

# 2016 EDITORIAL CALENDAR

**JANUARY** AD CLOSE: NOV 17  
MATERIALS DUE: NOV 24  
IN HOME: DEC 23-29

**FLORIDIAN OF THE YEAR**

CEO Sounding Board / 2016 Outlook  
Advocacy (Legislative Session Preview)  
ECONOMIC BACKBONE: Healthcare: Millennials

*Bonus Distribution*  
Tallahassee Influentials (1,000)

**FEBRUARY** AD CLOSE: DEC 17  
MATERIALS DUE: DEC 24  
IN HOME: JAN 24-28

**CYBERSECURITY**

Small Business Succession Planning  
ECONOMIC BACKBONE: Telecommunications Industry  
TOPRANK: Telecommunication Firms  
SPONSORED SECTION: St. Petersburg

*Bonus Distribution*  
Barbara Bush Foundation Celebration of Reading (750)  
Florida Sterling Summit (150)  
Florida Venture Forum (500)

**MARCH** AD CLOSE: JAN 18  
MATERIALS DUE: JAN 25  
IN HOME: FEB 24-29

**"A DAY IN THE WORKING LIFE OF FLORIDA"**

REGION PORTRAIT: Orlando (Orange, Seminole, Osceola and Lake Counties)  
ECONOMIC BACKBONE: MBA Programs and Star Students  
TOPRANK: MBA Programs

*Bonus Distribution*  
Prudential Productivity Awards (500)  
University of Miami Healthcare Conference (350)  
University of Florida Real Estate Conference (175)



**FLORIDA SMALL BUSINESS 2016**

Florida Small Business includes the Florida Department of State Division of Corporations' official "dba Florida" guide.

AD CLOSE: FEB 16  
MATERIALS DUE: FEB 23 • MAIL DATE: APRIL 22

**APRIL** AD CLOSE: FEB 17  
MATERIALS DUE: FEB 24  
IN HOME: MAR 24-29

**ECONOMIC YEARBOOK**  
(48th consecutive year)

Exotic Animals in Florida  
ECONOMIC BACKBONE: Wealth Management / Investing / Private Banking  
TOPRANK: Trust and Investment Banks

*Bonus Distribution*  
Wealthiest Households in Florida (5,000)  
International Days in Tallahassee (150)

**MAY** AD CLOSE: MAR 17  
MATERIALS DUE: MAR 24  
IN HOME: APRIL 24-29

**FLORIDA HOSPITALITY ENTREPRENEURS**

Tourism Briefs and Industry Wrap-up  
Healthcare: Telemedicine  
ECONOMIC BACKBONE: International Air Connections/ Transportation / Trade / Logistics  
TOPRANK: Ports, Airports, FTZs



SPECIAL ADVERTISING SECTION:  
Summer Getaways  
(bonus ad space)

**JUNE** AD CLOSE: APR 18  
MATERIALS DUE: APR 25  
IN HOME: MAY 25-29

**HIGHER EDUCATION**

REGION PORTRAIT: Lee County and Fort Myers  
ECONOMIC BACKBONE: Commercial Real Estate  
TOPRANK: Engineering Firms, Construction Firms

*Bonus Distribution*  
Florida Sterling Council Conference (700)  
Leadership Florida Annual Meeting (200)  
Florida Bankers Association Annual Meeting (300)  
Florida Small Business Development Center Network Annual Conference (220)  
Urban Land Institute Florida Summit (150)



**IN EVERY ISSUE** Around the State: Miami-Dade, Southeast, Tampa Bay, Orlando, Jacksonville, Pensacola, International • Of Counsel / Florida Law • CEO Sounding Board • Tallahassee Trend / Florida Politics • Florida Icon • Dining • Lifestyles • Editor's Page

**JULY** AD CLOSE: MAY 17  
MATERIALS DUE: MAY 24  
IN HOME: JUNE 24-29

**“THE LEGAL ISSUE”**

Legal Elite 2016  
Intellectual Property  
The State’s Biggest Legal Cases  
Legal Education  
TOPRANK: Law Firms, Managing Partners,  
Law Schools  
ECONOMIC BACKBONE: Largest Public & Private Cos.  
Women Business Leaders



SPECIAL ADVERTISING SECTION  
**Legal Elite Winner Profiles**  
AD CLOSE: MAY 4 • MATERIALS DUE: MAY 11

*Bonus Distribution*  
Top Attorneys (2,500)

**AUGUST** AD CLOSE: JUNE 17  
MATERIALS DUE: JUNE 24  
IN HOME: JULY 24-29

**BEST COMPANIES TO WORK FOR IN FLORIDA**

REGION PORTRAIT: Pensacola, Panama City,  
Fort Walton  
ECONOMIC BACKBONE: Healthcare: High-Tech  
Medicine

*Bonus Distribution*  
BCTWF Winners (2,000)  
HR Florida Annual Conference (1,500)

**SEPTEMBER** AD CLOSE: JULY 18  
MATERIALS DUE: JULY 25  
IN HOME: AUG 25-29

**“RESEARCH FLORIDA”  
SPECIAL REPORT**

ECONOMIC BACKBONE: Energy Industry  
TOPRANK: Energy Companies

*Bonus Distribution*  
American Planning Association Conference (650)  
Florida Association of Chamber Professionals Conference (100)  
Florida Association of Health Plans Conference (300)  
Florida Small Business Development Center Conference (200)

ANNUALS



**NEXT**  
YOUR FUTURE AFTER HIGH SCHOOL IN FLORIDA  
(School year 2016-17)  
AD CLOSE: JUNE 8  
MATERIALS DUE: JUNE 15 • IN SCHOOLS: SEP 1



**BUSINESS FLORIDA 2017**  
FLORIDA OPPORTUNITY GUIDE  
Includes Research Florida  
AD CLOSE: JULY 27  
MATERIALS DUE: AUG 3 • MAIL DATE: SEP 23

**OCTOBER** AD CLOSE: AUG 17  
MATERIALS DUE: AUG 24  
IN HOME: SEP 24-29

**MARINE SCIENCE**

COUNTY PORTRAIT: Miami-Dade  
ECONOMIC BACKBONE: Finance / Banking /  
Accounting  
TOPRANK: Banks, Accounting Firms

*Bonus Distribution*  
BioFlorida Annual Conference (200)  
FSU Real Estate Trends Conference (100)  
Florida Chamber Future of Florida Forum (300)  
New York Metro Area Executives (5,000)  
Florida Sterling Council Summit (150)

**NOVEMBER** AD CLOSE: SEP 16  
MATERIALS DUE: SEP 23  
IN HOME: OCT 24-29

**K-12 EDUCATION**

ECONOMIC BACKBONE: Green Development /  
Sustainability  
TOPRANK: Insurance Companies

*Bonus Distribution*  
GrowFL Companies to Watch (450)  
ACG Florida Capital Connection (600)

**DECEMBER** AD CLOSE: OCT 17  
MATERIALS DUE: OCT 24  
IN HOME: NOV 23-29

**INNOVATION**

Notable Startups and Software Entrepreneurs  
Golden Spoon Restaurant Awards   
ECONOMIC BACKBONE: Healthcare: Medical Tourism  
TOPRANK: Hospitals



SPECIAL ADVERTISING SECTION:  
**Florida Travel (bonus ad space)**

*Bonus Distribution*  
Golden Spoon Winners (300)



**FOR MORE INFORMATION: (727) 892-2612 • www.FloridaTrend.com**