

FA 2016 Editorial Calendar

	EDITORIAL FEATURES	BONUS CONFERENCE DISTRIBUTION	INSERTION DUE	MATERIALS DUE	MAIL DATE
Jan	<ul style="list-style-type: none"> U.S. Equity Outlook Insurance Retirement Income Custodian Platforms 	<ul style="list-style-type: none"> • Inside ETFs* • FSI OneVoice 	Nov 25	Dec 4	Dec 29
Feb	<ul style="list-style-type: none"> U.S. Fixed-Income Outlook Last-Minute Tax Strategies Alternative Investing 	<ul style="list-style-type: none"> • IMCA NY Consultants • TD Ameritrade 	Jan 4	Jan 7	Jan 29
Mar	<ul style="list-style-type: none"> • Attracting Women to the Profession Special Section • Real Estate • College Planning • Emerging Markets Investing 	<ul style="list-style-type: none"> • 1st Annual Investing In Smart Beta • Building a Financial Advisory Practice with the Ultra-Wealthy 	Jan 29	Feb 5	Feb 29
			WEBSITE ADVERTISING AWARENESS STUDY		
Apr	<ul style="list-style-type: none"> • 7th Annual Inside Retirement Conference Supplement • 2nd Annual Invest in Women Conference Supplement • Broker-Dealer Outlook/Annual Broker-Dealer Ranking and Profiles • Impact/Sustainable Investing • Insurance 	<ul style="list-style-type: none"> • MMI Annual Convention • IMCA Annual 	Feb 29	Mar 7	Mar 31
May	<ul style="list-style-type: none"> • Liquid Alternative Special Section • 401(k) Planning • Energy Investing • Serving Female Clients • Young Advisors To Watch 	<ul style="list-style-type: none"> • 2nd Annual Invest in Women • 7th Annual Inside Retirement • NAPFA Spring 	Mar 30	Apr 6	Apr 29
Jun	<ul style="list-style-type: none"> • Small, Independent Broker-Dealers • Annuities • Emerging Markets Investing 	<ul style="list-style-type: none"> • Pershing INSITE • Morningstar Investment Conference 	Apr 29	May 6	May 31
			PRINT ADVERTISING AWARENESS STUDY		
Jul	<ul style="list-style-type: none"> • Annual Top RIA Ranking • Technology Special Section • Insurance • Dividend-Paying Strategies • Impact/Sustainable Investing 		May 31	Jun 6	Jun 30
Aug	<ul style="list-style-type: none"> • 7th Annual Inside Alternatives Conference Supplement • Broker-Dealer Recruiting Special Section • REITs • Alternative Investing 		Jun 30	Jul 6	Jul 29
Sep	<ul style="list-style-type: none"> • College Planning • International Investing • Insurance 	<ul style="list-style-type: none"> • 5th Annual Impact Investing • 7th Annual Inside Alternatives 	Jul 29	Aug 5	Aug 26
			WEBSITE ADVERTISING AWARENESS STUDY		
Oct	<ul style="list-style-type: none"> • Broker-Dealer Technology Platforms • Year-End Tax Strategies • Impact/Sustainable Investing 	<ul style="list-style-type: none"> • IMCA Advanced Wealth Management • NAPFA Fall National • Schwab IMPACT 	Aug 30	Sep 7	Sep 30
Nov	<ul style="list-style-type: none"> • Fixed-Income Special Section • 401(k) Planning • Charitable Giving • Annuities 		Sep 30	Oct 6	Oct 28
Dec	<ul style="list-style-type: none"> • Custodian Platforms • Alternative Investing • International Investing 		Oct 28	Nov 4	Nov 30
			PRINT ADVERTISING AWARENESS STUDY		

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