BIG i SM

MICHIGAN

2027 EDITORIAL CALENDAR

Plan Ahead. Be Seen.

DISTRIBUTION

Six (6) issues are published annually. Nearly 1,200 members and partners receive the print edition. A digital edition is also sent to more than 6,000 members and partners.

ISSUE (PUBLICATION DATE)	ARTWORK DEADLINE (CONTENT CLOSING DATE)	EDITORIAL FOCUS
JANUARY/ FEBRUARY	DECEMBER 1, 2026	Convention Preview and Election Recap
MARCH/ APRIL	FEBRUARY 1, 2027	Company/Agent Meetings
MAY/ JUNE	APRIL 1, 2027	Latest Member Benefits/Services in the Spotlight
JULY/ AUGUST	JUNE 1, 2027	Michigan Market Share Report
SEPTEMBER/ OCTOBER	AUGUST 1, 2027	Leadership Issue
NOVEMBER/ DECEMBER	OCTOBER 1, 2027	Broker Agency Meetings

ARTWORK DEADLINES

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