

Editorial Calendar 2026-27

Twelve issues. Twelve serious conversations.

From October 2026 through September 2027, every issue is built around one deliberate theme across print, web, newsletters, podcasts, webinars and events.

Each issue combines a strong reader proposition, a clear commercial opportunity, authoritative people and organizations to feature, and MAA's distinctive sociological, socioeconomic and sociocultural interpretation of wealth, advice and American life.

Independence: Breaking Free

FOR READERS

How advisors are leaving institutions, building firms and taking control of their professional futures.

FOR ADVERTISERS

Custodians, platforms, technology, compliance and capital providers can reach entrepreneurial RIAs while crucial purchasing decisions are being made.

WHO SHOULD BE FEATURED

Breakaway advisors, RIA founders, independent CEOs, custodians and business-building specialists.

THE MAA LENS / FREEDOM OR FRAGMENTATION?

Independence as an American ideal, the changing identity of the advisor and the tension between entrepreneurial freedom and industry consolidation.

Luxury: Wealth Well Lived

FOR READERS

Luxury investing, exceptional experiences, beautiful objects and the sophisticated enjoyment of wealth.

FOR ADVERTISERS

Luxury brands, specialist fund managers, travel, property and private aviation businesses can reach advisors serving HNW and UHNW families.

WHO SHOULD BE FEATURED

Luxury-sector investors, designers, hoteliers, collectors, wealth advisors and leaders from watches, art, wine, cars and real estate.

THE MAA LENS / WHAT LUXURY SIGNALS NOW

How status, taste and cultural capital are changing as younger generations move from conspicuous consumption toward experiences, access and quiet luxury.

Legacy: What We Leave Behind

FOR READERS

Wealth transfer, succession, philanthropy and preserving both assets and family values across generations.

FOR ADVERTISERS

Trust, tax, insurance, estate-planning and investment businesses can become part of one of the most important conversations advisors have with families.

WHO SHOULD BE FEATURED

Family offices, estate planners, philanthropists, trust specialists, insurers and multigenerational families.

THE MAA LENS / THE ARCHITECTURE OF ADVANTAGE

How families transmit not only money, but education, networks, opportunity, identity and influence, and what that means for social mobility.

Power: Advisor of the Year

FOR READERS

The people, firms and ideas exerting the greatest influence over the future of advice and wealth management.

FOR ADVERTISERS

Financial brands and premium partners can associate themselves with excellence, achievement, authority and industry leadership.

WHO SHOULD BE FEATURED

Advisor of the Year, Leaders to Watch, CEOs, founders, dealmakers, innovators and emerging stars.

THE MAA LENS / WHO REALLY HOLDS POWER?

The formal and informal networks, gatekeepers, reputations and relationships that determine who advances, who is heard and who controls capital.

Tech: The Advisor of Tomorrow

FOR READERS

A practical assessment of AI, automation, platforms and the technology genuinely improving advice and client outcomes.

FOR ADVERTISERS

Credible fintech, data, cybersecurity and platform businesses can demonstrate leadership to firms actively evaluating new technology.

WHO SHOULD BE FEATURED

Technology-leading advisors, fintech founders, CIOs, AI specialists, platform executives and operational pioneers.

THE MAA LENS / WHEN TRUST BECOMES AN ALGORITHM

How technology changes human judgment, professional status and employment, and whether it broadens financial access or creates a new digital divide.

Growth: Build to a Billion

FOR READERS

The talent, strategy and operating disciplines behind America's fastest-growing advisory businesses.

FOR ADVERTISERS

Recruiters, consultants, marketers, lenders, technology providers and acquisition partners can reach ambitious firms ready to invest in scale.

WHO SHOULD BE FEATURED

High-growth RIAs, consolidators, entrepreneurs, acquisition experts and leaders who have successfully built billion-dollar firms.

THE MAA LENS / THE SOCIOLOGY OF SCALE

What happens to culture, identity, employees and client relationships as personal advisory businesses become large institutions.

Private: Beyond Public Markets

FOR READERS

An intelligent guide to private equity, private credit, real estate, infrastructure and alternative assets.

FOR ADVERTISERS

Alternative managers and investment platforms can reach advisors looking for differentiated opportunities for sophisticated clients.

WHO SHOULD BE FEATURED

Private-market managers, family offices, institutional allocators, specialist advisors and alternative-investment entrepreneurs.

THE MAA LENS / THE NEW VELVET ROPE

Who receives access to private opportunities, who carries the risk and whether the democratization of alternatives genuinely widens participation.

Longevity: The 100-Year Life

FOR READERS

How longer lives are transforming retirement, investment, healthcare, family responsibilities and personal purpose.

FOR ADVERTISERS

Retirement managers, insurers, healthcare, housing and wellness businesses can align with a profound and growing client priority.

WHO SHOULD BE FEATURED

Longevity researchers, retirement specialists, healthcare innovators, insurers and advisors helping clients plan for longer lives.

THE MAA LENS / WHO GETS THE EXTRA YEARS?

The relationship between wealth and life expectancy, unequal access to healthy aging and the changing economic burden of care within families.

Women of Finance: The Women Moving Wealth

FOR READERS

Celebrating women leading firms, managing capital, advising families and reshaping financial services.

FOR ADVERTISERS

Advertisers can demonstrate meaningful support for female leadership while connecting with women who increasingly control financial decisions.

WHO SHOULD BE FEATURED

Female advisors, CEOs, investors, allocators, entrepreneurs, industry leaders and rising stars.

THE MAA LENS / WHO CONTROLS THE CAPITAL?

How networks, promotion structures, family responsibilities and institutional culture shape women's access to authority, ownership and financial power.

Sport: The Business of Winning

FOR READERS

Athlete wealth, sports investing, ownership and the psychology and economics of elite performance.

FOR ADVERTISERS

Investment, advisory, performance and premium consumer brands can connect finance with ambition, achievement and global sporting culture.

WHO SHOULD BE FEATURED

Athlete-investors, team owners, sports executives, specialist advisors, performance experts and sports-investment businesses.

THE MAA LENS / FROM TALENT TO OWNERSHIP

Sport as a route to mobility, identity and influence, and the transition of athletes from performers and employees into investors and owners.

Design: Wealth by Design

FOR READERS

How intentional design improves portfolios, businesses, offices, brands, client experiences and lives.

FOR ADVERTISERS

Design, property, technology, investment and premium lifestyle brands gain a highly visual environment in which to demonstrate quality and craftsmanship.

WHO SHOULD BE FEATURED

Portfolio architects, advisors, designers, architects, brand specialists and founders of beautifully conceived firms.

THE MAA LENS / THE ARCHITECTURE OF TRUST

How physical spaces, digital interfaces and visual signals influence behavior, establish status and determine whether clients feel welcomed or excluded.

The Next Generation: Who Inherits the Future?

FOR READERS

The heirs, young advisors and entrepreneurs changing how wealth will be earned, inherited and managed.

FOR ADVERTISERS

Fintech, education, asset-management and estate-planning businesses can engage the clients and decision-makers who will drive the next era of wealth.

WHO SHOULD BE FEATURED

Next-generation advisors, heirs, family successors, young founders, fintech entrepreneurs and emerging wealth creators.

THE MAA LENS / THE INHERITANCE DIVIDE

How inherited wealth, housing, education and digital culture are reshaping opportunity, social mobility and younger generations' attitudes toward money and institutions.