



2013 Leader's Edge Editorial Calendar Has Something Special!

IN CELEBRATION of The Council's 100th year, each issue of *Leader's Edge* magazine will carry an in-depth story about a major trend affecting our business future and a monthly list of game-changing industry leaders during The Council's first 100 years. This is *Leader's Edge's* way of honoring The Council's past while looking toward to the industry's future. These trend and game-changer stories will be in addition to our regular cutting edge features, columns and departments.

Ask your advertising director about our 100th anniversary advertising opportunities.

JANUARY/FEBRUARY

EDITORIAL FOCUS

Politics and Insurance

The global economic and political power shift and its meaning for the insurance industry.

BONUS DISTRIBUTION

- Workplace Benefits Renaissance
- The Council's Legislative Summit

Order Deadline: 12/14/12

Materials Due: 12/21/12

MARCH

EDITORIAL FOCUS

The shrinking talent pool for the brokerage industry.

The shrinking talent pool will mean a struggle for brokers and carriers in finding and keeping qualified talent. In a competitive world, group benefits are the key to attracting and keeping skilled workers.

Order Deadline: 2/1/13

Material Due: 2/8/13

APRIL

EDITORIAL FOCUS

What will our aging society mean to benefits, retirement?

The aging population will put a strain on the insurance industry and government programs. What does it mean when a huge percentage of the Baby Boom generation will live to see 100?

Mergers and Acquisitions Annual Report

BONUS DISTRIBUTION

- Risk Insurance Management Society

Order Deadline: 3/1/13

Material Due: 3/8/13

MAY

EDITORIAL FOCUS

The meaning of medical breakthroughs to society.

Medical and scientific breakthroughs will mean a great deal to the health of those living in advanced societies. But what exactly does it mean for health insurance?

BONUS DISTRIBUTION

- Benefits Selling Expo, San Diego
- The Council's Midyear Board Meeting
- The Council's Wholesale Insurance Leadership Forum

Order Deadline: 4/1/13

Material Due: 4/8/13

JUNE

EDITORIAL FOCUS

Group Benefits, Life, Health, Voluntary

The latest global trends in medicine will have an effect on group benefits, but exactly what in the future?

BONUS DISTRIBUTION

- The Council's Employee Benefits Leadership Forum
- IMCA Annual Meeting

Order Deadline: 5/1/13

Material Due: 5/8/13

JULY/AUGUST

EDITORIAL FOCUS

Technology

The technology revolution will change the way we work and live in the next few decades. What does it mean to the brokerage community, benefits consultants and to their clients?

BONUS DISTRIBUTION

- Workplace Benefits Conference

Order Deadline: 6/10/13

Material Due: 6/17/13

SEPTEMBER

EDITORIAL FOCUS

Can the environment and energy production co-exist?

We need more energy. Where will we get it and how will it affect our environment? Will global warming continue and are insurers ready for it?

BONUS DISTRIBUTION

- EBN Benefits Forum and Expo

Order Deadline: 8/1/13

Material Due: 8/8/13

OCTOBER

EDITORIAL FOCUS

Property-Casualty Insurance

Political unrest throughout the world has all types of implications for the insurance industry. What will it mean and what new products will evolve to meet the future challenge?

BONUS DISTRIBUTION

- The Council's Insurance Leadership Forum
- NAPSLO Annual Meeting

Order Deadline: 9/3/13

Material Due: 9/9/13

NOVEMBER

EDITORIAL FOCUS

The global population shift. How will it affect insurance?

The globe is shifting—or at least its population is. With mass migration around the world, the question is: to what end? What societies will be the winners and losers?

Order Deadline: 10/1/13

Materials Due: 10/8/13

DECEMBER

EDITORIAL FOCUS

Philanthropy in the insurance world.

The insurance industry is increasing its efforts to volunteer to help out communities and charitable organizations all over the map.

BONUS DISTRIBUTION:

- Property-Casualty Insurance Joint Industry Forum

Order Deadline: 11/1/13

Materials Due: 11/8/13