

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