

2011 MAGAZINE EDITORIAL CALENDAR

| Issue | Cover story | Additional features | Market directories | Bonus distribution & special opportunity | Ad space deadline & materials due |
|-----------------------------|--|--|--|---|--|
| January | NexGen: Recruiting, training and retaining the next generation of America's independent agents | <ul style="list-style-type: none"> A&E, workers' comp Technical/sales training: providing education | A&E, workers' comp | | Ad space: Dec. 7, 2010 Materials: Dec. 10, 2010 |
| February | Pollution/flood | <ul style="list-style-type: none"> Entertainment risks "Black swans" and ERM: planning for improbable events | Pollution | NAPSLO mid year, <i>Special advertising opportunity: ad recall study*</i> | Ad space: Jan. 7, 2011 Materials: Jan. 12, 2011 |
| March | Healthcare reform and employee benefits | <ul style="list-style-type: none"> Boat and yacht Client retention vs. new business | Boat and yacht | | Ad space: Feb. 2, 2011 Materials: Feb. 7, 2011 |
| April | Social marketing: what's next? | <ul style="list-style-type: none"> Public entity, golf course NFIP: What's the problem? | Public entity, golf course | IIABA, AMS users group | Ad space: Mar. 4, 2011 Materials: Mar. 9, 2011 |
| May | Accessing the multinational market | <ul style="list-style-type: none"> D&O liability, EPLI App attack: Impact of company apps on agents | D&O liability, EPLI | AAMGA, TMPAA mid year | Ad space: Apr. 7, 2011 Materials: Apr. 12, 2011 |
| June | Green and energy issue | <ul style="list-style-type: none"> Child care and social services Tapping overlooked PL markets | Child care and social services | | Ad space: May 6, 2011 Materials: May 11, 2011 |
| July | Producer compensation: the brouhaha over contingent commissions | <ul style="list-style-type: none"> Contractors Agency technology | Contractors | | Ad space: Jun. 7, 2011 Materials: Jun. 10, 2011 |
| August | The credit scoring controversy | <ul style="list-style-type: none"> E&S/specialty line To be decided | Miscellaneous E&O | | Ad space: Jul. 7, 2011 Materials: Jul. 12, 2011 |
| September | Insurer/agent relationships | <ul style="list-style-type: none"> Agent E&O Lawyers professional liability | Agents E&O, lawyers professional liability | ASCnet, TENCon | Ad space: Aug. 9, 2011 Materials: Aug. 12, 2011 |
| October | Finding emerging markets | <ul style="list-style-type: none"> Truck, ocean marine From generalist to specialist: step by step | Truck, ocean marine | NAPSLO annual convention, TMPAA annual summit | Ad space: Sep. 8, 2011 Materials: Sep. 13, 2011 |
| November | State of M&A | <ul style="list-style-type: none"> Financial institutions Agency awards of excellence | Financial institutions | | Ad space: Oct. 6, 2011 Materials: Oct. 11, 2011 |
| December | "Trusted advisors": opportunities and pitfalls | <ul style="list-style-type: none"> Restaurant To be decided | Restaurant | | Ad space: Nov. 8, 2011 Materials: Nov. 11, 2011 |
| Review & Outlook | A resource agents and brokers will use all year featuring fresh, new ideas designed to help readers start the new year on the road to high production. Plus, it includes a comprehensive market directory increasing its long shelf life and visibility of your products and services. | | | | Ad space: Nov. 1, 2011 Materials: Nov. 4, 2011 |

*Advertisers with 1/2 page or larger ads will be included in the ad recall study for FREE. Regional ads are included.

Editorial calendar subject to change.

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