



Sources: WisdomTree, Bloomberg (02/28/13).

Past performance is not indicative of future results. You cannot invest directly in an index.

• In the current environment, WisdomTree’s domestic Dividend Indexes turn this way of thinking on its head—the [WisdomTree SmallCap Dividend Index](#) had a yield advantage over the [WisdomTree MidCap Dividend Index](#), and the WisdomTree MidCap Dividend Index had a yield advantage over the [WisdomTree LargeCap Dividend Index](#).

• The WisdomTree SmallCap Dividend Index had a trailing 12-month dividend yield advantage of more than 1.8% over its market cap-weighted index peers, the Russell 2000 Value and the Russell 2000 indexes.

• The WisdomTree MidCap Dividend Index had a trailing 12-month dividend yield advantage of more than 1.4% over its market cap-weighted index peers, the Russell Midcap Value and the Russell Midcap indexes.

Weighting by Fundamentals: The Dividend Difference We believe dividends provide an objective measure of company profitability and have theoretical and empirical importance in determining stock values. Weighting eligible companies in our Indexes by their indicated dividend streams enables us to magnify the effect dividends have on performance. Each stock eligible for inclusion in an Index is weighted by its share of the dividend stream (which is the sum of regular cash dividends paid by all the companies in the Index). In a recent market insight, we evaluated how various indexes allocate weights to companies in different dividend yield buckets. We concluded here:

• **Higher weights in Highest-Dividend Stocks:** For stocks with dividend yields greater than 4%, both WisdomTree MidCap and SmallCap Indexes have more than twice the weight, 25% and 32%, respectively, of their market cap-weighted value peers. The Russell Midcap value and the Russell 2000 value indexes have 20% and 40%, respectively, weight in companies with no indicated dividend yields.

• **Non-Payers Allocations:** All Russell indexes are market capitalization weighted and, as such, place the largest weights on firms with the largest market capitalizations. This means they will all have weight in non-dividend paying stocks (20% for the Russell Midcap value and 40% for the Russell 2000 value), which, of course, are ineligible for the WisdomTree Dividend Indexes.

Conclusion In our opinion, mid- and small-cap companies are important tools for providing diversification benefits and increased potential return. Specifically, we think that mid- and small-cap dividend-paying companies deserve a larger share than they’re currently being allocated by market cap-weighted indexes. Allocation to mid- and small-cap dividend-paying companies can increase trailing 12-month dividend yield. At WisdomTree, we do things differently. We build our Indexes and the ETFs designed to track them with proprietary methodologies, smart structures and/or uncommon access to provide investors with the potential for income, performance,

diversification and more. In the mid- and small-cap market, we believe our approach can help investors more successfully capture a higher level of income from smaller companies. For more information on the subject, read our research [here](#).

Important Risks Related to this Article

Dividends are not guaranteed and a company's future abilities to pay dividends may be limited. A company currently paying dividends may cease paying dividends at any time.

For standardized performance and the most recent month-end performance click [here](#) NOTE, this material is intended for electronic use only. Individuals who intend to print and physically deliver to an investor must print the monthly performance report to accompany this blog.

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DEFINITIONS

Russell 1000 Index : A measure of the performance of the 1,000 largest companies by market capitalization in the Russell 3000 Index.

Russell Midcap Index : The Russell Midcap Index measures the performance of the mid-cap value segment of the U.S. equity universe. It includes those Russell Midcap Index companies with lower price-to-book ratios and lower forecasted growth values.

Russell 2000 Index : Measures the performance of the small-cap segment of the U.S. equity universe. The Russell 2000 is a subset of the Russell 3000 Index representing approximately 10% of the total market capitalization of that index. It includes approximately 2000 of the smallest securities based on a combination of their market cap and current index membership.

Trailing 12-month dividend yield : Dividends over the prior 12-months are added together and divided by the current share price. Higher values indicate more dividends are being generated per unit of share price.

Russell MidCap Value Index : measures the performance of the mid-cap value segment of the U.S. equity universe. It includes those Russell Midcap Index companies with lower price-to-book ratios and lower forecasted growth values.

Russell 2000 Value Index : measures the performance of small-cap value segment of the U.S. equity universe. It includes those Russell 2000 Index companies with lower price-to-book ratios and lower forecasted growth values.

Indicated dividend stream : refers to the regular dividends per share indicated to be paid in the coming year multiplied by the number of shares outstanding.

WisdomTree SmallCap Dividend Index : A fundamentally weighted index measuring the performance of the small-capitalization segment of the U.S. dividend-paying market. The Index comprises the companies that constitute the bottom 25% of the market capitalization of the WisdomTree Dividend Index after the 300 largest companies have been removed. The Index is dividend weighted annually to reflect the proportionate share of the aggregate cash dividends each component company is projected to pay in the coming year, based on the most recently declared dividend per share.

WisdomTree MidCap Dividend Index : A fundamentally weighted index that measures the performance of the mid-capitalization segment of the U.S. dividend-paying market. The Index comprises the companies that constitute the top 75% of the market capitalization of the WisdomTree Dividend Index after the 300 largest companies have been removed. The index is dividend weighted annually to reflect the proportionate share of the aggregate cash dividends each component company is projected to pay in the coming year, based on the most recently declared dividend per share.

WisdomTree LargeCap Dividend Index : Measures the performance of the 300 largest companies in the WisdomTree Dividend Index ranked by market capitalization. Weighting is by indicated cash dividends.