

2019 MONITOR EDITORIAL CALENDAR

Now in its 46th year, Monitor is the most widely read independent trade publication in the equipment financing and leasing industry.

ISSUE	DEADLINES	TOPIC/FOCUS	BONUS DISTRIBUTION
Jan/Feb	Space: 2/4 Material: 2/8	ASSET MANAGEMENT <ul style="list-style-type: none"> • Asset Manager's Roundtable • Underwriters' Perspectives • 2019 Outlook *Special Feature: Asset Management Spotlight	ELFA Equipment Management Conference
Mar/Apr	Space: 3/18 Material: 3/22	TOP 25 INDEPENDENTS <ul style="list-style-type: none"> • Annual Ranking of Top 25 • Funding Sources/Capital Markets • Buy Side Update *Special Feature: Funding Source Spotlight	ELFA Annual Funding Conference ELFA/IMN Investors Conference AACFB Annual Conference
May/June	Space: 4/29 Material: 5/3	VENDOR FINANCE <ul style="list-style-type: none"> • Annual Vendor Rankings • Vendor Execs Share Insights • Effective Program Management 	
Mon 100	Space: 6/3 Material: 6/7	2019 MONITOR 100 <ul style="list-style-type: none"> • Spotlight on New Arrivals/Leadership • Comprehensive Analysis & Dimensioning • Ranking by Assets, Volume & More 	ELFA Annual Funding Conference ELFA/IMN Investors Conference AACFB Annual Conference
Jul/Aug	Space: 7/22 Material: 7/26	TOP BANK 50/TECHNOLOGY <ul style="list-style-type: none"> • Annual ranking of Top U.S. Bank Affiliates • Views from Technology Leaders • Mid-year Update *Special Feature: Technology Spotlight	NEFA Funding Symposium
Sept/Oct	Space: 8/26 Material: 8/30	2019 FALL CONFERENCE ISSUE <ul style="list-style-type: none"> • Leaders of the Year • Events that Shaped the Industry • Special Pullout: 2020 Services Directory* • Industry Icons 	ELFA Annual Conferences AACFB Commercial Financing Expo
Nov/Dec	Space: 11/11 Material: 11/15	ANNUAL INDUSTRY ISSUE <ul style="list-style-type: none"> • Major Asset Class Analysis • Market Share Leaders • What's in Store for 2020 	Various Industry Conferences Throughout the Year

Monitor Exclusive Features

In addition to timely cover stories and articles, every issue of Monitor features the following reader favorites.

UPFRONT: Top industry news, commentary, updates, personnel moves, program agreements and more.

EXECUTIVE PROFILE/NEW ON THE SCENE: Every issue includes exclusive interviews with industry leaders and new players.

GREASING THE WHEEL: Insight and commentary on enhancing sales performance.

TIPPING THE SCALES: Articles from the legal side on how to improve lease/loan documentation.