5% are fund companies, media, and others.

Advisor Perspectives goes to over 100,000 RIA's, Wealth Managers and Financial Advisors. Deliver your message to our sophisticated audience. [Learn More](#)

In Our Audience's Own Words...

The survey also gave the respondents a chance to leave comments at the end, in which many left testimonials. A few of those are highlighted here.

“ Arguably as valuable as the paid research.

Great publication. It's the best place to get **high quality** economic and market commentary, and some very good research.

....of all the newsletters I receive, this is the **only one I peruse diligently.**

...I especially appreciate your efforts at producing more actionable data for advisors.

Other Testimonials

“This is hands down the most useful financial planning / investment related industry email I receive” -- Harold Evensky, CEO, Evensky & Katz

“I am a CFP, a former RIA and fee-only wealth mgr. I'm semi-retired however I continue to serve as a securities expert witness as I have for the past 12 years. Your publication is an excellent resource that helps me find important articles that may not be getting the broad exposure they rightfully deserve. I tweet them. Keep up the good work!”

“... in a virtual sea of information and email overload - I like your publication and think it among those of the highest quality.”

“Robert Huebscher's article will be required reading in our office.”

“Thanks for the absolutely independent and quite authoritative information, not so usual in the financial world.”



“Advisor Perspectives is a ‘must’ read....great articles!”

“Advisor Perspectives is one of the preeminent sources of thought provoking, substantive articles.”

“You are consistently the best source of ‘big picture’ analysis I have found. I feel very lucky to have subscribed to you. Keep it coming.”

“I read it thoroughly every day and enjoy it.”

“Good choice of topics keeps me coming back.”

“I love Advisor Perspectives. I look at it every day.”

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