

ISSUE MONTH	SPACE CLOSE	MATERIALS DUE	EDITORIAL FOCUS	RESOURCE GUIDES*	BONUS DISTRIBUTION
JANUARY	12/8	12/14	<ul style="list-style-type: none"> • Industry Outlook <i>Highlighting results of our reader survey on outlook for business</i> • The Outlook for Commodities (gold) 		
FEBRUARY	1/13	1/20	<ul style="list-style-type: none"> • The PNC Story • Hunting Elephants: TPMs talk about landing their biggest clients • Fiduciary Fallout • Equity Indexed Annuities 		<ul style="list-style-type: none"> • BIC's Exceptional Manager Workshop (NYC)
MARCH	2/11	2/17	<ul style="list-style-type: none"> • The Commissioned Life • Green Investing • Software Roundup • Whole Life Insurance 	<ul style="list-style-type: none"> • Annuities & Insurance Guide 	<ul style="list-style-type: none"> • BISA Annual Conference • Women Advisors Forum (Miami)
APRIL	3/11	3/17	<ul style="list-style-type: none"> • Annual Recruitment and Compensation Issue <i>Highlighting results of our reader survey on compensation</i> • Recruitment Roundtable • TPM Hiring and Firing • Taxes 		<ul style="list-style-type: none"> • Women Advisors Forum (NYC)
MAY	4/8	4/14	<ul style="list-style-type: none"> • BIC's Top 20 Program Managers • Real Estate • Single Premium Annuities (and IRAs) 		
JUNE FREE AD TESTING	5/12	5/18	<ul style="list-style-type: none"> • Extreme Marketing <i>Highlighting results of our reader survey on marketing</i> • Retirement Roundtable • Retirement Planning 		<ul style="list-style-type: none"> • Pershing INSITE • Morningstar, • Women Advisors Forum (Chicago)
JULY	6/9	6/15	<ul style="list-style-type: none"> • Time Management • Social Networking • Whole Life Insurance 		
AUGUST	7/8	7/14	<ul style="list-style-type: none"> • Take Time Out • Working With Next Generation • Investing In Water • Annuities 		
SEPTEMBER	8/11	8/17	<ul style="list-style-type: none"> • Small Business Clients • TPM Report Card • Life Planning 	<ul style="list-style-type: none"> • Third-Party Marketers 	<ul style="list-style-type: none"> • FPA Annual Conference • BISA Fall Symposium
OCTOBER	9/9	9/15	<ul style="list-style-type: none"> • Financial Planning: <i>Highlighting results of our reader survey on financial planning</i> • Cross-Sell Roundtable • Alternative Investing 		<ul style="list-style-type: none"> • ETF 360 Conference • Women Advisors Forum (Boston)
NOVEMBER	10/14	10/20	<ul style="list-style-type: none"> • Year-End Tax Planning • Spotlight On Annuity Features 		<ul style="list-style-type: none"> • Financial Behavior in Retirement Summit • Women Advisors Forum (Santa Monica)
DECEMBER	11/8	11/14	<ul style="list-style-type: none"> • BIC's Top 50 Bank Reps • Charitable Giving 		

Advertising opportunities are subject to availability and dates are subject to change.

Editorial calendar subject to change and is current as of October 2010.

*Please see Resource Guide editorial calendar for closing dates.