

# 2012 ABF Journal Editorial Calendar

Now in its 10th year, *ABF Journal* is the most widely read independent trade publication in both print and digital formats focused on asset-based lending.

ISSUE	DEADLINES	TOPIC/FOCUS	BONUS DISTRIBUTION
JAN/FEB	SPACE: 1/9 MATERIAL: 1/13	<b>RISK MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Today's Underwriting Strategies</li> <li>• Fraud Prevention Techniques</li> <li>• Portfolio Valuations</li> </ul>	
MARCH	SPACE: 2/20 MATERIAL: 2/24	<b>BANKRUPTCY</b> <ul style="list-style-type: none"> <li>• Commercial Bankruptcy Trends</li> <li>• Views from the Bench</li> <li>• A Look at the Cases of the Day</li> </ul>	ABFJ/NYIC/TMA/CFA Regional Conference TMA Annual Spring Conference ABI Annual Spring Meeting
APRIL	SPACE: 3/26 MATERIAL: 3/30	<b>SPECIALTY LENDING</b> <ul style="list-style-type: none"> <li>• Alternative Forms of Finance</li> <li>• The Latest in Factoring Trends</li> <li>• Trends in Niche Markets</li> </ul>	ABFJ/NYIC/TMA/CFA Regional Conference IFA Annual Factoring Conference
MAY/JUN	SPACE: 5/7 MATERIAL: 5/11	<b>ABL INDUSTRY ISSUE</b> <ul style="list-style-type: none"> <li>• Industry Leaders' Roundtable Discussion</li> <li>• Fourth Annual ABL Marketplace Survey</li> <li>• Smaller Deals: The Other End of the Market</li> </ul>	AIRA Annual Conference TMA Mid-Atlantic Regional Conference
JUL/AUG	SPACE: 6/25 MATERIAL: 6/29	<b>PRODUCTS &amp; SERVICES</b> <ul style="list-style-type: none"> <li>• The Latest in Innovative Products &amp; Services</li> <li>• Finance Companies: The State of Funding</li> <li>• Independent ABLs Survey</li> </ul>	
SEPTEMBER	SPACE: 8/6 MATERIAL: 8/10	<b>ABL BORROWERS' ISSUE</b> <ul style="list-style-type: none"> <li>• Expanded Distribution: Middle-Market CFOs</li> <li>• The State of Key ABL Borrower Industries</li> <li>• ABLs &amp; CFOs — The Right Relationship</li> </ul>	Thomson Reuters LPC Annual Loan Conf TMA Annual Conference CFA Annual Convention
OCTOBER	SPACE: 9/10 MATERIAL: 9/14	<b>TURNAROUND MANAGEMENT ISSUE</b> <ul style="list-style-type: none"> <li>• Turnaround Mangers' Roundtable</li> <li>• Third Annual Turnaround Managers' Survey</li> <li>• Restructuring Redefined</li> </ul>	TMA Annual Conference
NOV/DEC	SPACE: 10/22 MATERIAL: 10/26	<b>ANNUAL CONFERENCE ISSUE/CAPITAL MARKETS</b> <ul style="list-style-type: none"> <li>• Looking Back to 2012</li> <li>• ABL: What's in Store for 2013?</li> <li>• Current Trends in the Capital Markets</li> </ul>	CFA Annual Convention ABI Annual Winter Leadership Conference

Bonus distribution is subject to change. Please contact Denise Finegan for the most current distribution schedule.

## ABF JOURNAL EXCLUSIVE FEATURES

In addition to timely cover stories and articles, every issue of *ABF Journal* features the following reader favorites...

- **UPFRONT:** Recent news, notable transactions and timely industry data
- **EXECUTIVE PROFILES/NEW ON THE SCENE:** Exclusive interviews with industry leaders and new industry players
- **TURNAROUND CORNER:** Updates from the world of corporate renewal
- **SPECIALTY LENDING SHOP:** News and articles on factoring and other specialized forms of financing
- **BANKRUPTCY UPDATES:** News, interviews and perspectives on the most newsworthy bankruptcies of the day
- **LEGAL EYES:** Legal articles authored by credentialed professionals
- **FINALCUT:** A whimsical look at top industry headlines from *abfjournal*

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