

{ FA 2012 EDITORIAL CALENDAR }

	EDITORIAL FEATURES	BONUS DISTRIBUTION	INSERTION DUE	MATERIALS DUE	MAIL DATE
Jan	<ul style="list-style-type: none"> Investing: Dividend Paying Strategies Estate Planning • Annuities College Planning 	<ul style="list-style-type: none"> Inside ETFs Conference** FSI One Voice 2012 Conference Heckerling Institute On Estate Planning 	Nov 30	Dec 5	Jan 2
Feb	<ul style="list-style-type: none"> Investing: Commodities Equity Mutual Fund Review/Outlook ETF Coverage • Last-Minute Tax Strategies Innovative Real Estate Strategies Supplement 	<ul style="list-style-type: none"> TD Ameritrade Conference IMCA NY Consultants Conference 	Dec 30	Jan 6	Jan 25
Mar	<ul style="list-style-type: none"> Investing: Global Emerging Markets Social Media Compliance Real Estate: Home Buying • <i>FA green</i> 	<ul style="list-style-type: none"> Innovative Real Estate Strategies Conference* 	Jan 28	Feb 7	Feb 25
DIGITAL ADVERTISING AWARENESS STUDY					
Apr	<ul style="list-style-type: none"> Broker-Dealer Outlook/ Annual Broker-Dealer Ranking and Profiles Investing: Outperforming Equity Sectors Long-Term-Care Insurance • ETF Coverage Innovative Retirement Strategies Supplement 	<ul style="list-style-type: none"> IMCA Annual Conference 	Feb 29	Mar 6	Mar 26
May	<ul style="list-style-type: none"> Investing: Closed-End Funds Trust Management 401(k) Planning • Retirement Income 	<ul style="list-style-type: none"> Innovative Retirement Strategies Conference* NAPFA Annual Conference 	Mar 30	Apr 6	Apr 26
Jun	<ul style="list-style-type: none"> Investing: Alternative Investments Variable Annuities <i>FA green</i> • ETF Coverage 	<ul style="list-style-type: none"> Pershing Insite 2012 Morningstar Advisor Conference 	Apr 30	May 7	May 25
PRINT ADVERTISING AWARENESS STUDY					
Jul	<ul style="list-style-type: none"> Annual Top RIA Ranking Investing: Commodities • Client Referral Strategies Education Planning (including 529 plans) Innovative Alternative Strategies Supplement 	<ul style="list-style-type: none"> Innovative Alternative Strategies Conference* 	May 30	Jun 6	Jun 26
Aug	<ul style="list-style-type: none"> Retirement • Investing: REITs Broker-Dealer Recruiting ETF Coverage 		Jun 29	Jul 6	Jul 26
DIGITAL ADVERTISING AWARENESS STUDY					
Sep	<ul style="list-style-type: none"> Investing: Absolute Return Funds Longevity Insurance <i>FA green</i> • Election and the Economy 		Jul 30	Aug 6	Aug 25
Oct	<ul style="list-style-type: none"> Investing: International Broker-Dealer Investment Platforms Year-End Tax Strategies • ETF Coverage 	<ul style="list-style-type: none"> IMCA Advanced Wealth Management Conference FPA Experience 2012 SRI in the Rockies 	Aug 30	Sep 6	Sep 25
Nov	<ul style="list-style-type: none"> Investing: Precious Metals Charitable Giving • 401(k) Planning Retirement Withdrawal Strategies 	<ul style="list-style-type: none"> Schwab Impact 	Sep 28	Oct 5	Oct 25
Dec	<ul style="list-style-type: none"> Fee-Based Custodian Guide and Profiles Investing: Equities vs. Bonds • <i>FA green</i> ETF Coverage • Custodian Platforms 		Oct 30	Nov 6	Nov 27
PRINT ADVERTISING AWARENESS STUDY					

IN EVERY ISSUE: Retirement Planning, Client Relations, ETFs, Technology, Wealth Management, Investing, Estate Planning, Practice Management
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