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2011 FORWARD MAGAZINE EDITORIAL CALENDAR*

Each issue of *Forward* magazine will include features, departments and advertising opportunities.

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUG
Cover	The Burdens of Business	The Scales of Growth	Can we still compete?	The Shifting Balance of Trade
Major Feature	The Burdens of Business	Offshoring: We Ask Them Why	Export Machine	Illusion of New Normal
Profile	Major Policymaker Q&A	Major Policymaker Q&A	Major Policymaker Q&A	Major Policymaker Q&A
Under the Radar	Always newsy, <i>Forward</i> looks at a policy issues, innovation or notable company that's escaped much notice.			
Sci-Tech	A column about product and process innovation in metals.			
Data Points	A graphic looks at telling statistics that help describe the world around us.			
Guest Column	Information and insights from thought leaders from government, policy, industry or elsewhere.			
Shelf Life	<i>Forward</i> reviews books on business, economics and trade.			

*Tentative and subject to change without notice

MATERIALS AND AD CLOSE DUE DATES

	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUG
Ad Close	Nov. 11, 2010	Feb. 15, 2011	March 17, 2011	May 19, 2011
Materials Due	Nov. 18, 2010	Feb. 23, 2011	March 24, 2011	May 26, 2011
Mail Date	Jan. 13, 2011	March 31, 2011	May 2, 2011	July 5, 2011

BONUS DISTRIBUTION

Advertise in the issues of <i>Forward</i> distributed at MSCI's national and product division conferences, and expand your reach.	Tubular Products Division Conference Jan. 13-14	Specialty Metals Division Conference Mar. 31-Apr. 1	Annual Meeting May 1-3	
	Carbon Conference Feb. 24-25			

SEPT/OCT

NOV/DEC

Cheap Labor and its consequences	Social Media Marketing in Metals
ACCF Economic Policy Roundtable	Changing Everything
Major Policymaker Q&A	Major Policymaker Q&A

SEPT/OCT

NOV/DEC

July 29, 2011	Sept. 23, 2011
Aug. 5, 2011	Sept. 30, 2011
Sept. 13, 2011	Nov. 7, 2011
Economic Summit: Forecast 2012 Sept. 13-14	Aluminum Products Division Conference Nov. 7-9

IN EVERY ISSUE

Letter from the Publisher

Under the Radar

At the front of the book, Under the Radar explores topics not often discussed in the metals industry. Past topics include: safety, legislation, the economy and workplace issues.

Shelf Life

Forward reviews the latest books on business, economics and trade, within its first 20 pages.

Guest Column

The back page column features respected thought leaders with proactive ideas. Past guests have included futurist Ray Kurzweil and political expert Nicholas Burns.

Sci-Tech

A new column about product and process innovation in metals.

FEATURES

Types of editorial:

Robust **Q&As** with industry experts, academics and other forward thinkers.

Lively **roundtable** discussions among economists, analysts and metals executives.

Profiles of member companies and prominent thought-leaders.

Original **articles** on issues C-level executives care about:

- International trade and global reach
- Workplace changes
- Business strategy
- Industry advocacy
- Economy and economic policy
- Policy and legislation

For adjacency opportunities, please contact M.J. Mrvica Associates, Inc. at mjmrvica@mrvica.com.

CONFERENCE MATERIALS

SLIM JIMS

Handy pocket guides for the national conferences

	AD CLOSE
■ Tubular Products Division Conference	Dec. 10, 2010
■ Carbon Conference	Jan. 25, 2011
■ Specialty Metals Division Conference	Mar. 2, 2011
■ Annual Meeting	April 1, 2011
■ Economic Summit	Aug. 12, 2011
■ Aluminum Products Division Conference	Oct. 7, 2011

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