

Florida Trend 2017 EDITORIAL CALENDAR



Florida Trend is the source of business news, insight, forecasts, executive lifestyles, emerging industries, new players and everything that impacts business in the Sunshine State. More than just a monthly news source, we also deliver the most significant business news headlines daily at FloridaTrend.com.

JANUARY

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

FLORIDIAN OF THE YEAR

CEO Sounding Board: Outlook 2017
Health Care: Nutrition & Fitness; Executive Health
SPOTLIGHT: Tallahassee and Leon County

BONUS DISTRIBUTION
Tallahassee Influentials (1,000)
Site Selectors/Consultants (1,000)
HR Florida Leadership (300)

FEBRUARY

AD CLOSE: DEC 16
MATERIALS DUE: DEC 23
IN HOME: JAN 25-30

MILLENNIALS

Small Business Start Ups
Telecommunications Industry
TOPRANK: Telecom Firms, Florida SBDC Offices

BONUS DISTRIBUTION
Barbara Bush Foundation Celebration of Reading (750)
Florida Venture Forum (400)
Florida Sterling Summit (150)
Florida Bar Solo and Small Firm Conference (100)

MARCH

AD CLOSE: JAN 17
MATERIALS DUE: JAN 24
IN HOME: FEB 24-28

ADVOCACY

Today's MBA Students
Executive Recruiters, Professional Employer Organizations
TOPRANK: MBA Programs, PEOs
SPOTLIGHT: Polk County

BONUS DISTRIBUTION
Site Selectors/Consultants (1,000)
University of Miami Healthcare Conference (350)
UF Real Estate Conference (250)
Lake Nona Impact Forum (250)

APRIL

AD CLOSE: FEB 17
MATERIALS DUE: FEB 24
IN HOME: MAR 25-29

ECONOMIC YEARBOOK

Wealthiest Floridians
Wealth Management, Investing, Private Banking
TOPRANK: Trust Banks, Investment Banks

BONUS DISTRIBUTION
Wealthiest Households in Florida (5,000)

MAY

AD CLOSE: MAR 17
MATERIALS: MAR 24
IN HOME: APR 24-29

AUTONOMOUS VEHICLE TECHNOLOGY

Transportation, Trade, Logistics
TOPRANK: Ports, Airports, FTZs
SPOTLIGHT: Florida's High Tech Corridor
> Ad Effectiveness Study by Readex

BONUS DISTRIBUTION
Heart of Florida United Way Women's Leadership Luncheon (1,100)
Florida High Tech Corridor Targets (1,000)

SPECIAL ADVERTISING SECTION

> **Summer Getaways**

JUNE

AD CLOSE: APR 17
MATERIALS: APR 24
IN HOME: MAY 25-29

HIGHER EDUCATION

Health Care: Cancer Care
TOPRANK: Cancer Centers, Colleges and Universities

BONUS DISTRIBUTION
Florida Sterling Council Conference (700)
Prudential Productivity Awards (500)
Florida Bankers Annual Meeting (300)
Urban Land Institute Florida Summit (100)

FOR MORE INFORMATION: (727) 892-2612 • WWW.FLORIDATREND.COM

JULY

AD CLOSE: MAY 17
MATERIALS DUE: MAY 24
IN HOME: JUNE 25-29

THE LEGAL ISSUE

Largest Legal Cases
Top 350 Public & Private Companies
Tourism and Hospitality
TOPRANK: Law Schools, Luxury Hotels

BONUS DISTRIBUTION
Top Attorneys (2,500)
Florida Society of Association Executives (450)
Leadership Florida Annual Meeting (200)

SPECIAL
ADVERTISING
SECTION

> Legal Elite
AD CLOSE: MAY 4
MATERIALS DUE: MAY 11

AUGUST

AD CLOSE: JUNE 16
MATERIALS DUE: JUNE 23
IN HOME: JULY 24-29

BEST COMPANIES TO WORK FOR IN FLORIDA

Florida's Workforce
Health Care: Cardiac Care

BONUS DISTRIBUTION
BCTWF Winners (500)
HR Florida Annual Conference (1,500)
Florida Public Relations Association (225)

SEPTEMBER

AD CLOSE: JULY 17
MATERIALS DUE: JULY 24
IN HOME: AUG 25-29

RESEARCH AND INNOVATION

Rural Florida
Energy Industry
TOPRANK: Energy Companies, Rural Counties

BONUS DISTRIBUTION
American Planning Association of Florida Conference (700)
Florida Association of Health Plans Conference (300)
Florida SBDC Network Annual Conference (200)
Florida Association of Chamber Professionals Conference (100)

OCTOBER

AD CLOSE: AUG 17
MATERIALS DUE: AUG 24
IN HOME: SEP 25-29

WOMEN IN LEADERSHIP

Finance, Banking, Accounting, Tax Tips
TOPRANK: Accounting Firms
SPOTLIGHT: The Palm Beaches

BONUS DISTRIBUTION
Wealthiest Households in Florida (5,000)
New York Metro Area Executives (5,000)
Florida Chamber Future of Florida Forum (300)
Florida Sterling Council Summit (150)
FSU Real Estate Trends Conference (100)

NOVEMBER

AD CLOSE: SEP 18
MATERIALS: SEP 25
IN HOME: OCT 24-30

CLIMATE CHANGE

Green Development, Sustainability
TOPRANK: Engineering Firms
SPOTLIGHT: Tampa / Hillsborough

BONUS DISTRIBUTION
Tampa/Hillsborough County Targets (1,000)
ACG Florida Capital Connection (600)
GrowFL Companies to Watch (450)
Association of Florida Colleges Annual Conference (100)

DECEMBER

AD CLOSE: OCT 17
MATERIALS: OCT 24
IN HOME: NOV 24-29

FLORIDA VICE

Golden Spoon Restaurant Awards
Health Care: Hospital Leaders
TOPRANK: Hospitals

BONUS DISTRIBUTION
Golden Spoon Winners (300)

SPECIAL
ADVERTISING
SECTION

> Florida Travel

IN EVERY ISSUE:

Around the State: Miami-Dade, Southeast, Tampa Bay, Orlando, Jacksonville, Pensacola • Of Counsel / Florida Law • CEO Sounding Board • Tallahassee Trend / Florida Politics • Florida Icon • Florida Dining • Florida Originals • Economic Backbone • Editor's Page

ANNUAL PUBLICATIONS

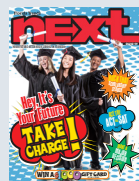
FLORIDA SMALL BUSINESS 2017



Includes the Florida Division of Corporations' "dba Florida" guide

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

NEXT 2017-18



YOUR FUTURE AFTER HIGH SCHOOL IN FLORIDA

AD CLOSE: JUNE 7
MATERIALS DUE: JUNE 14
IN SCHOOLS: SEP 1

BUSINESS FLORIDA 2018



FLORIDA OPPORTUNITY GUIDE

Includes Research Florida

AD CLOSE: JULY 26
MATERIALS DUE: AUG 2
MAIL DATE: SEP 22