

2010 Editorial Calendar

	Issue	Close Date	Special Reports • Editorial Focus	Columns	Bonus Distribution • Opportunities	
january	4	Dec 15*	SPECIAL REPORT: Outlook 2010	IRA Alert / Investment Strategies / Retirement Watch		
	11	Dec 29		Tax-Conscious Adviser / Practice Management	IMCA Consultants Conf. Jan 11-13, NY, NY	
	18	5		Fiduciary Corner / Investment Strategies / Retirement Watch		
	WEBCAST JANUARY 26: Advisers and LinkedIn					
february	25	12	SPECIAL REPORT: Independent Broker-Dealer Profiles	Marketing / Practice Management	FSI Broker-Dealer, Jan 25-27, New Orleans, LA	
	WEBCAST FEBRUARY 2: Estate Planning: What Should Advisers Do Now?					
	1	Jan 19		IRA Alert / Investment Strategies / Retirement Watch	TD Ameritrade, Feb 3-5 Orlando, FL	
	8	Jan 26		Tax-Conscious Adviser / Practice Management		
march	15	2	ROUNDTABLE: Regulation & Legislation Q4 2009 Separately Managed Accounts Rankings & Commentary	Fiduciary Corner / Investment Strategies / Retirement Watch		
	WEBCAST FEBRUARY 23: What's Your Practice Worth?					
	22	9	SPECIAL REPORT: Variable Annuities	Marketing / Practice Management	IRI (NAVA) Marketing, Feb 21-23, New York, NY IMCA Specialty, Feb 22-23, Scottsdale, AZ	
	1	Feb 16		IRA Alert / Investment Strategies / Retirement Watch	InvestmentNews/FPA Tech Expo & FPA Business Solutions, Mar 1-2, Dallas, TX	
april	WEBCAST MARCH 9: To Roth or Not to Roth					
	8	Feb 23	SPECIAL REPORT: Lifestage I (a four-part series of the lifestages of your clients)	Tax-Conscious Adviser / Practice Management	ABA Wealth Mgmt & Trust, Mar 7-9, Phoenix, AZ	
	15	2		Fiduciary Corner / Investment Strategies / Retirement Watch	ASPPA 401(k) Summit, Mar 14-16, Orlando, FL	
	22	9		Succession Planning/ Marketing / Practice Management	Retirement Income Architecture, Mar 22-23, Chicago, IL Lipper Fund Awards, Mar 24, New York, NY ADVERTISING EFFECTIVENESS STUDY	
may	29	16	ROUNDTABLE: Mutual Funds	IRA Alert / Investment Strategies / Retirement Watch	Supplement: Lipper Fund Awards 2010 (ad close 3/9)	
	WEBCAST APRIL 7: Make the Most of Fund Company Wholesalers					
	5	March 23		Tax-Conscious Adviser / Practice Management		
	12	March 30	SPECIAL SUPPLEMENT: Technology (ad close 3/23)	Fiduciary Corner / Investment Strategies / Retirement Watch		
june	WEBCAST APRIL 20: ETFs					
	19	6		Marketing / Practice Management		
	WEBCAST APRIL 27: Recruiting					
	26	13	SPECIAL REPORT: Independent Broker-Dealer Rankings	IRA Alert / Investment Strategies / Retirement Watch		
july	3	April 20	SPECIAL REPORT: Retirement Income	Tax-Conscious Adviser / Practice Management	InvestmentNews Retirement Income Summit, May 3-4, Chicago, IL ICI General Membership Mtg, May 5-7, D.C.	
	WEBCAST MAY 11: Retirement Income					
	10	April 27		Fiduciary Corner / Investment Strategies / Retirement Watch		
	17	4	Q1 Separately Managed Accounts Rankings & Commentary	Marketing / Practice Management	IMCA Annual Conf., May 17-19, Orlando, FL NAPFA Nat'l, May 17-21, Chicago, IL MMI, May 19-20, New York, NY	
august	WEBCAST MAY 25: Surviving an SEC Audit					
	24	11		IRA Alert / Investment Strategies / Retirement Watch		
	31	18	SPECIAL REPORT: Top RIAs	Tax-Conscious Adviser / Practice Management		
	WEBCAST JUNE 8: Protecting Your Client's Privacy					
september	7	May 25		Succession Planning / Fiduciary Corner / Investment Strategies / Retirement Watch	Pershing INSITE, June 9-11, Hollywood, FL	
	WEBCAST JUNE 15: Alternative Investments					
	14	1	SPECIAL REPORT: Lifestage II (a four-part series of the lifestages of your clients)	Marketing / Practice Management	InvestmentNews Going Independent Workshops, June 14, Los Angeles, CA, June 16, Chicago, IL, June 18, Stamford, CT	
	21	8	SPECIAL REPORT: Adviser's Choice	IRA Alert / Investment Strategies / Retirement Watch	Morningstar, June 23-25, Chicago, IL	
october	WEBCAST JUNE 29: Midyear Outlook					
	28	15	SPECIAL REPORT: Looking Ahead: A Mid-Year Investment Outlook	Tax-Conscious Adviser / Practice Management		

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july	5	June 22	IN Extra (Online Edition Only)			
	WEBCAST JULY 13: Using Social Media to Market Your Practice					
	12	June 29	SPECIAL REPORT: Clearing Firms	Fiduciary Corner / Investment Strategies / Retirement Watch		
	19	6		Marketing / Practice Management		
	26	13	SPECIAL REPORT: Long-Term Care	IRA Alert / Investment Strategies / Retirement Watch		
WEBCAST AUGUST 3: Long-Term Care						
august	2	July 20	IN Extra (Online Edition Only)			
	9	July 27	SPECIAL REPORT: Real Estate	Tax-Conscious Adviser / Practice Management		
	16	3	Q2 Separately Managed Accounts Rankings & Commentary	Fiduciary Corner / Investment Strategies / Retirement Watch		
	23	10		Marketing / Practice Management	ADVERTISING EFFECTIVENESS STUDY	
	30	17	SPECIAL REPORT: Insurance Products	IRA Alert / Investment Strategies / Retirement Watch		
september	6	Aug 24		Tax-Conscious Adviser / Practice Management	NAIFA Annual, Sept 11-15, Seattle, WA	
	13	Aug 31	SPECIAL REPORT: Financial Performance of Advisory Firms	Fiduciary Corner / Investment Strategies / Retirement Watch	Community Leadership Awards, Sept 14, NY, NY	
	WEBCAST SEPTEMBER 21: Financial Performance of Advisory Firms					
	20	7	SPECIAL REPORT: Lifestage III (a four-part series of the lifestages of your clients)	Marketing / Practice Management	NAPFA West, Sept 20-24, San Diego, CA	
	WEBCAST SEPTEMBER 28: Trusts and Estates					
october	27	14	SPECIAL REPORT: Alternative Investments	Succession Planning / IRA Alert / Investment Strategies / Retirement Watch		
	4	Sept 21		Tax-Conscious Adviser / Practice Management	CFDD, Oct 6-8, Chicago, IL RIIA Annual Mtg & Awards, TBD	
	11	Sept 28	SPECIAL REPORT: Community Leadership Awards ROUNDTABLE: Technology	Fiduciary Corner / Investment Strategies / Retirement Watch	FPA Annual 2010, Oct 9-12, Denver, CO	
	WEBCAST OCTOBER 19: Tax Planner					
	18	5		Marketing / Practice Management		
november	25	12	SPECIAL REPORT: Industry Attitudes	IRA Alert / Investment Strategies / Retirement Watch	IRI (NAVA) Annual, Oct 24-26, Chicago, IL Schwab IMPACT, Oct 26-29, Boston, MA	
	1	Oct 19	SPECIAL REPORT: Tax Planning	Tax-Conscious Adviser / Practice Management	NAPFA Northeast, Nov 2-5, Boston, MA	
	8	Oct 26		Fiduciary Corner / Investment Strategies / Retirement Watch	Supplement: CFDD Post-Conference (ad close 10/19)	
	WEBCAST NOVEMBER 16: Succession Planning					
	15	2	Q3 Separately Managed Accounts Rankings & Commentary	Marketing / Practice Management		
december	22	9	SPECIAL REPORT: ETFs	IRA Alert / Investment Strategies / Retirement Watch	Supplement: Schwab IMPACT 2010 (ad close 11/9)	
	29	16		Tax-Conscious Adviser / Practice Management		
	WEBCAST DECEMBER 7: 2011 Forecast					
6	Nov 19*	SPECIAL REPORT: Top RIAs	Fiduciary Corner / Investment Strategies / Retirement Watch			
13	Nov 30	SPECIAL REPORT: Lifestage IV (a four-part series of the lifestages of your clients)	Succession Planning/Marketing /Practice Management			
20	7	SPECIAL REPORT: The Power 20	IRA Alert / Investment Strategies / Retirement Watch			
27	14	Databook 2010				

Editorial schedule is subject to change. Updated 3/16/2010
*Indicates early closing date.