

2011 Editorial Calendar

Issue Date	Ad Close/ Materials Due	Special Features	Bonus Distribution
January 10, 2011	December 27, 2010	The Year Ahead: The Industry Speaks	The International Forum
January 24, 2011	January 10, 2011	Health Insurance	
February 7, 2011	January 24, 2011	Survivorship Life	
February 21, 2011	February 7, 2011	Ad Effectiveness Study	
March 7, 2011	February 21, 2011	Universal Life/Spotlight on... Life Settlements	NUCO Life Settlement Summit
March 21, 2011	March 7, 2011	Employee Benefits	GAMA LAMP Conference
April 4, 2011	March 21, 2011	Index Universal Life	Benefits Selling Expo; LIMRA; SOA Life Insurance Conference
April 18, 2011	April 4, 2011	Income Planning	AALU
May 9, 2011	April 18, 2011	Spotlight on... Disability Insurance	
May 23, 2011	May 9, 2011	Whole Life	IASA; S&P Insurance Conference
June 6, 2011	May 23, 2011	Spotlight on... Annuities	MDRT Annual Meeting
June 20, 2011	June 6, 2011	Variable & Variable Universal Life	NAHU Annual Meeting
July 11, 2011	June 20, 2011	NUL 2011 Industry Innovator Awards	
July 25, 2011	July 11, 2011	Advanced Planning	
August 8, 2011	July 25, 2011	Survivorship Life	LIMRA Advanced Sales Forum
August 22, 2011	August 8, 2011	Health Insurance	Senior Market Advisor Expo; NAIFA
September 5, 2011	August 22, 2011	Universal Life	IRI
September 19, 2011	September 5, 2011	Spotlight on... Life Insurance/Ad Effectiveness Study	FPA; SFSP
October 10, 2011	September 19, 2011	Index Universal Life	LIMRA Annual Meeting; RIS; SOA Annual Meeting
October 24, 2011	October 10, 2011	Employee Benefits	IDIS; LH Exec; NAFA IMO Summit
November 7, 2011	October 24, 2011	Variable Life	NAILBA
November 21, 2011	November 7, 2011	Spotlight on... Long-Term Care	
December 5, 2011	November 21, 2011	Income Planning	
December 19, 2011	December 5, 2011	Worksite with Voluntary Benefits	

Core Subject Matter

National Underwriter Life & Health's primary mission is bring to you the stories that matter most on a daily and bi-weekly basis, whatever and wherever those stories may be. But there remain certain topics that are always of interest to the *NUL* editorial staff, and will receive ongoing coverage throughout the year, both in news items and in feature stories.

- Advanced Planning
- Annuities
- Dental
- Disability Insurance
- Employee Benefits
- Health Insurance Income
- Planning
- Life Insurance
- Life Settlements
- Long-Term Care