

2011 Edit Calendar

January-February

published in February

- PLANADVISER Peerless Awards
- Retirement Plan Adviser of the Year Finalists
- Washington Update
- Building a Better RFP

Research/Survey:
DC Industry Trends

Online Extra:

Podcast interviews with Retirement Plan Adviser of the Year Finalists

Sponsored Reservation: 12/7/10

Ad Reservation: 1/7/11

Ad Material: 1/14/11

March-April

published in April

- Retirement Plan Adviser of the Year Winners
- Adding Value in an Automatic World
- Participant Communications
- Insuring Your Practice

Research/Survey:
Impact of an adviser on retirement plans

Online Extra:

Strategic partner (CPA, ERISA Attorney, TPA) directory

Sponsored Reservation: 2/11/11

Ad Reservation: 3/4/11

Ad Material: 3/11/11

May-June (Buyer's Guide)

published in June

- Ultimate PLANADVISER Buyer's Guide: How to keep your practice current in an ever-changing industry
Including:
 - Plan and Provider Benchmarking
 - Target-Date Funds
 - Moving beyond mutual funds (collective trusts/ETFs)

Research/Survey:
Recordkeeping Survey

Online Extra:

Top Providers by Plan Sponsors

Sponsored Reservation: 4/14/11

Ad Reservation: 5/5/11

Ad Material: 5/12/11

* Bonus distribution at
PLANSPONSOR National Conference

July-August (Anniversary Issue)

published in August

- PLANADVISER Hall of Fame
- Social Media
- Custodians/Clearing Firms
- Designations and Continuing Education

Research/Survey:
Adviser opinions of investment/
investment manager

Online Extra:

Guide to clearing firms' retirement plan offering

Sponsored Reservation: 6/1/11

Ad Reservation: 6/22/11

Ad Material: 6/29/11

* Bonus distribution at
PLANADVISER National Conference

September-October

published in September

- The Future of the Retirement Plan Adviser Profession: How automation, disclosure, and regulation will change the role of the retirement plan adviser
- Valuing Your Practice/Succession Planning
- Target-Date Funds
- Participant Trends

Research/Survey:
Adviser opinions of DC providers

Online Extra:

B/D directory

Sponsored Reservation: 7/15/11

Ad Reservation: 8/5/11

Ad Material: 8/12/11

* Bonus distribution at
PLANADVISER National Conference

November-December

published in December

- Most Successful Advisers
- Selling Value over Price
- Retirement Income
- Retirement Savings Adequacy

Research/Survey:
Benchmarking your Practice

Online Extra:

Retirement Income Product Directory

Sponsored Reservation: 10/20/11

Ad Reservation: 11/10/11

Ad Material: 11/17/11