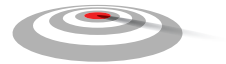


2019 Editorial Calendar

Media Kit 2019
REACH TOP DECISION MAKERS



January/February 2019

THE YEAR AHEAD

plus emphasis on Capital Markets (ABCC)

TSL kicks off the year with a glimpse into the future. Topics include the results of CFA's Market Sizing & Impact Survey, legal challenges for lenders in 2019, New Year predictions from industry thought leaders, as well as what lenders need to know now about supply chain finance.

Bonus Distribution:

CFA Asset-Based Capital Conference

Mail Date: 1/28/19 | Editorial Due: 11/15/18
Ad Reservations: 11/26/18 | Ad Material: 12/14/18



March 2019

WOMEN IN COMMERCIAL FINANCE

In addition to profiles of women making their mark in the industry, this issue will feature interviews with female thought leaders as well as content focused on navigating your way through a career in commercial finance.

Profile Submission Date (*Open to CFA Members and Education Foundation Contributors*): December 28.

Bonus Distribution:

CFA Women in Commercial Finance Conference

Mail Date: 3/7/19 | Editorial Due: 1/5/19
Ad Reservations: 1/22/19 | Ad Material: 2/1/19



April 2019

FACTORING FOCUS

We take a deep dive into the challenges and opportunities facing both large and small players in the factoring world. This issue will feature in-depth interviews with key players.

Mail Date: 4/5/19 | Editorial Due: 2/6/19
Ad Reservations: 2/26/19 | Ad Material: 3/1/19



May 2019

INTERNATIONAL FINANCE

Go around the world with *TSL*! Featuring articles by the global thought leaders presenting at CFA's International Lending Conference past and present, if you're engaged in cross-border lending or just getting a start to wade in, this is the issue for you.

Bonus Distribution: International Lending Conference

Mail Date: 5/7/19 | Editorial Due: 3/5/19
Ad Reservations: 3/26/19 | Ad Material: 4/3/19



June 2019

DIFFERENCE MAKERS

This issue will complement CFA's inaugural 40 Under 40 Future Leaders Roundtable to be held in conjunction with the all-new "IdeaCon" Roundtables event on June 18, 2019 in New York City. The "Difference Makers" issue will celebrate those who are having an impact on their communities and organizations and making a difference every day. This issue will also spotlight past 40 Under 40 winners.

Mail Date: 6/5/19 | Editorial Due: 4/2/19
Ad Reservations: 4/15/19 | Ad Material: 5/1/19



October 2019

SPECIALTY FINANCE

TSL will bring you the insider's point of view on some of the most dynamic, as well as burgeoning, industries serviced by commercial finance practitioners, such as staffing, technology, agriculture, subscription box services and government contractors.

Mail Date: 10/5/19 | Editorial Due: 8/5/19
Ad Reservations: 8/22/19 | Ad Material: 9/4/19



November 2019

CFA ANNUAL CONVENTION ISSUE

CFA returns to New York to celebrate its 75th Annual Convention. Both the November issue and the Annual Convention panels will cover the most pressing end-of-year issues to help you see around corners in order to plan for 2020.

Bonus Distribution: CFA Annual Convention

Mail Date: 11/11/19 | Editorial Due: 9/10/19
Ad Reservations: 9/20/19 | Ad Material: 10/2/19

BONUS CONTENT:

Philanthropy:

Monthly Online content featured in *TSL* Express/CFA E-newsletter featuring CFA members giving back.

Tuesday Tips:

Advice from industry leaders on everything from building solid industry relationships to technology, and everything in between.

Contact Michele Ocejo at mocejo@cfa.com if you are interested in contributing content.