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EDITORIAL CALENDAR 2010

INSIGHTS AND BEST PRACTICES FOR BANK ADVISORS

ISSUE MONTH	SPACE CLOSE	MATERIALS DUE	EDITORIAL FOCUS	RESOURCE GUIDES*	BONUS DISTRIBUTION
JANUARY	11/24	12/2	• **2010 Outlook** *Highlighting results of our reader survey on investing* • Cross-Sell Case Study • Fund Watch		
FEBRUARY	1/7	1/13	• Beyond Asset Allocation • The Outlook for Commodities • Annuities		
MARCH	2/4	2/10	• Getting the Most Out of Your TPM • Long-Term Care • Taxes • The Outlook for REITs • Fund Watch	Annuities and Insurance	• BISA Annual Conference • ABA Wealth Management & Trust Conference
APRIL	3/2	3/8	• **Annual Recruitment and Compensation** *Highlighting results of our reader survey on compensation* • How TPMs Recruit		
MAY	4/8	4/15	• Green Investing • Cross-Sell Case Study • Life Insurance Riders/Case Study		
JUNE	5/6	5/12	• **BIC'S TOP 20 PROGRAM MANAGERS** • Buying a Summer House • Annuities	Retirement Income	• Pershing Insite
JULY	6/1	6/7	• **Extreme Marketing** *Highlighting results of our reader survey on marketing* • Trust v. Brokerage • Fund Watch		
AUGUST	7/9	7/15	• College Funding • Annuities		
SEPTEMBER	8/6	8/12	• The Small Business Client • Fund Watch	Third-Party Marketers	• BISA Community & Regional • ABIA Annual Conference
OCTOBER	8/31	9/7	• **What Does Financial Planning Really Mean?** *Highlighting results of our reader survey on financial planning* • Insurance Products • Cross-Sell Case Study • Annuities		• FPA Annual Conference
NOVEMBER	10/7	10/14	• Year-End Tax Planning • Social Networking • Fund Watch	Fund Investing	
DECEMBER	10/29	11/4	• **BIC'S TOP 50 REPS** • Annuities	Wealth Management Guide 2011	

Advertising opportunites are subject to availability and editorial calendar is subject to change.
*Please see Resource Guide editorial calendar for closing dates.

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SUPPLEMENT CALENDAR 2010

INSIGHTS AND BEST PRACTICES FOR BANK ADVISORS

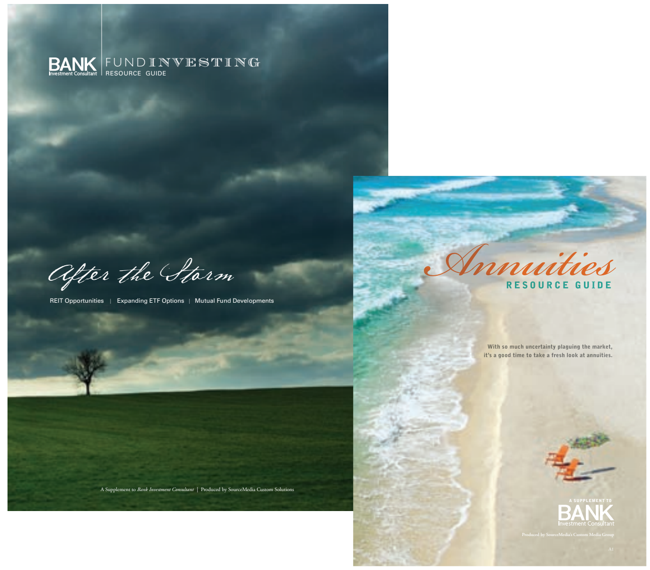
IN FOCUS AND IN-DEPTH COVERAGE

Our distinct guides provide advertisers efficient reach of the bank advisor market in a highly relevant environment.

Bank Investment Consultant's unique resource guides focus on cutting edge topics that are important to the bank advisor channel. These special editions feature the extensive reporting, in-depth analysis and expert advice advisors need to succeed in this rapidly changing industry.

Editorial guides enable you to reach more than 26,000 retail bank advisors, as well as;

- **Leverage** the resources of the industry's leading information source
- **Increase** your brand awareness and value to your target audience
- **Enhance** relationships with key clients and prospects
- **Align** your brand alongside industry trends and the latest data



TITLE	PUBLISHES	AD CLOSE	MATERIALS DUE	HIGHLIGHTS
Annuities and Insurance	March	1/14	1/23	Features in-depth articles and analysis on trends in fixed annuities, variable annuities, annuity riders, long-term care, life insurance, disability coverage and healthcare.
Retirement Income	June	4/16	4/23	Features coverage of topics essential to the client retirement conversation such as fixed-income investments, withdrawal strategies, insurance products and legacy planning.
Third-Party Marketers	September	7/2	7/10	Features original research and analysis on the services offered by third-party marketers for banks looking to outsource and reps looking for careers.
Fund Investing	November	9/2	9/9	Features timely articles and data on developments in open- and closed-end mutual funds, exchange-traded funds and real estate investment trusts, at a domestic and international level.
Wealth Management 2011 Published with *Bank Investment Consultant, Financial Planning* and *On Wall Street*	December	10/1	10/8	Reaching all three channels of the financial advisor industry, **Wealth Management** presents advisors with the specific information they need to manage high-net-worth clients and grow their wealth management business. Total audience readership is over 350,000 advisors.**

Deliver your message in these high-profile, targeted issues.

To find out more about our special supplements, and how you can benefit from placement in them, please contact your *Bank Investment Consultant* Account Representative.

Closing dates and editorial calendar are subject to change.
*June 2009 BPA Worldwide Circulation Statement
**Combined circulation from *Bank Investment Consultant, Financial Planning* and *On Wall Street* is 232,000 and pass-along readership is 350,000.