

# the Register

## General Article and Editorial Policy

The **Register** magazine is published by the International Association of Registered Financial Consultants (IARFC®). The readers of this publication are practitioners – financial consultants, life insurance agents, registered representatives, and registered investment advisers.

The average reader has more than four years of experience in financial services and possesses at least one professional designation/credential, such as RFC®, MRFC®, ChFC, CFP®, CLU, AEP, CPA, CSA. Many hold advanced degrees, such as MBA, JD, LLM and Ph.D. The readership is educated, experienced, knowledgeable and involved in the industry.

**Articles benefit the reader by providing specific planning techniques, practice management suggestions or educational content about financial services, which might include the advisory professional responsibilities, industry news, insurance, investments, software, or compliance.**

Each issue is distributed to every member of the International Association of Registered Financial Consultants. Circulation currently ranges from 3,000 to 6,000. Authors guidelines:

- Be as specific as possible on any topic relating to financial services.
- Recommend specific actions or conduct – on the part of the financial consultant readers or on the part of industry organizations.
- Explore opportunities for the benefit of clients through the use of information or service techniques that may be delivered by financial consultants.
- Comment or disagreements with another author of a published book or article (even a previous *Register* article), a political figure, industry spokesperson, leader, or organization are allowed
- Articles should include specific recommendations. The readers want to know more than just about a problem – they want solutions!

- Specifications:

Length: Columns 650-700 words.  
Cover articles 2,300 words  
Feature articles 1,000 words

Copy: Word file, as an attachment to an email message.

Photo: Electronic photo - this could be a head-shot in business apparel, preferably color. The larger the photo is when scanned, the crisper it will be when reduced for placement. In addition action shots with a client or staff are encouraged

Send to: [editor@iarfc.org](mailto:editor@iarfc.org) – subject *Register* Article (for email transmittal memo)

Graphic: Graphic images, such as a PowerPoint, PDF, or Excel file, will help illustrate a concept or position. Specific illustrations or brochure copies that have already been printed as output from another program must be able to be reproduced.



- Bios:** Every article should be accompanied by a biography of the author of approximately 35 words. It may be edited for length and content. Professional designations/credentials and graduate degrees should be included. Authors of books or software that are currently available may wish to mention them.
- Editing:** The IARFC reserves the right to edit any copy or not to print. If substantial changes or cuts are suggested, the author will have the opportunity to review the copy.
- Preview:** Depending on the nature of the article, a finished layout that shows formatting and photo, may be sent, generally by email as a PDF file.
- Copies:** Authors will receive one copy of the publication in which their article appears.

### **Sample Bio**

Benjamin N. Franklin, ChFC, RFC® is president of Poor Richard's Investment Company of Philadelphia, PA, which manages \$2 billion of postal stamps. Poor Richard also introduced the "You Lick It" software that is employed by 1,500 post offices. Contact: 610 555 4000, E-mail: ben@poorrichard.com, Website: www.poorrichard.com.

### **Editorial Board Contact Information**

Editor	Susan Cappa	513 424 6395 ext. 306	susan@iarfc.org
Chief Operating Officer	Charlotte Isbell	513 424 6395 ext. 305	iarfcoperations@iarfc.org

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### **Editor Responsibilities:**

- General promotion of the *Register*
- Attend conference and encourage authors to submit
- Organize special issues
- Maintain and expand subscriber lists by encouraging professionals and institutions to subscribe
- Increase the number of institutional and media subscriptions
- Send electronic copies of the *Register* to those on the member list
- Work with IARFC staff in the design and marketing of the *Register*
- Recruit and managing the editorial board
- Increase the number of submissions
- Ensure that authors reference other *Register* article, when appropriate
- Increase visibility of the *Register* in terms of indexing
- Manage the entire publication process from submission to layout
- Write editorial for each issue
- Meet publication deadlines
- Increase the size
- Seek more active involvement of the IARFC Boards
- Contract an advertising agency to sell ad space for the *Register*