

2025 BenefitsPRO Editorial Calendar*

An overview of our 2025 editorial lineup - including scheduled features, content coverage and deeper dives into the topic of the month.

	SPECIAL FEATURE	DESCRIPTION OF SPECIAL FEATURE
JANUARY	2025 Industry Outlook	A look at the year ahead in the benefits industry, and what it means to advisors and other benefits professionals
	Sales & Marketing Tips	Our annual list of tips and strategies to grow advisors' books of business, make enrollment smoother, and effectively reach clients
	Dry January And Employee Wellness	How can employers support their employees during this time and foster inclusion, especially in industries focused heavily on social drinking?
	Financial Wellness Month	A look at employer programs that improve employee financial literacy, ease financial stress and impact retirement savings
	401(k)s For Part-Timers	Starting in 2025, part-time workers' eligibility to participate in a firm's 401(k) shifts from 3 years down to 2 years, with a SECURE 2.0 provision
	New President's Health Policy To-Do List	What the White House had better think about, or else
	New President's Health Policy Team Takes Shape	Who are the nominees and the top nomination contenders?
FEBRUARY	Health Care Costs	From RBP and DPC, to more traditional strategies, how are benefits advisors, their partners and clients helping to bend the cost curve?
	Diversity In The Benefits Industry	The benefits industry has long emphasized the importance of increasing diversity and breaking out of "the way things have always been done." Is it making any difference?
	DEI In HR And The C-Suite	How can HR and the C-suite improve DEI&B in real and tangible ways?
	RTO Policies	How can employers entice employees to return to in-office work? And should they even try? What are good solutions/options for enforcing such policies in a realistic and effective manner?
	Financial Aid Awareness Month	A time for employers to become aware of the opportunities available to help workers pay off their student loans, such as 529 college saving accounts, 401(k) matching
	401(k) Auto-Enrollment	In 2025, employers will need to auto-enroll workers in new 401(k) and 403(b) plans, starting at a minimum 3% contribution rate, with a new SECURE 2.0 provision
	10 Top Federal Health Bills	Which new measures seem to have a substantial level of bipartisan support?
MARCH	Transparency In Health Care/Benefits	From new laws to the evolution of tools and strategies, the latest trends in the industry's moves toward greater transparency
	Benefits For Non-Traditional Employees	Solutions and strategies for gig and remote workers, part-time employees and others who don't fit traditional descriptions
	BenefitsPRO Broker Expo Preview	A look at what's on tap for the 2025 BenefitsPRO Broker Expo
	Asset Management	Employers and employees are encouraged to develop a better understanding of asset management and the importance of short- and long-term value of investments
	Women's History Month (Retirement)	A look at how employers and advisors can help empower women to close the gender retirement gap with financial counseling, programs and tools
	Women's History Month (HR And Benefits)	How have women impacted HR? How do we create an inclusive and empowering environment for women in HR and benefits?
	World Obesity Day (Mar. 4)	How can employers support their employees with obesity (GLP-1 coverage, supporting/providing healthy habits)?
	State Health Players	Who's shaping the benefits game board outside the Beltway?
	10 Great Health Benefits Videos	Great new shows for benefits professionals

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Our pioneering annual recognition program celebrating top employee benefits professionals, teams and programs driving the industry forward.

Event Coverage

Extensive coverage of our annual BenefitsPRO Broker EXPO and major industry conferences throughout the year.

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APRIL	Advisor Of The Year Finalists	A closer look at each of our five 2025 Advisor of the Year finalists
	BenefitsPRO Broker Expo Preview	A look at what's on tap for the 2025 BenefitsPRO Broker Expo
	Equity Compensation	During tax season, drive home the value of this most valuable benefit for top talent to build wealth and secure their financial future
	Money Smart Week (Apr. 15-21)	The perfect opportunity to dive into financial literacy and engage workers how to better manage their money with financial wellness workshops
	Financial Literacy Month	Promoting the importance of financial literacy and the need for effective financial education
	Neurodiversity Month	How can employers best support neurodiverse employees?
	National Minority Health Month	Raising awareness about the important of improving the health of racial and ethnic minority communities and reducing health disparities
	Health Insurance 2026 Preview	Federal regulators set the parameters for the coming year's health coverage
	Mental Health	Tips on how benefits consultants can work with employers to implement wellness plans that focus on mental health
MAY	Advisor Of The Year	Spotlight on our 2025 BenefitsPRO Advisor of the Year
	Expo Recap	A recap of the 2025 Broker Expo
	HSA, HDHP Employee Contribution Limits	Coverage of the IRS's 2025 employee limits for health savings accounts and high-deductible health plans
	Small Business Month	Small businesses now have a range of retirement options - SIMPLE IRA, Solo 401(k) & Roth IRA - and the new Starter 401(k) plan, with a new SECURE 2.0 provision
	Mental Health Awareness Month	Which mental health benefits make an impact with employees? Are employers and employees finally on the same page?
	Supporting Working Parents	Working parents struggles with finding adequate child care (during the summer, when a child is sick, etc.) How can employers step in to help and support?
	Disability Insurance Awareness Month	An update on the fight to protect workers' most valuable asset
	Travel Insurance	What if workers travel to a conference and break a leg?
JUNE	Technology	Technology continues to shape the benefits industry in many ways - how AI, data analytics and other tools impact benefits advisors and their clients
	Life/Career Of A Benefits Advisor	Advice, strategies and insights from peers on the different stage of their careers
	LGBTQ+	How can employers support the LGBTQ+ employees in the workplace?
	Family Building Benefits	Could these benefits be more inclusive? What options are there to offer and why offer them?
	National Annuity Awareness Month	More employees are interested in guaranteed lifetime income solutions like annuities or in-plan income solutions, within 401(k) plans
	Catch-Up Contributions	Employees aged 60-63 can make up 401(k) catch-up contributions of up to \$10K with a new SECURE 2.0 provision
	Benefits Beach Bookshelf	What to download into the tablet

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JULY	Benefits Communication	The latest strategies and trends in the communication space
	Disability Insurance And Employee Support	Tips and strategies on staying compliant with disability laws. How are HR departments reacting to requested accommodations?
	Employee Social Wellness	How can employers support their employees with relationship/team building in the workplace and between different teams?
	How America Saves	Our coverage of Vanguard's 24th annual "How America Saves" report, which has served as a baseline for retirement plan progress over the past 2 decades
	Lessons from Litigation	A look at ERISA lawsuits - and how to advise plan sponsors to fend off excessive fees suits and breaches of fiduciary duties
	USERRA and TRICARE	Health benefits the people who keep us independent
	Open Enrollment Preview	Benefits teams lock in updates for the year ahead
AUGUST	C-Suite	Benefits advisors are increasingly working with the C-Suite. What are the best strategies? What does the C-Suite wish advisors knew?
	Self-Funding	A growing number of advisors and employers are looking to self-funding for more control, transparency and creativity
	Artificial Intelligence/Data Analytics	How far has AI advanced in the industry? How can it be integrated into HR and benefits? How does it impact compliance?
	National Independent Worker day (Aug 16)	How can benefits brokers/advisors support gig workers? How can employers support the independent workers they hire?
	National Financial Awareness Day (Aug. 14)	Promoting financial literacy by helping workers with managing debt, budgeting, saving for the future and setting up an emergency fund
	Best In Class 401(k) Plans	An inside look at the best-performing 401(k) plans, compiled from the annual Judy Diamond 401(k) Benchmark Report
SEPTEMBER	Health Science	What's coming soon that could change everything?
	Industry Consolidation	How mergers/consolidation are reshaping the industry
	Compliance Concerns	From ERISA to ACA to fiduciary and beyond, compliance is one of the most important considerations for brokers today
	Health Care Literacy	How are HR and benefits professionals making benefits approachable? How can employers and advisors help employees better understand and utilize their benefits?
	Remote Worker Appreciation	How can employees create a good work culture for remote/hybrid employees? How can employees support team building between their remote workers and their in-office workers?
	401(k) Day (Sept. 5)	A look at how employers can take steps to raise awareness for the importance of financial literacy to build retirement security
	Generational Wealth-Building Behaviors	Tailoring retirement plan messaging to millennials, baby boomers, Gen X, Gen Z has a substantial impact on individual retirement savers
	2025 Luminaries	Recognizing individuals and organizations who are leading the way and impacting the benefits industry where it matters most
	Bureau of Labor Statistics Benefits Survey	What really happened to who has what benefits
Census Bureau's American Community Survey	State-by-state data on workers' income and health benefits	

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OCTOBER	Open Enrollment (Benefits Advisors)	The latest strategies, trends and advice from industry experts
	HR's Role In Enrollment	Are you successfully communicating open enrollment choices? What communications strategies were most effective?
	PTO Planning	How can employees encourage their employees to use their PTO? What complications can come up when employees want to use their PTO?
	401(k) Plan Contribution Limits	IRS announcement of the 2025 contribution limits for 401(k) plans (and preparing for big 2026 SECURE 2.0 catch-up rule changes for high earners)
	Social Security COLA Announcement	The 2025 cost-of-living adjustment is announced for Americans collecting Social Security
	National Retirement Security Month	An effort to raise awareness about the importance of saving for retirement -- and offering employees key financial wellness tools
	Financial Planning Month	Designed for workers to reassess how they spend their money and to develop smarter spending/saving habits going forward
	National Savings Day (Oct. 31)	A time to educate employees on how saving money can be a simple, straightforward experience and to open a savings account, or opt for auto-transfers between checking and savings
	National Retirement Security Week (Oct. 19-25)	A weeklong observance, designated by Congress, to raise awareness and help Americans take steps toward a secure retirement
	2025 Worker's Quality of Life Index	How states' ability to give workers what they need has changed
NOVEMBER	Power of Partnerships	Partnerships are more important than ever - tips and strategies on finding the right fit (clients, coaches, partners, TPAs)
	Health Care Reform: What's Next?	The latest on health care reform and what it means to advisors and their clients
	Diabetes Awareness Month	How can employers work with brokers and providers to help lower costs? What impacts are preventive care, wellness and other strategies having?
	Cancer Support In The Workplace	What can employers do to support employees going through cancer treatment? Ways employers can help with cancer prevention (covering tests)?
	HR Compliance Check Up	Is there a good system in place to keep up with compliance issues? What should employees be aware of in terms of compliance in 2026?
	Portable Retirement Plans For SMBs	Unlike a 401(k), a portable retirement plan gives employees the freedom and flexibility to save in a low-cost, easy-to-use, tax-deferred savings plan -- and take the plan with them if they leave the firm
	Closing The Wealth Gap	Examining efforts in corporate America to advance equity practices in the financial services industry and improve retirement savings
	Cash for Coverage	Players in the independent coverage health reimbursement arrangement and qualified small employer HRA markets dish.
	New State Health Laws That Mean Something	Local policy experiments that could, eventually, go national.
DECEMBER	2025 Wrap Up	A look back at the year in benefits, HR and retirement
	2026 Benefits Industry Preview	What will the year ahead hold for benefits professionals?
	2026 Predictions In The HR Industry	What's next in the HR space? What will take off? What will we see less of?
	Retirement Plan Personalization	As employees turn to their employers for all things financial, the right programs, platforms & tools are key to securing their financial future
	Retirement Regulations And Compliance	Refresher for plan sponsors on SECURE 2.0 regulations, as well as ERISA and IRS compliance
	2025 Health Legislation Review	What passed, and why?

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