

AdvisorHub Ranks as Most-Read Advisor Trade Publication in 2026 Erdos & Morgan FAMOUS Study

AdvisorHub also leads advisor newsletters and ranks among the industry's most popular podcasts

NEW YORK, NY, UNITED STATES, October 5, 2026 /EINPresswire.com/ -- AdvisorHub has been named the most-read advisor-focused publication in the country in the [2026 Erdos & Morgan Financial Advisor Media Outlook and Usage Study](#), or FAMOUS, one of the financial services industry's leading studies of how financial advisors use media.



Tony Sirianni, CEO and Publisher of AdvisorHub

The results come as AdvisorHub celebrates its 10th anniversary and continues to expand its audience across digital news, newsletters, podcasts, video, rankings, magazines and live events.

According to the study, AdvisorHub's daily briefs are the top-read newsletters among financial advisors, while The Tony Sirianni Podcast ranks among the most popular podcasts with advisors. AdvisorHub also ranks as one of the most-read financial news sources among advisors overall, alongside major national financial media brands.

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Tony Sirianni

“When we started AdvisorHub, our goal wasn't to be the biggest publication. It was to build something advisors would actually want to read every day,” said Tony Sirianni, Publisher and CEO of AdvisorHub. “Ten years later, these

results tell us that advisors have made AdvisorHub part of their daily routine. That means a lot to our entire team.”

The FAMOUS study examines where professional financial advisors get information and how they use financial media across digital, print and broadcast platforms. Erdos Media Research builds the study from a national sample of registered financial advisors drawn from a database of 10,000 advisors and cross-referenced with the SEC.

AdvisorHub has built its audience around breaking news and original reporting on the issues affecting financial advisors and their businesses, including recruiting, compensation, firm moves, regulation, practice management, investment management and industry consolidation.

The company has also expanded well beyond daily news. Its Advisors to Watch rankings highlight leading advisors and RIAs across the country, while its conferences and summits bring advisors, wealth management executives and asset managers together to discuss the biggest issues facing the industry.

"Advisors are incredibly busy, and there are more places competing for their attention than ever," Sirianni said. "Our job is to give them information that is useful, interesting and worth their time. The fact that they continue to choose AdvisorHub across news, email and podcasts is the best validation we could ask for."

AdvisorHub recently marked 10 years under Sirianni's leadership. Since 2016, the company has grown from an online news publication into a multi-platform media company serving the financial advisor community. AdvisorHub describes its mission as being an advocate and voice for financial advisors while providing breaking news, compensation information, industry commentary and resources advisors can use to grow their businesses and careers.

About AdvisorHub

AdvisorHub is a media company serving financial advisors and the wealth management industry. Its platforms include breaking news, investigative journalism, newsletters, podcasts, video, magazines, rankings and live events.

For more information, visit [AdvisorHub.com](https://www.advisorhub.com).

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