

2022 Investment Advisor Editorial Calendar

ISSUE	AD CLOSE	MATERIALS DUE	MAIN THEME	FEATURE	SPECIAL OPPORTUNITIES/ BONUS DISTRIBUTION**
Jan./Feb.	1/3/2022	1/10/2022	The Retirement Issue	A look at trends affecting Social Security and other important sources of retirement income, like annuities.	Bonus Distribution: Inside ETFs, FSI OneVoice Annual Conference
March	1/31/2022	2/7/2022	The Tax Issue	The biggest change advisors are preparing their clients for and the strategies they are taking.	
April/May	2/28/2022	3/7/2022	The Bespoke Advisor	What advisors/firms targeting high-net-worth and ultra-high-net-worth investors are doing to stay ahead of the pack.	Bonus Distribution: IMCA Annual Conf. Experience (ACE); Morningstar Investment Conference
June	5/2/2022	5/9/2022	The Wealth Management Issue	Views on what broker-dealer and other firm leaders see as the latest challenges and opportunities.	Bonus Distribution: Pershing INSITE
July/August	5/31/2022	6/6/2022	Asset Management Excellence	A review of top investment managers in different asset categories	Baxter Ad Effectiveness Study
September	8/1/2022	8/8/2022	2022 ThinkAdvisor LUMINARIES - Part I*	The stories of award-winning individuals and firms in thought leadership and other areas.	
October	8/29/2022	9/5/2022	The RIA Issue	Updates on innovation in fee-based advisory work from VIPs	
November	10/3/2022	10/10/2022	2022 ThinkAdvisor LUMINARIES - Part II*	The stories of award-winning individuals and firms in executive leadership and other areas.	Bonus Distribution: Schwab IMPACT
December	10/31/2022	11/7/2022	Top Advisor News of the Year	Review of top industry developments and why they matter to advisors.	

THIS CALENDAR IS SUBJECT TO CHANGE AND IS FOR PLANNING PURPOSES ONLY. FOR THE MOST CURRENT INFORMATION, VISIT: <http://www.thinkadvisor.com/editorial-calendar/>

*The focus of these two issues may change depending on the topic focus of the Luminaries Program in 2022

** Conferences and live events will be evaluated on a case-by-case basis