
Summit Business Media launches ThinkAdvisor.com

By Editor Test *Sun, Jul 21, 2013*

The new site is a renaming of and enhancement of Summit's three-year-old site for advisors, AdvisorOne.com.

Summit Business Media has launched ThinkAdvisor.com, an enhancement of AdvisorOne.com. The makeover of the three-year-old site includes, beside a new name, a new, simplified site design and a greater focus on advisor needs, according to a Summit news release.

Like AdvisorOne.com, ThinkAdvisor.com will provide news, analysis and industry information, vendor resources, best practices and continuing education and access to professional reference publications. The new layout has been optimized for readability and multi-device support, including smartphones and tablets.

ThinkAdvisor.com also intends to offer access to live events, virtual tradeshow and webcasts, as well as The Academy, an interactive knowledge center.

Matt Weiner, Group Publisher, said in a release, "By focusing content in four primary subject-matter channels—The Portfolio, Wealth, Retirement and The Practice—ThinkAdvisor.com offers new opportunities for sponsors to own a larger share of advisors' workflows, spanning traditional and high-impact web advertising to content syndication, custom programs and lead generation."

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