



For Immediate Release

NAFA Announces Publication Focused On Annuity Marketplace and Regulation

The National Association for Fixed Annuities (NAFA) announces the inaugural issue of NAFA Annuity Outlook, a bi-monthly magazine.

Milwaukee, WI (March 9, 2012) – As part of NAFA’s ongoing commitment to advocating for and educating others about annuity products, NAFA announced the publication of a new bi-monthly (every other month) magazine entitled NAFA Annuity Outlook. The first issue of NAFA Annuity Outlook will be distributed this spring to NAFA Members and an industry audience of approximately 40,000 subscribers.

NAFA Annuity Outlook has been designed to be a resource for the insurance and wealth management markets that focuses on the annuity marketplace and regulation. It will provide critical information and tools to insurance agents, financial advisors, insurance marketing organizations, carrier staff, and all others involved in the insurance industry. NAFA Annuity Outlook will periodically have special sections to provide information regarding non-annuity insurance products, as well.

“NAFA has been searching for a mass-market communications vehicle that would allow our messages and mission to reach a larger audience,” said NAFA President and CEO, Kim O’Brien. “We are proud to partner with two NAFA member organizations, Insurance Insight Group and Advisor Recruiting, who will play an integral role in supplying content and design services as well as managing advertising sponsorships and distribution for this unique publication.”

Those interested in advertising in *NAFA Annuity Outlook*, can call Matt Pardine at Advisor Recruiting: 800-765-0372, ext. 6405. Or visit <http://adrec.us/nafa/advertise.php> to obtain a media kit. Advertising space deadline for the inaugural edition is March 30, 2012.

NAFA, the National Association for Fixed Annuities, is a national trade association exclusively dedicated to promoting the awareness and understanding of fixed annuities – including income, declared rate, market value adjusted and indexed. NAFA is the only association whose sole purpose is advocating for the fixed annuity product and educating regulators, legislators, consumers, members of the media, industry personnel, and distributors about fixed annuities and their benefits to retirees and those planning retirement. NAFA’s membership of fixed annuity carriers and independent marketing organizations (or field organizations) represents over 140,000 agents and registered representatives selling fixed annuities. NAFA was founded in 1998 and is headquartered in Milwaukee, Wisconsin. Get more information on annuities at www.nafa.com.

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