

# 2010 editorial calendar

ISSUE	AD CLOSE/ MATERIALS DUE	CORE/GROUP	VOLUNTARY	SALES & MARKETING	SOURCE LIST	BONUS DISTRIBUTION	SPECIAL ADVERTISING SECTION
<b>JANUARY</b> Ad Effectiveness Study	Close date: 11/18/09 Materials due: 11/25/09	Wellness	EAPs	Selling value over price	Disease management	ICMG	Consumer-driven health care
<b>FEBRUARY</b>	Close date: 12/23/09 Materials due: 12/30/09	Regulatory update	Accidental death and dismemberment	Managing continuing education	Accidental death and dismemberment	Workplace Benefits Renaissance	Special report: Disability
<b>MARCH</b>	Close date: 1/20/10 Materials due: 1/27/10	Supplemental health	Dental	Educating consumers	Dental		Special report: Dental
<b>APRIL</b> Pre-show issue	Close date: 2/17/10 Materials due: 2/24/10	Health care survey	LTCI	Enrollment communications	Benefits Selling Expo exhibitors		Consumer-driven health care / Expo Exhibitor Spotlight
<b>MAY</b> Broker of the Year/ Benefits Selling Expo show issue	Close date: 3/17/10 Materials due: 3/24/10	Gap plans	Non-traditional benefits	Retaining business	Gap plans	Benefits Selling Expo	Special report: Voluntary benefits / Expo Exhibitor Spotlight
<b>JUNE</b> Post-show issue	Close date: 4/21/10 Materials due: 4/28/10	International health care	Cancer insurance	Separate yourself from your competition	Cancer	NAHU, MDRT	Leaders in broker relations
<b>JULY</b> Ad Effectiveness Study	Close date: 5/19/10 Materials due: 5/26/10	Industry update	Legal plans	Time management	Tech	Workplace Benefits Mania	Consumer-driven health care
<b>AUGUST</b>	Close date: 6/23/10 Materials due: 6/30/10	HDHPs	Critical illness	Turn referrals into relationships	Critical illness	Senior Market Advisor Expo	Special report: Retirement
<b>SEPTEMBER</b> Employer Survey	Close date: 7/21/10 Materials due: 7/28/10	Self-funded plans	Life insurance	Cross-selling current clients	Life	NAIFA, Benefits Forum and Expo	Special report: Life insurance
<b>OCTOBER</b>	Close date: 8/18/10 Materials due: 8/25/10	Limited benefit medical	Riders	Prospecting	Limited benefit medical		Consumer-driven health care
<b>NOVEMBER</b> Readers' Choice	Close date: 9/22/10 Materials due: 9/29/10	Hospital indemnity	EAPs	Tacking today's sales challenges	Discount pharmacy	NAILBA	Special report: TPAs
<b>DECEMBER</b>	Close date: 10/20/10 Materials due: 10/27/10	Medical tourism	Vision	Top 100 sales and marketing ideas	Vision		Special report: Vision
<b>2011 BUYERS GUIDE</b>	Close date: 10/7/10 Materials due: 10/14/10	Trends	Trends	Trends	Buyers Guide	All shows <i>Benefits Selling</i> attends in 2011	Product Spotlights

Editorial calendar subject to change.