Registered Rep.
2009 editorial calendar

JANUARY
AD CLOSING: DECEMBER 4

The Outlook For Advisors, Independents, and RIAs
Rep. editors and writers survey industry leaders about what key factors will be driving the industry in 2009 and beyond.

The Life Insurance Report
What brokers need to know about insurance trends, products and strategies.

New For 2009: The Wealth Management Report
This new monthly column will address the main concern of wealth management: Protecting aggregated wealth. But within that broad definition there are a number of disciplines, including fiduciary issues, tax planning (including estate planning and charitable giving), insurance strategies and even risk-management concepts.

Trends In ETF-Land
ETFs and ETNs have become centerpieces to many financial advisors' portfolio management. This monthly column explores, in an opinionated way, trends and strategies using ETFs.

BONUS TO ADVERTISERS
Ad Recall Survey

BONUS DISTRIBUTION
- 43rd Annual Heckerling Institute on Estate Planning
- NMHC Annual Meeting
- ALIS
- ICMA

FEBRUARY
AD CLOSING: JANUARY 6

Special Report: Alternative Investments
- A survey of hedge funds of funds, managed futures and other low-correlated investment vehicles;
- Creating absolute return strategies out of ETFs, fundamental indexes and other low-correlated funds;
- Lessons from the front: High-net-worth reps discuss their alternative strategies and techniques.

Special Report: Real Estate Investing
During the great real estate boom, the sector had become to be considered its own asset class. How should advisors regard real estate—residential and commercial—now? What's next for REITs and other real-estate investments? Real estate investing goes global.

BONUS DISTRIBUTION
- BISA Annual Conference
- IIR Managing Retirement Income

MARCH
AD CLOSING: FEBRUARY 6

RIA Trends: The Independent Life
- Facts, tips and tools for surviving on your own
- How to form an RIA
- How to evaluate broker/dealers and what to look for
- Independent broker/dealer source book

Special Webcast: Keeping Assets from Fleeing

Meet The Indies (A Quarterly Feature)
Q&A with top independent broker/dealer executives

Special Section - Secrets To Successful Retirement Planning: A joint initiative with *Money* magazine reaching more than 8 million affluent investors and their advisors.

Special Advertising Section: Custody and Clearing Made Easy
- Platforms, technology and issues to know before going alone
- How to evaluate broker/dealers

BONUS DISTRIBUTION
- NAIBD Spring Technology & Compliance Symposium
- ABA Wealth Management & Trust Conference
- The ASPPA 401(k) Summit

APRIL
AD CLOSING: MARCH 6

Mutual Fund Report
- Evaluating managers and styles
- Asset Allocation: Theories on proper portfolio diversification
- New Product Survey: A look at the dizzying array of ETFs, ETNs and "fundamental" indexes now on offer

Special Supplement—America's Top Advisors: Our second annual supplement published jointly in *Fortune* magazine profiling the top 50 wirehouse advisors, independent BDs and RIAs.

Managed Account Update
A special report on fee-based practices, including new developments and products, including UMAs.

BONUS TO ADVERTISERS
Ad Recall Survey

BONUS DISTRIBUTION
- Global ETF Forum—Capital Link
- AALU
- ICMA Spring

MAY
AD CLOSING: APRIL 6

28th Annual Outstanding Advisor Awards
- Peers nominate accomplished advisors, wirehouse, independents and RIAs
- Award ceremony to be held at the NASDAQ MarketSite in Times Square

Annuities Update: Facts and Myths
The financial press hates them, but how they should be properly used for affluent clients.

Retirement Income Report
The greatest financial fear baby boomers have is outliving their savings. How to help.

BONUS DISTRIBUTION
- ICI General Meeting
- MOKAN Financial Services Conference
- Morningstar Investment Conference
- SIFMA Industrial Conference

JUNE
AD CLOSING: MAY 7

Special Report: Annual Advisor Compensation Survey
Registered Rep.'s exhaustive survey on financial advisor compensation and practice trends.

Special Webcast: Recruitment Mania

Meet The Indies (A Quarterly Feature)
Q&A with top independent broker/dealer executives

Special Supplement—Secrets To Successful Retirement Planning: Provides a blueprint to retirement planning based on original research. Published in both *Registered Rep.* and *Money* magazine.

International Investing Update

Charitable Giving Update

BONUS DISTRIBUTION
- Insite 2009
- IIR Family Office Forum
- Morningstar

JULY
AD CLOSING: JUNE 8

The Top 100 RIAs in America

The RIA Landscape
A survey of best practices and fiduciary issues.

The Advisory Team
- Tips for success: How to run—and not run—your team
- Profiles: The best teams in America

Special Report: Financial Advisor Tech Trends
What's new, and how to evaluate the latest software and managed account platforms.

BONUS TO ADVERTISERS
Ad Recall Survey

AUGUST
AD CLOSING: JULY 6

The Top 100 Independent Advisors in America

Special Report: Continuing Education and Professional Studies

Ten To Watch: The 10 powerhouses to watch over the coming 12 months

Special Report: Energy and Infrastructure Investing
A look at ETFs, funds and other investment strategies.

Special Section: Socially Responsible Investing
A look at SRI funds, including faith-based and green investing strategies.

SEPTEMBER
AD CLOSING: AUGUST 6

Focus: The Top Brokers In America
- A look at million dollar producers and how they achieved success
- Remaking yourself as a high-net-worth specialist

Special Webcast: Attracting New Clients

Meet The Indies (A Quarterly Feature)

Q&A with top independent broker/dealer executives

Insurance Products Update

BONUS DISTRIBUTION
- Schwab IMPACT Conference
- SIFMA Fall Professional Conference
- NAVA Annual Meeting

OCTOBER
AD CLOSING: SEPTEMBER 7

Special Issue: Sales Assistants
The backbone of every practice, a close survey of assistant salaries, work satisfaction and goals.

College Savings
A primer on the nuances of 529 college savings plans and other college savings strategies.

Special Supplement—ETFs: A special report on exchange traded funds for affluent investors and their advisors published jointly in *Registered Rep.* and *Fortune* magazines.

Long Term Care Insurance Survey
How advisors regard insurance sales.

BONUS TO ADVERTISERS
Ad Recall Survey

BONUS DISTRIBUTION
- SIFMA Annual Conference
- NAIBD
- SIFMA Sales & Marketing Conference
- FPA Annual Convention
- SIFMA Small Firms Conference & Exhibition

NOVEMBER
AD CLOSING: OCTOBER 6

Special Section: Retirement Planning
401(k) management advice and a look at new tax laws.

Special Supplement: The Independent Life
A guide to navigating the independent broker/dealer world.

DECEMBER
AD CLOSING: NOVEMBER 6

Special Issue: Brokerage Report Cards
Reps rate their firms.

Special Webcast: Trusts & Estates Lite—What You Need To Know

Estate Planning Trends
A comprehensive review of what a new administration in Washington, D.C., may bring and how it will affect HNW clients.

Special Report: Charitable Giving
CRUTs, CRATs and other ways to do good and dampen taxes.

Meet The Indies (A Quarterly Feature)
Q&A with top independent broker/dealer executives.