

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.

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)

ANNUAL FLORIDA SMALL BUSINESS 2018

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

AD CLOSE: FEB 23

MATERIALS DUE: MARCH 2
MAIL DATE: APRIL 22

May

AD CLOSE: MAR 16
MATERIALS: MAR 23

60TH 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
COMMUNITY PORTRAIT: Daytona Beach and Volusia County

ANNUAL NEXT 2018-19

YOUR FUTURE AFTER HIGH SCHOOL IN FLORIDA

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

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

ANNUAL FLORIDA 500 NEW IN 2018!

FLORIDA'S MOST INFLUENTIAL BUSINESS LEADERS ACROSS MAJOR INDUSTRIES

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

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)

ANNUAL BUSINESS FLORIDA 2019

FLORIDA OPPORTUNITY GUIDE: Includes special Research Florida content

AD CLOSE: JULY 25
MATERIALS DUE: AUG 1
MAIL DATE: SEP 24

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.