

# 2020 **Rough Notes** Magazine Editorial Calendar

| <b>JANUARY</b><br>Ad closing: 12/05/19<br>Materials: 12/09/19   | <b>FEBRUARY</b><br>Ad closing: 01/03/20<br>Materials: 01/08/20   |
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| <p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Commercial auto/trucking/motor truck cargo</li> <li>• Sports and leisure</li> </ul> <p><b>Personal Lines Focus:</b></p> <ul style="list-style-type: none"> <li>• Emerging exposures</li> </ul> <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Identity theft protection</li> </ul> <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• Insurance Networks Alliance</li> </ul> | <p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Trade contractors; builders risk/construction &amp; wrap-up</li> <li>• Surety bonds</li> </ul> <p><b>Personal Lines Focus:</b></p> <ul style="list-style-type: none"> <li>• Earthquake and flood</li> </ul> <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Critical illness</li> </ul> <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• Workplace Benefits Renaissance</li> </ul> |
| <b>MARCH</b><br>Ad closing: 02/04/20<br>Materials: 02/07/20   | <b>APRIL</b><br>Ad closing: 03/06/20<br>Materials: 03/09/20  |
| <p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Boating</li> <li>• Cargo</li> </ul> <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Accident insurance</li> </ul> <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• PIA of Florida Agent Expo</li> </ul>   | <p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Municipalities</li> <li>• Cannabis insurance</li> <li>• Emerging commercial risks</li> </ul> <p><b>Personal Lines Focus:</b></p> <ul style="list-style-type: none"> <li>• Wildfires</li> </ul> <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Benefits trends and issues</li> </ul> <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• NetVU Accelerate</li> </ul>                  |

| <b>MAY</b>  |   | <b>JUNE</b>   |   |
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| Ad closing: 04/03/20<br>Materials: 04/08/20   |   | Ad closing: 05/04/20<br>Materials: 05/07/20   |   |
| <p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Social services agencies and nonprofits</li> <li>• Agents E&amp;O, including cyber</li> </ul> <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Stop loss, high deductible and self insurance</li> </ul> | <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• Target Markets Mid-Year Meeting</li> </ul>  | <p><b>Editorial Highlights:</b></p> <p><b>Florida Special Report</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Bars and restaurants</li> <li>• Condo associations</li> </ul> <p><b>Personal Lines Focus:</b></p> <ul style="list-style-type: none"> <li>• Marketing and sales, including cross-selling</li> </ul> | <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Dental and vision</li> </ul> <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• PIA of NJ &amp; NY Annual Conference</li> <li>• Insurance Marketing &amp; Communications Association Annual Conference</li> <li>• FAIA Annual Convention</li> </ul> |
| <b>JULY</b>   |   | <b>AUGUST</b>   |   |
| Ad closing: 06/05/20<br>Materials: 06/08/20   |   | Ad closing: 07/03/20<br>Materials: 07/08/20   |   |
| <p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Mid-year construction report—including heavy construction, crane operators, bridges, roads and tunnels</li> <li>• Architects and engineers E&amp;O, including cyber</li> </ul>  | <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Disability</li> </ul> <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• LAAIA (Latin American Association of Insurance Agencies) Convention</li> <li>• Workplace Benefits Mania</li> </ul> | <p><b>Editorial Highlights:</b></p> <p><b>Specialty Lines:</b></p> <ul style="list-style-type: none"> <li>• Workers comp</li> <li>• Private flood</li> </ul> <p><b>Personal Lines Focus:</b></p> <ul style="list-style-type: none"> <li>• Risk Management</li> </ul>  | <p><b>Benefits Products &amp; Services:</b></p> <ul style="list-style-type: none"> <li>• Life insurance</li> </ul> <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• Workers Compensation Institute WCI360</li> </ul>   |

# 2020 **Rough Notes** Magazine Editorial Calendar

| <b>SEPTEMBER</b>   |   | <b>OCTOBER</b>   |   |
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| Ad closing: 08/04/20<br>Materials: 08/07/20  |   | Ad closing: 09/04/20<br>Materials: 09/08/20  |   |
| <p><b>Editorial Highlights:</b><br/><b>Target Markets Special Section</b></p> <p><i>Benefits Products &amp; Services:</i></p> <ul style="list-style-type: none"> <li>• Cancer insurance</li> </ul>   | <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• Target Markets Program Administrators Association Summit</li> <li>• CPCU Society Annual Meeting</li> <li>• Applied Net (Applied Client Network Conference)</li> </ul> | <p><b>Editorial Highlights:</b></p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> <li>• Security industry—including burglar and fire alarm safety equipment, security guard services and detective agencies</li> <li>• Environmental/pollution</li> </ul> <p><i>Benefits Products &amp; Services:</i></p> <ul style="list-style-type: none"> <li>• Hospital insurance</li> </ul> | <p><i>Personal Lines Focus:</i></p> <ul style="list-style-type: none"> <li>• High net worth</li> </ul>      |
| <b>NOVEMBER</b>  |   | <b>DECEMBER</b>  |   |
| Ad closing: 10/05/20<br>Materials: 10/08/20  |   | Ad closing: 11/05/20<br>Materials: 11/09/20  |   |
| <p><b>Editorial Highlights:</b><br/><b>Insurance Networks Alliance Special Section</b></p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> <li>• Professional liability (for doctors, lawyers, accountants, architects &amp; engineers), including cyber</li> <li>• Cyber insurance</li> </ul> | <p><i>Benefits Products &amp; Services:</i></p> <ul style="list-style-type: none"> <li>• Benefits selling</li> </ul> <p><b>Bonus Circulation:</b></p> <ul style="list-style-type: none"> <li>• PLUS Conference</li> </ul>                       | <p><b>Editorial Highlights:</b></p> <p><i>Specialty Lines:</i></p> <ul style="list-style-type: none"> <li>• 2021 market preview</li> <li>• Emerging new products in the property/casualty industry</li> </ul> <p><i>Benefits Products &amp; Services:</i></p> <ul style="list-style-type: none"> <li>• Trends for 2021</li> </ul>  | <p><i>Personal Lines Focus:</i></p> <ul style="list-style-type: none"> <li>• 2021 market outlook</li> </ul> |