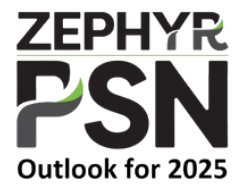


# CALL FOR ARTICLE SUBMISSIONS:

## Zephyr's PSN 2025 Outlook



Zephyr's PSN is actively seeking thought leadership articles that address the opportunities ahead for investing in separately managed accounts for 2025 and beyond. If you are interested, please take a few minutes to review the information below. Accepted articles will be published in Zephyr's PSN 2025 Outlook eBook on March 31, 2025, and distributed to an audience of more than 50,000 investment management professionals.

### Register for one of our upcoming webinars:

January 22, 2025, at 11am ET

<https://attendee.gotowebinar.com/register/7335628664196264544>

January 29, 2025, at 2pm – 2:30p

<https://attendee.gotowebinar.com/register/4269121520699484249>

### SUBMISSION GUIDELINES

- Word count: 525 to 575 words per article; Word docs only; submissions exceeding the word count limit will be returned for copy edits.
- Page: Each submission will have only one (1) page in the Zephyr's PSN 2025 Outlook eBook.
- Visual: one visual allowed; can be chart, graph, table, photo, infographic.
- Outlook can encompass the entire firm perspective or individual professional.
- Content deadline:
- Administrative fee: \$495 per page. Fee is waived for PSN Contributors and Zephyr clients.
- How to Submit: All questions, content and materials should be emailed to James Leonard at James.Leonard@Informa.com prior to the deadline.

### EDITORIAL FOCUS

Investors are interested in a customized approach that uniquely matches their goals and values. This focus has led many investment professionals to diversify portfolios using SMAs. As SMAs continue to grow in popularity, managers are interested in more information. Zephyr's PSN 2025 Outlook serves as a resource for these managers. Our audience is interested in 1) gaining more insight into SMAs, 2) considerations when investing, 3) how to discuss SMAs and present to clients, 4) value of customizable solutions and more.

- Content should be fresh, compelling, educational and/or thought leadership in nature to fully engage our readers.
- Links to full reports, source documents, videos, and/or disclosure statements can be included in the copy to enrich the reader experience and save space.
- Contributors will be asked to edit or delete copy which is promotional, self-referential or sales-oriented in nature.
- Copy will be edited for audience suitability only, so check and proofread your submission carefully before uploading required materials.

### ENHANCED DIGITAL FORMAT

- Zephyr's PSN 2025 Outlook makes it easy for content contributors to share their articles online and via social media.

### TARGETED DISTRIBUTION

- Asset Managers, Financial Advisors, Wealth Managers, Family Offices, Banks
- Social Media and ZephyrFinancialSolutions.com Website
- Press Release distribution to potential audience of more than 1.2 million
- Deployment date: March 31, 2025

*Please email James.Leonard@informa.com with any questions and to confirm your interest in participation. We look forward to your inclusion in Zephyr's PSN 2025 Outlook eBook.*