

COMMERCE

## Kiplinger launches digital library to help advisers reach investors

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*Photographer Johannes Huebl poses for Ferragamo's MTO Driver campaign*

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By STAFF REPORTS

Finance and business forecaster Kiplinger and technology company Vestorly are helping investors and financial advisers connect through a new online Wealth Creation channel.

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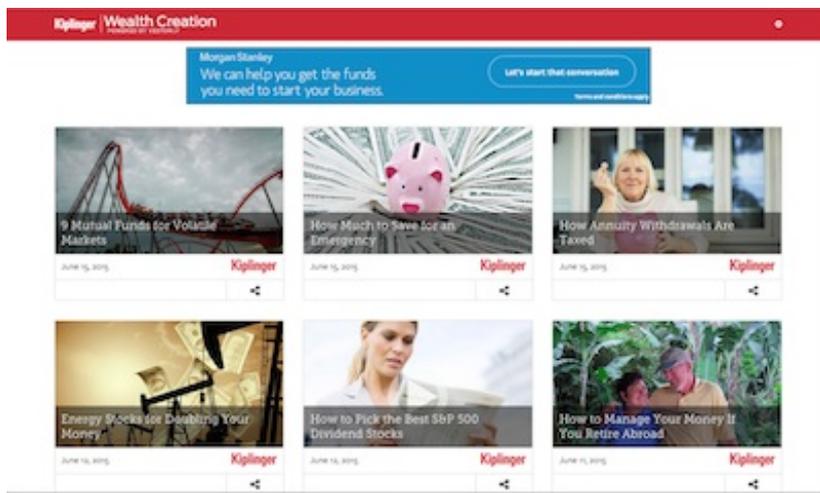
**Luxury Daily**

The channel will be a digital library filled with actionable content created by financial professionals for Kiplinger's 3 million readers. This new vertical on the site enables finance professionals to speak directly to readers, creating opportunities for directed advice.

Money management

This new channel will include content from Charles Sizemore, publisher of the Sizemore Letter; Scott Hanson, a founder of Hanson McClain and a radio show host; and Taylor Schulte, founder and CEO of Define Financial. Advisers can also submit for publication.

The Wealth Creation channel will be hosting advertisements for asset management firms and financial companies looking to target professionals in the industry.



*Screenshot of Wealth Creation channel*

In a brand statement, Doug Harbrecht, director of new media, Kiplinger Washington Editors, said, “The Wealth Creation channel provides insights from knowledgeable experts as well as from Kiplinger’s editorial team, content that is relevant to wealth building and management. Vestorly’s technology makes it possible for us to build an interactive community of financial professionals and investors, providing advisers with a first-of-its-kind opportunity to showcase their expertise to the Kiplinger.com audience.”

Other financial publications have sought serious investors with targeted content.

Wealth management firms such as U.S. Trust and Northern Trust promoted their financial services in the first edition of Barron’s Penta since the newsprint section insert went glossy.

Barron’s Penta magazine, which launched in 2009, was inserted into the weekly financial journal on Sept. 29, with content geared toward families with assets of \$5 million or more. Penta now joins a bevy of supplements that have the potential to become stand alone publications given their focus on ultra-high-net-worth individuals ([see story](#)).

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