

2011 IA Editorial Calendar

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Disclaimer: IA strives to include scheduled features and Markets topics in their assigned edition; however, the calendar is subject to change without notice based on late-breaking news and/or space constraints. Please check with Barbara Miller-Richards, IA's director of advertising sales, when placing advertising based on editorial schedule.

Issue	Ad Close	Materials	Markets	Life-Health Leads	Smart Agency
JANUARY <div style="border: 1px solid black; padding: 2px; margin-top: 5px;">**Special Report: Agency Universe Study Results</div>	November 30	December 2	BOP, Builders Risk, Homeowners, War Risk	Outlook for Life-Health Products in 2010 <i>What does the new congress mean for employee benefits, taxes and life insurance in the new year?</i>	Preparing for the Unexpected <i>Make sure your agency is ready to serve customers after natural disasters, fires, terrorism or other events.</i>
FEBRUARY	December 29	January 3	Cyber Liability, Restaurant/Bars, Trucking, Public Entities	Worksite Marketing Weapons <i>Look to voluntary benefits to replace lost health insurance revenue.</i>	The Art of the Apology <i>Improve your agency's customer service by putting out fires quickly and efficiently.</i>
MARCH	January 31	February 2	Umbrellas, General Liability, Architects & Engineers, Workers' Comp	The IRA Debate <i>What characteristics determine whether a Roth or regular IRA is right for your client?</i>	Play Well in the Sandbox <i>Improve relationships between producers and CSRs.</i>
Advertisers who purchase a half page or more in the March and April 2011 issues will be eligible to participate in a Big "I" Convention attendee room drop promotional effort. Talk to director of advertising sales for more info.					
APRIL	March 2 <div style="background-color: #34495e; color: white; padding: 2px; margin-top: 5px;">Bonus Distribution: Big "I" Convention, NetVU Conference</div>	March 5	Flood, Environmental Liability, Difference-in-Conditions	Make the Case for Life Insurance <i>Revised estate tax rules create sales opportunities.</i>	Create the Right Agency Marketing Mix <i>Evaluate the ROI for traditional, digital and social media efforts.</i>
MAY <div style="border: 1px solid black; padding: 2px; margin-top: 5px;">**Special Section: Technology</div>	April 1 <div style="background-color: #34495e; color: white; padding: 2px; margin-top: 5px;">Bonus Distribution: RIMS Annual Conference & Exhibition, AAMGA Annual Meeting, ACORD LOMA Insurance System Forum</div>	April 5	Workplace Violence, Special Events, Classic Cars, Hotels/Motels	New Take on Annuities <i>Tax deferral strategies make sense again—explore new annuity options.</i>	Evaluate Your Agency Management System <i>Is your agency ready to change vendors or to upgrade your current system?</i>
JUNE	May 2 <div style="background-color: #34495e; color: white; padding: 2px; margin-top: 5px;">Bonus Distribution: NAIW National Convention</div>	May 4	Commercial Umbrellas, Publisher's Liability, Equine	Long-Term Care in the CLASS Act Era <i>With the government getting into the LTC game, how can agents best position the product?</i>	Building an Agency Management Team: Do You Need a COO? <i>Who is taking responsibility for your agency's daily operations?</i>
JULY <div style="border: 1px solid black; padding: 2px; margin-top: 5px;">**Special Section: Life Insurance</div>	June 1	June 3	Aviation, Public Entities, RVs, Employment Practices	Déjà vu for Estate Planning <i>With estate tax back on the table, prepare clients for new realities through life insurance.</i>	Building an Agency Management Team: Do You Need a Sales Manager? <i>Put a customer relationship management structure in place that increases accountability and growth.</i>
AUGUST	June 29	July 1	Kidnap & Ransom, General Liability, Surety, Trucking	The New Health Savings Account Environment <i>With an ever-changing health care landscape, what are new opportunities for HSA sales?</i>	Read Your Agency's Vital Signs <i>Drill down on profitability, employee retention and growth statistics.</i>
SEPTEMBER	July 31 <div style="background-color: #34495e; color: white; padding: 2px; margin-top: 5px;">Bonus Distribution: ASCnet TENcon Meeting</div>	August 5	E&O, Workers' Comp, Recycling Centers, Commercial Auto	Add Dental to the Product Mix <i>After health care reform, there is more shelf space for voluntary products like dental.</i>	Agency Perpetuation Paradox <i>Ease transitions in family-run agencies.</i>
OCTOBER <div style="border: 1px solid black; padding: 2px; margin-top: 5px;">**Special Section: Producer Compensation</div>	August 31 <div style="background-color: #34495e; color: white; padding: 2px; margin-top: 5px;">Bonus Distribution: NAPSLO Annual Convention, CPCU Annual Meeting</div>	September 2	Liquor Liability, Environmental, Liability, Private Passenger Auto	A Fresh Look at Disability Insurance <i>Create a strategy for long- and short-term disability products.</i>	Five Things You Can Learn from Your Front Line <i>Tap in to the feedback your CSRs are hearing every day.</i>
NOVEMBER	September 30	October 4	Product Tampering, D&O, Professional Liability	The 401K Plan Guarantee <i>Bake in results to the retirement plans you offer clients.</i>	A Budget with a Bang <i>Create agency revenue and expense targets for the new year.</i>
DECEMBER	October 28	November 1	Product Liability, Marine, Lawyers Professional Liability, Personal Umbrellas	Capture Cross-Selling Dollars <i>Monetize your client list by digging deeper across product lines.</i>	Keep the Big Fish <i>Create a plan for handling your A, B and C-list clients.</i>