

# THE YEAR AHEAD: 2012 EDITORIAL CALENDAR

## JANUARY

- Floridian of the Year
- CEO Sounding Board – Outlook 2012
- Advocacy

Ad Space: Nov. 17 • Ad Materials: Nov. 23

## FEBRUARY

- Small Business *Bonus Distribution*
- Treasure Coast
- Law Profession
- TopRank SBA Lenders, Law Firms, Law Schools

Ad Space: Dec. 16 • Ad Materials: Dec. 23

## MARCH

- Biotech Industry
- Tampa/Hillsborough
- Continuing Education
- TopRank MBA Programs, Executive MBA Programs, Biotech Institutes

Ad Space: Jan. 17 • Ad Materials: Jan. 24

## APRIL

- Florida Economic Yearbook (44th Consecutive Year)
- Wealth Management/Investing/Private Banking
- TopRank Trust, Investment Banks
- Winter Park – 125th Anniversary

Ad Space: Feb. 17 • Ad Materials: Feb. 24

## MAY

- What Florida Means?
- Wellness and Executive Physicals
- Florida Travel\* *Bonus Distribution*
- Pinellas County Centennial

Ad Space: Mar. 16 • Ad Materials: Mar. 23

## JUNE

- Florida Higher Education
- Jacksonville
- Research Florida *Bonus Distribution*
- TopRank Colleges and Universities

Ad Space: April 17 • Ad Materials: April 24



## JULY

- Florida's Top Public and Private Companies
- Insurance Industry

Ad Space: May 17 • Ad Materials: May 24

- Florida Legal Elite *Bonus Distribution*

Profile Space: May 3 • Ad Materials: May 10

## AUGUST

- Best Companies To Work For In Florida
- PEOs and Outsourcing
- Energy
- TopRank PEOs, Energy Companies

Ad Space: June 18 • Ad Materials: June 25

*Bonus Distribution of Entire Issue*

## SEPTEMBER

- Healthcare: The Changing Practice of Medicine
- Commercial Real Estate
- TopRank Hospitals

Ad Space: July 17 • Ad Materials: July 24

## OCTOBER

- "The Money Issue": Finance/Banking
- Tax Planning and Accounting
- Downtown Miami
- TopRank Bank Holding Companies, Accounting Firms

Ad Space: Aug. 17 • Ad Materials: Aug. 24

## NOVEMBER

- Florida Agriculture
- Green Development
- Osceola/Kissimmee
- TopRank Engineering Firms

Ad Space: Sept. 17 • Ad Materials: Sept. 24

## DECEMBER

- International: Global Companies
- Trade and Logistics
- Golden Spoon® Restaurant Awards
- Florida Travel\* *Bonus Distribution*
- TopRank Seaports, Airports, FTZs

Ad Space: Oct. 17 • Ad Materials: Oct. 24

## MONTHLY FEATURES

- CEO Sounding Board
- Around the State
- Lifestyles
- Dining
- Getaways
- Wine & Spirits
- Law (Of Counsel)
- Politics
- Icon

- Advertising content

\* Bonus ad space adjacent to full or half-page ads

# Florida Trend

The Issues, People and Ideas that Define Florida Business

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**Ava K. Doppelt** - Shareholder - Allen, Dyer, Doppelt, Milbrath & Gilchrist, P.A., statewide intellectual property law firm

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## EXPAND YOUR REACH.

### FLORIDA SMALL BUSINESS - MARCH

- The topics that matter most to small and growing companies. Includes “dba Florida,” the Division of Corporations’ official guide to doing business in Florida

### RESEARCH FLORIDA - JUNE & OCTOBER

- Annual report on the research, scientific exploration and technology being developed in Florida

### NEXT MAGAZINE - SEPTEMBER

- Annual magazine reaching 400,000 teens making important decisions about their future

### BUSINESS FLORIDA - OCTOBER

- Official guide distributed annually to top business relocation and expansion prospects outside Florida

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