

CALIFORNIA BROKER 2023 EDITORIAL CALENDAR

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MONTH	FEATURE FOCUS	ALSO INSIDE	HEALTH OBSERVANCES
JANUARY	Preparation for a New Year	Reflection: 2022 Industry Outlook 2023 Professional Development Tools Legislation Update Exit Planning Voluntary Benefits-Vision Plans	National Eye Care Month
FEBRUARY	Forecasting: Industry Outlook for 2023	Medicare: Medicare Rules AEP Report Health Heart health Large/Small Group	American Heart Month
MARCH	Survey: Life Insurance/Annuities	Health: Nutrition & Health Technology: InsurTech, Cybersecurity Exit Planning Life & Annuities Medicare Large/Small Group	National Nutrition Month Save Your Vision Month Workplace Eye Wellness Month
APRIL	Technology / Vision	Medicare Financial: Annuities/Life Health: Diabetes Large/Small Group	National Financial Literacy Month Month Defeat Diabetes Month
MAY	Heart Health Professional Development	Health: Mental Health, Stroke & Fitness Marketing: Professional Development Exit Planning Voluntary Benefits: Vision Medicare Large/Small Group	National American Stroke Month National High Blood Pressure Education
JUNE	Survey: Small Group	Medicare Aging Health: Alzheimer/Brain Health: Men's Health Medicare Large/Small Group	Alzheimer's and Brain Awareness Month
JULY	Compliance	Medicare Exit Planning Legislations Update Pharmacy Marketing: Professional Development Large/Small Group	International Joke Day
AUGUST	Vision Plans Survey: Voluntary Benefits	Medicare Small/Large Group Voluntary Benefits: Vision	Children's Eye Health & Safety Month
SEPTEMBER	Medicare Panel	Medicare Exit Planning Life & Annuities, Life Settlements, LTC Mental Health Voluntary Benefits: Dental Large/Small Group	National Suicide Prevention Month Healthy Aging Month Life Insurance Month
OCTOBER	Group Open Enrollment	Medicare Annual Open Enrollment Legislation Update Pharmacy Voluntary Benefits-Vision Large/Small Group	Breast Cancer Awareness Month
NOVEMBER	Long-Term Care Month	LTC Health: Men Professional Development Tools Medicare Exit Planning Small /Large Group	Long-term Care Awareness Month
DECEMBER	Planning Next Year	Medicare Technology: InsurTech, Cybersecurity Life & Annuities: Life Settlements, LTC Voluntary Benefits-Dental Large/Small Group	Rosa Parks Day

EDITORIAL SUBMISSIONS:

Please contact Linda Lalande for all editorial submissions: editor@calbrokermag.com

Article submissions are required six weeks before publishing dates.

To participate in surveys please contact: publisher@calbrokermag.com