

Leader's Edge Editorial Calendar. 2017

Please note when inquiring about inclusion in a Leader's Edge feature story; we have a three-month lead time for most articles.

ISSUE	EDITORIAL	BONUS DISTRIBUTION	AD CLOSE ORDERS	MATERIALS DEADLINE
JANUARY/FEBRUARY <i>Group Benefits & P/C Insights</i>		<ul style="list-style-type: none"> ■ The Council's Legislative & Working Groups Summit 	1/4	1/9
MARCH <i>Group Benefits & P/C Insights</i>		<ul style="list-style-type: none"> ■ NetVU17 ■ Council Leadership Academy—Benefits Broker Smackdown 	2/1	2/8
APRIL Mergers & Acquisitions <i>Group Benefits & P/C Insights</i>	What are the latest trends, issues, and obstacles for brokers in the booming M&A market? Who is looking to sell? To buy?	<ul style="list-style-type: none"> ■ RIMS ■ Council Leadership Academy—Broker Smackdown - West 	3/1	3/8
MAY <i>Group Benefits & P/C Insights</i>		<ul style="list-style-type: none"> ■ Council Leadership Academy—Commanding the C-Suite ■ Council Leadership Academy—Broker Smackdown - South 	4/3	4/7
JUNE The Benefits Issue <i>P/C Insights</i>	Annual Benefits Review: How are carriers coping with change? Where is the growth in the industry and who is merging and acquiring? What is the latest on reform?	<ul style="list-style-type: none"> ■ Employee Benefits Leadership Forum ■ Council Leadership Academy—Strategic Finance ■ IMCA Annual Conference 	5/1	5/8
JULY/AUGUST Innovation & Technology Review <i>Group Benefits & P/C Insights</i>	This must-see issue showcases the latest digital technology in a print medium and addresses Cyber Insurance. This issue is always a keeper for readers.	<ul style="list-style-type: none"> ■ Council Leadership Academy—Broker Smackdown - North 	6/1	6/8
SEPTEMBER The Leadership Issue <i>Group Benefits & P/C Insights</i>	<ul style="list-style-type: none"> ■ What creates a great leader in the brokerage business? ■ Biannual fall election preview: A look at new political leadership. 	<ul style="list-style-type: none"> ■ NAPSLO Annual Convention ■ Applied Net ■ Benefits Forum & Expo ■ HR in Insurance Working Group ■ Council Leadership Academy—Targeting Team Leadership 	8/1	8/8
OCTOBER Property-Casualty Review <i>Group Benefits Insights</i>		<ul style="list-style-type: none"> ■ Insurance Leadership Forum ■ International Working Group 	9/1	9/8
NOVEMBER Benefits Issue <i>P/C Insights</i>	Probing deep into employee benefits issues.	<ul style="list-style-type: none"> ■ SNL Insurance Brokerage Summit 	10/2	10/10
DECEMBER Game Changers <i>Group Benefits & P/C Insights</i>	<ul style="list-style-type: none"> ■ A survey of those who change the nature of the business, for better or worse. ■ The Good Life—Philanthropy in the Brokerage ranks. 	<ul style="list-style-type: none"> ■ I.I.I. Insurance Joint Industry Forum 	11/1	11/8