

Editorial Calendar

		MATERIALS		BONUS
MONTH	AD CLOSE	DUE	EDITORIAL FOCUS	DISTRIBUTION
January 2007	CLOSE: 11/30/06	DUE: 12/8/06	The Investing Issue, with Market & Economic Forecast: ETFs, mutual funds, separate accounts, alternative investments Clearing Firms: How they're partnering with B/Ds The IA Leaders Look Ahead: Best strategies for clients in the New Year Clearing Firms Directory	FSI Annual
			SUPPLEMENT: TDAmeritrade Pre-Conference Guide	
February 2007	CLOSE: 12/28/06	DUE: 1/3/07	The Future of the Profession Issue with the New Faces of Planning and the B/D Advisory Board's insights on the independent model Variable Products Partners (VUL and others) Directory	ASPPA 401(k) Sales Summit TDAmeritrade NAVA Marketing
March 2007	CLOSE: 1/26/07	DUE: 2/2/07	The Retirement Issue: Best income-generating vehicles; top technology partners for advisors, and what advisors want from them Retirement Plan Partners Directory	Raymond James National
April 2007	CLOSE: 2/23/07	DUE: 3/2/07	The Wealth Management Issue with leading wealth managers and their partners Annual Best Separately Managed Accounts Awards Wealth Management Partners Directory	IMCA Spring Conference
May 2007	CLOSE: 3/27/07	DUE: 4/3/07	The IA 25: The Most Influential People in the Profession Washington Watch: Capital developments shaping your future Fee Advisor Partners Directory	NAPFA National Conference ICI General Membership Meeting
June 2007	CLOSE: 4/27/07	DUE: 5/4/07	The Broker/Dealer Issue: Taking a look at the broker/dealer industry The Premiere Presidents' Poll: Leaders of the independent B/Ds tell us where they'll be spending their efforts, and money, in the second half of the year The IA Leaders Speak: Introducing our reconstituted Leaders' Council Independent Broker Dealer Directory	Morningstar Conference Pershing Insite 2007
July 2007	CLOSE: 5/25/07	DUE: 6/1/07	The Protection Issue: Guarding yourself against clients (E&O insurance) and regulators (compliance)	Fiserv ISS Discover RJ & Associates SDC
August 2007	CLOSE: 6/27/07	DUE: 7/3/07	The Marketing Issue: Tools and strategies to help grow your practice College Savings Plan/529 Directory	
September 2007	CLOSE: 7/27/07	DUE: 8/3/07	IA's Readers Speak: The Broker/Dealers of the Year with the newly formed Broker/Dealer Advisory Board, and client asset protection strategies Long-Term Care Insurance Directory	FPA National Conference Raymond James National
			SUPPLEMENT: FSI Voice	
October 2007	CLOSE: 8/27/07	DUE: 9/4/07	The Tax Planning Issue, with year-end and 2008 tax planning strategies High-end insurance strategies Professional Associations Directory	IMCA Fall Conference Schwab Impact NAVA Annual Conference
			SUPPLEMENT: Careers 2007	
November 2007	CLOSE: 9/28/07	DUE: 10/5/07	The Estate Planning Issue Watching the wirehouses Survivorship Insurance Partners and Independent Trust Company Directories	
December 2007	CLOSE: 10/26/07	DUE: 11/2/07	The Hearts and Heads Issue: SRI, ethics, fiduciaries Latest charitable giving strategies	IA Advisor Summit