

FA 2017 Editorial Calendar

■ Special Section Content Marketing Opportunity
 ■ Annual Rankings
 ■ Conferences Exclusively Produced By Financial Advisor

| | EDITORIAL FEATURES | BONUS CONFERENCE DISTRIBUTION | CONTENT MARKETING | CONTENT MARKETING DUE | INSERTION DUE | MATERIALS DUE | MAIL DATE |
|-----|---|--|---|-----------------------|-------------------------------------|---------------|-----------|
| Jan | <ul style="list-style-type: none"> U.S. Equity Outlook Insurance Retirement Income | <ul style="list-style-type: none"> Inside ETFs FSI OneVoice Heckerling Institute on Estate Planning | | Nov 22 | Nov 29 | Dec 7 | Dec 30 |
| Feb | <ul style="list-style-type: none"> ■ International Investing U.S. Fixed-Income Outlook Last-Minute Tax Strategies Alternative Investing • ETF Reference Guide | <ul style="list-style-type: none"> TD Ameritrade National LINC IMCA Investment Advisor Forum | <ul style="list-style-type: none"> International Investing | Dec 23 | Dec 30 | Jan 5 | Jan 30 |
| Mar | <ul style="list-style-type: none"> Real Estate • College Planning Emerging Markets Investing | | <ul style="list-style-type: none"> College Planning Real Estate | Jan 23 | Jan 30 | Feb 3 | Feb 28 |
| | | | | | PRINT ADVERTISING AWARENESS STUDY | | |
| | | | | | WEBSITE ADVERTISING AWARENESS STUDY | | |
| Apr | <ul style="list-style-type: none"> ■ 3rd Annual Invest in Women Conference Supplement ■ 8th Annual Inside Retirement Conference Supplement ■ Broker-Dealer Outlook/Annual Broker-Dealer Ranking & Profiles ■ Trusts Special Section Impact/Sustainable Investing Insurance | <ul style="list-style-type: none"> Morningstar Investment Conference | <ul style="list-style-type: none"> Broker-Dealer Trusts | Feb 21 | Feb 28 | Mar 7 | Mar 31 |
| May | <ul style="list-style-type: none"> ■ Women In Wealth Management Special Section 401(k) Planning • Energy Investing Serving Female Clients • ETF Reference Guide • Young Advisors To Watch | <ul style="list-style-type: none"> ■ 3rd Annual Invest in Women ■ 8th Annual Inside Retirement NAPFA Spring IMCA ACE | <ul style="list-style-type: none"> Women In Wealth Management | Mar 23 | Mar 30 | Apr 5 | Apr 28 |
| Jun | <ul style="list-style-type: none"> Small, Independent Broker-Dealers Annuities • Emerging Markets Investing | <ul style="list-style-type: none"> Pershing INSITE | <ul style="list-style-type: none"> Annuities | Apr 21 | Apr 28 | May 5 | May 31 |
| | | | | | PRINT ADVERTISING AWARENESS STUDY | | |
| Jul | <ul style="list-style-type: none"> ■ FinTech/Robo Advisor Special Section ■ Annual Top RIA Ranking Insurance • Dividend-Paying Strategies Impact/Sustainable Investing | | <ul style="list-style-type: none"> FinTech/Robo Advisor | May 23 | May 30 | Jun 6 | Jun 30 |
| Aug | <ul style="list-style-type: none"> ■ Broker-Dealer Recruiting Special Section Alternative Investing • REITs ETF Reference Guide | | <ul style="list-style-type: none"> Broker-Dealer Recruiting | Jun 23 | Jun 30 | Jul 6 | Jul 28 |
| | | | | | PRINT ADVERTISING AWARENESS STUDY | | |
| Sep | <ul style="list-style-type: none"> ■ 8th Annual Inside Alternatives Conference Supplement ■ Impact Investing Special Section College Planning • Insurance International Investing | <ul style="list-style-type: none"> Morningstar ETF Conference | <ul style="list-style-type: none"> Impact Investing | Jul 24 | Jul 31 | Aug 4 | Aug 28 |
| | | | | | WEBSITE ADVERTISING AWARENESS STUDY | | |
| Oct | <ul style="list-style-type: none"> ■ Alternatives Special Section Broker-Dealer Technology Platforms Year-End Tax Strategies | <ul style="list-style-type: none"> ■ 6th Annual Impact Investing ■ 8th Annual Inside Alternatives ■ 2nd Annual Smart Beta Strategies MMI Annual Convention NAPFA Fall National | <ul style="list-style-type: none"> Alternatives | Aug 23 | Aug 30 | Sep 6 | Sep 29 |
| Nov | <ul style="list-style-type: none"> ■ Fixed-Income Special Section 401(k) Planning Annuities • ETF Reference Guide | <ul style="list-style-type: none"> Schwab IMPACT | <ul style="list-style-type: none"> Fixed-Income | Sep 22 | Sep 29 | Oct 5 | Oct 30 |
| Dec | <ul style="list-style-type: none"> Custodian Platforms Alternative Investing • Charitable Giving International Investing | | <ul style="list-style-type: none"> Charitable Giving | Oct 23 | Oct 30 | Nov 3 | Nov 30 |
| | | | | | PRINT ADVERTISING AWARENESS STUDY | | |

IN EVERY ISSUE: Retirement Planning, Client Relations, ETFs, Technology, Wealth Management, Investing, Estate Planning, Practice Management
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Subject to change