2010 Editorial Calendar

Month	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				
	25	12	SPECIAL REPORT: Independent Broker-Dealer Profiles	Marketing / Practice Management	*FSI Broker-Dealer, Jan 25-27, New Orleans, LA*
february	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	
	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*
march	1	Feb 16		IRA Alert / Investment Strategies / Retirement Watch	*InvestmentNews/FPA Tech Expo & FPA Business Solutions, Mar 1-2, Dallas, TX*
	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*
	29	16	ROUNDTABLE: Mutual Funds	IRA Alert / Investment Strategies / Retirement Watch	***Supplement:*** *Lipper Fund Awards 2010 (ad close 3/9)*
april	WEBCAST APRIL 7: Portfolio Manager Viewpoints: When Interest Rates Rise: Positioning your clients' bond portfolios for the inevitable				
	5	March 23		Tax-Conscious Adviser / Practice Management	*NAIBD Spring Symp., April 7-8, Newport Beach, CA*
	12	March 30	SPECIAL SUPPLEMENT: Technology *(ad close 3/23)*	Fiduciary Corner / Investment Strategies / Retirement Watch	
	WEBCAST APRIL 20: Profiting from a falling (or rising) dollar				
	19	6		Marketing/Practice Management	
	WEBCAST APRIL 27: Hiring great advisory firm personnel				
	26	13	SPECIAL REPORT: Independent Broker-Dealer Rankings	IRA Alert / Investment Strategies / Retirement Watch	
may	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*
	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	
june	WEBCAST JUNE 8: Investor Privacy: The coming regulatory minefield that advisers must navigate now				
	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		Marketing / Practice Management	***InvestmentNews Going Independent Workshops, June 14, Los Angeles, CA, June 16, Chicago, IL, June 18, Stamford, CT***
	21	8	SPECIAL REPORT: Lifestage II (a four-part series of the lifestages of your clients)	IRA Alert / Investment Strategies / Retirement Watch	*Morningstar, June 23-25, Chicago, IL*
	WEBCAST JUNE 29: Midyear Outlook				
	28	15	SPECIAL REPORT: Adviser's Choice	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	
	WEBCAST JULY 20: Options Strategies Advisers Can Use Now				
	19	6		Marketing / Practice Management	
	26	13	SPECIAL REPORT: Long-Term Care	IRA Alert / Investment Strategies / Retirement Watch	
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*
	WEBCAST SEPTEMBER 15: Financial Performance of Advisory Firms				
	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: Portfolio Manager Viewpoints: Low-Volatility Equity Strategies: An open Q&A with John P. Calamos, Sr.				
	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*
	27	14	SPECIAL REPORT: Alternative Investments	Succession Planning / IRA Alert / Investment Strategies / Retirement Watch	
october	4	Sept 21		Tax-Conscious Adviser / Practice Management	*RIIA Annual Mtg & Awards, Oct 4-5, Boston, MA* *CFDD, Oct 6-8, Chicago, IL*
	WEBCAST OCTOBER 12: Portfolio Manager Viewpoints: The Managed Futures Strategies Advisers Need to Know				
	11	Sept 28	SPECIAL REPORT: Community Leadership Awards | ROUNDTABLE: Technology	Fiduciary Corner / Investment Strategies / Retirement Watch	*FPA Annual 2010, Oct 9-12, Denver, CO*
	18	5		Marketing / Practice Management	
	WEBCAST OCTOBER 26: Making the Switch to State RIA Regulation				
	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*
november	WEBCAST NOVEMBER 2: Portfolio Manager Viewpoints: New Income Strategies for Your Clients' Portfolios				
	1	Oct 19	SPECIAL REPORT: Tax Planning	Tax-Conscious Adviser / Practice Management	*NAPFA Northeast, Nov 2-5, Boston, MA*
	WEBCAST NOVEMBER 9: Portfolio Manager Viewpoints: A Contrarian View: Asia's Real Investment Opportunity				
	8	Oct 26		Fiduciary Corner / Investment Strategies / Retirement Watch	***Supplement:*** *CFDD Post-Conference (ad close 10/19)*
	WEBCAST NOVEMBER 18: Portfolio Manager Viewpoints: The Long and the Short of Your Clients' Portfolios				
	15	2	Q3 Separately Managed Accounts Rankings & Commentary	Marketing / Practice Management	
	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	
december	WEBCAST DECEMBER 7: Forecast 2011				
	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		

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*Indicates early closing date.

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