

EDITORIAL PLANNING CALENDAR

JANUARY

Cover Story: Workers' Compensation Market Preview — What Challenges Lie Ahead

Feature: Environmental Risks

Feature: Life & Health Marketplace — What to Expect in 2010

Bonus Distribution: Windstorm Insurance Network Annual Conference

FEBRUARY

Cover Story: Excess & Surplus Lines Overview — How Did We Do in 2009? What Should We Expect in 2010?

Feature: Agents' Commissions & Salary Survey

Feature: Disability Insurance in a Down Economy

Directory: EPLI and D&O Providers

► **Ad Readership Study** — Complimentary research study providing reader feedback on all ads ½ page or larger.

MARCH

Cover Story: Legislative Pre-Session Special Report

Feature: Excess & Surplus Lines Commercial Property Market Special Report

Feature: PEO Market Special Report

Feature: Group Health Insurance — An Overview of the Florida Market

Directory: PEOs

APRIL

Cover Story: Agency Management — Income, Outgo, and Upkeep

Feature: Workers' Compensation Fraud

Feature: Conventions' Preview — Who's Going Where

Feature: The Growing Importance of Long-Term Care Insurance

Supplement: Florida Surplus Lines Association Spring Report — State of the E&S Market

MAY

Cover Story: Benefit Plans' Check-Up — How the Industry Shapes Up

Feature: Excess & Surplus Commercial Package (P&C) Market Special Report

Feature: Retirement Planning in Challenging Times

Supplement: Florida Workers' Compensation Institute (FWCI) Workers' Compensation Market Spring Report

Directory: Health Benefits, LTC, Life and Disability

Bonus Distribution: Specialty Agents of Florida Trade Fair

JUNE

Cover Story: Hurricane Season & Homeowners' Insurance Market Overview

Feature: Building Agent – Broker – Carrier Relationships

Feature: Post-Legislative Session Special Report — Who Won, Who Lost

Feature: Individual Health Insurance Marketing — Online or In Person?

Directory: Workers' Compensation Market

Bonus Distribution: Florida Association of Insurance Agents (FAIA) Convention & Education Symposium; Florida Insurance Council (FIC) Annual Conference



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JULY

Cover Story: Excess & Surplus Lines Summer Market Overview

Feature: Risk Management Report — Risk and the Florida Workplace

Feature: Reinsurance Market Special Report

Feature: Maximizing Employee Benefit Packages

Directory: Excess & Surplus Lines

Bonus Distribution: Risk and Insurance Management Society — Florida Annual Educational Conference; Florida Association of Self Insurance (FASI) Annual Conference; National Association of Insurance and Financial Advisors — Florida Annual Career Advancement & Expo

AUGUST

Cover Story: Agency Management — The Technology Issue

Feature: Specialty Market Trends

Feature: Health Care for Florida's Children, From Cradle to College

Supplement: Florida Workers' Compensation Institute (FWCI) Summer Report — State of the Workers' Compensation Market

Conference Daily Newspaper: FWCI Workers' Compensation Educational Conference Daily News

Bonus Distribution: Workers' Compensation Educational Conference (WCEC) and Safety & Health Conference; Florida Surplus Lines Association (FSLA) Annual Convention; Florida Association of Health Underwriters (FAHU)

SEPTEMBER

Cover Story: Professional Liability and General Liability Markets Annual Overview

Feature: Agency Perpetuation — Mergers & Acquisitions; Agency Evaluations

Feature: Life & Health — Baby Boomers and the New Senior Market

OCTOBER

Cover Story: Workers' Compensation Fall Market Overview

Feature: The New Generations of Agents and Consumers — How to Sell to Them; Why You Should Hire Them

Feature: The Evolution of Life & Health Worksite Marketing

Supplement: Florida Surplus Lines Association (FSLA) Fall Report — State of the E&S Market

NOVEMBER

Cover Story: Excess & Surplus Lines Winter Market Overview

Feature: Is Florida Different? Comparing Life & Health Issues In Other States

Feature: Agency Management — The Business of Your Business

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DECEMBER

Cover Story: 2010 in Review

Feature: Best and Worst Performances

Feature: Year-end Wrap-up

Directory: Professional Liability (other than EPLI and D&O)

▶ **Annual Calendar of 2011 Events (Wall Calendar).**

