

2010 EDITORIAL CALENDAR

Now in its eighth year, *ABF Journal* continues to deliver finance professionals the very best coverage of the commercial finance industry.

ISSUE	AD CLOSE (SPACE)	MATERIALS DUE	TOPIC/FOCUS
JAN/FEB	12/4	12/11	RISK MANAGEMENT Industry experts discuss effective risk management and fraud prevention strategies for asset-based lenders and factors
MARCH	1/22	1/29	BANKRUPTCY The latest in bankruptcy-related topics ranging from DIP loan structures to current bankruptcy trends affecting both ABLs & factors BONUS DISTRIBUTION: TMA Annual Spring Conference and ABI Annual Spring Meeting
APRIL	3/12	3/19	FACTORING An in-depth look at the factoring industry and other alternative forms of specialty financing BONUS DISTRIBUTION: IFA Annual Conference
MAY/JUN	4/30	5/7	ABL INDUSTRY ISSUE Our annual mid-year survey with expanded coverage of trends in the ABL market including an industry leadership roundtable discussion BONUS DISTRIBUTION: TMA Mid-Atlantic Regional Conference
JUL/AUG	6/18	6/25	PRODUCTS & SERVICES Provides the latest in innovative products and services specifically geared for asset-based lenders, factors and other specialty lenders
SEPTEMBER	7/30	8/6	TURNAROUND MANAGEMENT The world of corporate turnarounds and restructurings take center stage as we look at the important role turnaround managers play in the asset-based lending space BONUS DISTRIBUTION: TMA Annual Conference
OCTOBER	9/10	9/17	CONFERENCE ISSUE The latest, most significant industry trends and topics, the role of ABLs in the marketplace and a roundup of notable transactions and personnel announcements come together in this much anticipated issue BONUS DISTRIBUTION: CFA Annual Convention
NOV/DEC	10/22	10/29	THE WORLD OF COMMERCIAL FINANCE A broader look at commercial finance including commercial real estate, equipment finance and other niche lenders BONUS DISTRIBUTION: CFA Annual Convention and ABI Winter Leadership Conference

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IN EVERY ISSUE...

UP FRONT

Includes top industry headlines, editorials, notable transactions and other important industry and economic data

PROFILE OF SUCCESS

Profiles of industry executives and companies making headlines

TURNAROUND CORNER

News and information about the turnaround management sector with articles offering insight into the corporate renewal process by industry experts

FACTORING FOCUS

Content, news and data focusing on the factoring industry with topics ranging from risk management to innovative marketing concepts

BANKRUPTCY UPDATE

Updates, interviews and perspectives on current trends in commercial bankruptcies

LEGAL EYES

News and technical articles on legal issues impacting commercial finance transactions penned by some of the top legal talent and most respected firms in North America

FINAL CUT

This "parting glance" offers a visual representation of a recent industry-related news story

BONUS DISTRIBUTION

Each year, *ABF Journal* issues are distributed at more than 20 industry conferences and seminars across the country, expanding advertisers' reach even further!

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