

# Florida Trend Editorial Calendar 2018

Florida Trend is the source for news, insight, forecasts, emerging industries, movers and influencers, executive lifestyle and everything that impacts business in the Sunshine State. More than just a monthly news source, we also deliver Florida's most significant business news and information daily at [floridatrend.com](http://floridatrend.com).

## January

AD CLOSE: NOV 17  
MATERIALS DUE: NOV 24

### FLORIDIAN OF THE YEAR

Outlook 2018

Advocacy

ECONOMIC BACKBONE: Orthopedics / Sports Medicine

SPONSORED PORTRAIT: Jacksonville and Northeast Florida

#### BONUS DISTRIBUTION

1,250 Site Selectors and Planners

1,250 Tallahassee Influentials

## February

AD CLOSE: DEC 15  
MATERIALS DUE: DEC 22

### FLORIDA'S MILITARY, DEFENSE AND HOMELAND SECURITY

Entrepreneurship

ECONOMIC BACKBONE: Clean Manufacturing

TOPRANK: Military Bases / SBDCs / Incubators / Accelerators

SPONSORED PORTRAIT: St. Petersburg

## March

AD CLOSE: JAN 17  
MATERIALS DUE: JAN 24

### FLORIDA'S MEDIA LANDSCAPE

MBA Programs and Professors

ECONOMIC BACKBONE: Cancer Care

TOPRANK: Newspapers / MBA Programs / Cancer Care Providers

#### BONUS DISTRIBUTION

2,000 Doctors and Top Medical Industry Executives

*Readex Advertising Effectiveness Study*

## April

AD CLOSE: FEB 16  
MATERIALS DUE: FEB 23

### FLORIDA'S ECONOMIC YEARBOOK

Entertainment and Film

ECONOMIC BACKBONE: Wealth / Private Banking / Investing

TOPRANK: Trust Banks / Investment Banks

#### BONUS DISTRIBUTION

Wealthiest Households in Florida (5,000)

AD CLOSE: FEB 23

MATERIALS DUE: MARCH 2  
MAIL DATE: APRIL 22

### ANNUAL FLORIDA SMALL BUSINESS 2018

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

#### DISTRIBUTION

30,000 Statewide

## May

AD CLOSE: MAR 16  
MATERIALS: MAR 23

### 60<sup>TH</sup> ANNIVERSARY ISSUE

Current Excellence in the Sunshine State

Glimpses into Florida's Future

ECONOMIC BACKBONE: Transportation / Trade / Logistics

TOPRANK: Ports / Airports / FTZs

Summer Getaway Guide\*

#### BONUS DISTRIBUTION

1,000 Top Executives in Transportation, Trade and Logistics

## June

AD CLOSE: APR 17  
MATERIALS: APR 24

### HIGHER EDUCATION

University Foundations

State College Presidents

TOPRANK: State Universities / State Colleges / Independent and For-Profit Schools

ECONOMIC BACKBONE: Retirement Communities

# July

AD CLOSE: MAY 17  
MATERIALS DUE: MAY 24

## FLORIDA LAW

Biggest Cases  
Managing Partners  
Constitution Revision Commission  
Legal Elite  
TOPRANK: Law Firms / Law Schools  
ECONOMIC BACKBONE: Florida's Top 350 Public and Private Companies

BONUS DISTRIBUTION  
1,100 Legal Elite Winners  
1,400 New Florida Bar Members

# August

AD CLOSE: JUNE 18  
MATERIALS DUE: JUNE 25

## BEST COMPANIES TO WORK FOR IN FLORIDA

Healthy Florida  
ECONOMIC BACKBONE: Pediatric Health Care  
TOPRANK: Children's Hospitals  
SPONSORED PORTRAIT: Daytona Beach and Volusia County

AD CLOSE: JUNE 6  
MATERIALS DUE: JUNE 13  
IN SCHOOLS: SEP 4

### ANNUAL NEXT 2018-19

YOUR FUTURE AFTER HIGH SCHOOL IN FLORIDA

DISTRIBUTION  
225,000 High School Students Statewide

# September

AD CLOSE: JULY 17  
MATERIALS DUE: JULY 24

## RESEARCH AND INNOVATION

Drones  
ECONOMIC BACKBONE: Energy Industry  
TOPRANK: Energy Companies  
COMMUNITY PORTRAIT: Sarasota

BONUS DISTRIBUTION  
1,000 Site Selectors and Planners

AD CLOSE: JULY 2  
MATERIALS DUE: JULY 9  
MAIL DATE: SEP 11

### ANNUAL FLORIDA 500 NEW IN 2018!

FLORIDA'S MOST INFLUENTIAL BUSINESS LEADERS ACROSS MAJOR INDUSTRIES

DISTRIBUTION  
Florida Trend Subscribers Plus 10,000 Bonus Copies

# October

AD CLOSE: AUG 17  
MATERIALS DUE: AUG 24

## FLORIDA'S CHANGING POPULATION

ECONOMIC BACKBONE: Finance / Banking / Accounting  
TOPRANK: Banks / Accounting Firms  
SPONSORED PORTRAIT: Fort Lauderdale / Broward County

BONUS DISTRIBUTION  
Wealthiest Households in Florida (5,000)

AD CLOSE: AUG 22  
MATERIALS DUE: AUG 29  
MAIL DATE: OCT 19

### ANNUAL BUSINESS FLORIDA 2019

FLORIDA OPPORTUNITY GUIDE: Includes special Research Florida content

DISTRIBUTION  
80,000 Print  
45,700 Digital

# November

AD CLOSE: SEP 17  
MATERIALS: SEP 24

## FLORIDA'S DIVERSE REAL ESTATE MARKET: AN OVERVIEW

Commercial, Retail, Residential, Agricultural and More  
ECONOMIC BACKBONE: Women in Leadership

BONUS DISTRIBUTION  
2,500 CCIM Members, Site Selectors and Planners

# December

AD CLOSE: OCT 17  
MATERIALS: OCT 24

## WATER, WATER EVERYWHERE: CAN FLORIDA MEET ITS WATER NEEDS?

Golden Spoon Restaurant Awards  
ECONOMIC BACKBONE: Hospitals  
TOPRANK: Hospitals, Medical Schools  
Florida Travel Guide\*

BONUS DISTRIBUTION  
2,500 Top Medical and Hospital Executives / Water and Environmental Industry Executives

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

\* Special Advertising Section  
Monthly issue delivered one week prior to publication date.