

2024 Editorial Calendar

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Issue Month	Ad Close Date	Materials Due Date	Issue Topics	Event Coverage
January	11/10/23	11/24/23	A Look Ahead — We take a look at the dominant topics and trends we anticipate in the upcoming year.	
February	12/12/23	12/26/23	Success in the High-net-worth Market — Trends, products and strategies.	
March	1/15/24	1/29/24	Serving Women and Wealth — Women control an increasing amount of wealth, how do advisors provide relevant advice?	
April	2/12/24	2/26/24	Financial Literacy — What the industry is doing to help Americans understand basic financial concepts.	LIMRA Life Insurance Conference
May	3/18/24	4/1/24	The Virtual Advisor — How to use digital tools to serve your clients.	LIMRA Marketing Conference
June	4/8/24	4/22/24	Annuities — Annuity Awareness Month. Latest trends.	NABIP, MDRT
July	5/13/24	5/27/24	Financial Services for the Next Gen — How does the industry serve the next generation of investors?	
August	6/10/24	6/24/24	Senior Selling — We're getting a head start on the busy Medicare open enrollment season.	
September	7/8/24	7/22/24	Life Insurance Awareness Month: Latest trends in the ever-popular life insurance markets.	
October	8/12/24	8/26/24	Indexed Products — As the number of indexed products skyrockets, how are the industry, and regulators, responding?	LIMRA annual meeting
November	9/9/24	9/23/24	Tech Guide — Latest tech trends for advisors.	NAILBA annual, NAIFA Apex
December	10/7/24	10/21/24	Tax Changes — Tax changes for the coming year and last-minute tax adjustments and changes.	

Topics subject to change