

# 2012 Editorial Calendar

For over 100 years, NAIFA's *Advisor Today* has been the leading publication in the life insurance and financial services industries, providing sales ideas, product information and business strategies to help insurance and financial advisors grow their businesses.

Issue	Cover/Feature	Feature Story	Products Featured	Space Deadline
<b>January/February</b>	Best Practices in Selling Annuities	My Golden Rules for Prospecting	Whole Life Insurance, Employee Benefits	Nov 3, 2011
<b>March/April</b>	Health Insurance for your Clients	Enhancing Your Clients' Retirement	Health Insurance, Life Insurance	Jan 10, 2012
<b>May/June</b>	How to Capture More Sales for Your DI Practice	Investing in Today's Market	Mutual Funds, Annuities	Mar 5, 2012
<b>July/August</b>	Employee Benefits—A Win-Win Solution	NAIFA Advocacy, NAIFA Candidates	Health Insurance, Life Insurance	May 1, 2012
<b>September/October</b>	Four Under Forty	My Best Sales Ideas	Disability Insurance, Employee Benefits	Jul 3, 2012
<b>November/December</b>	Meet NAIFA's New President	NAIFA's 2012 Conference Wrap-Up, Rev Up Your LTCI Sales	Annuities, Multiline Insurance	Aug 30, 2012

*\*Content is subject to change without prior notification*

For more information on other articles that will be featured in the magazine, please see the complete media kit under the "Advertising" drop down menu on the *Advisor Today* website at [www.advisortoday.com](http://www.advisortoday.com).

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