

# 2026 Editorial Calendar

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| Issue Month      | Ad Close Date | Materials Due Date | Issue Topics                                        | Event Coverage                  |
|------------------|---------------|--------------------|-----------------------------------------------------|---------------------------------|
| December-January | 10/13/25      | 10/27/25           | A Look Ahead, Taxes (2026 People to Watch)          |                                 |
| February         | 12/8/25       | 12/22/25           | The “Giving Issue”                                  | LIMRA Marketing Conference      |
| March            | 1/5/26        | 1/19/26            | The “NEW” Issue: New products, carriers, technology |                                 |
| April            | 2/3/26        | 2/17/26            | Success in the High Net Worth Market                | LIMRA Life Insurance Conference |
| May              | 3/2/26        | 3/16/26            | Serving Women and Wealth                            |                                 |
| June             | 4/6/26        | 4/20/26            | Annuity Awareness Month                             | NABIP, MDRT                     |
| July-August      | 5/12/26       | 5/26/26            | Senior Selling — Open enrollment                    |                                 |
| September        | 7/14/26       | 7/28/26            | Life Insurance Awareness                            | LIMRA annual meeting            |
| October          | 8/10/26       | 8/24/26            | Indexed Product Annuity and IUL Double Feature      |                                 |
| November         | 9/7/26        | 9/21/26            | AI/Tech Guide                                       | NAILBA annual                   |
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Topics subject to change