

2019 Editorial Calendar

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.

<p>January AD CLOSE: NOV 16 AD MATERIALS DUE: NOV 23 IN HOME: DEC 26-29</p>	<p>2019 Economic Yearbook (50th consecutive year) CEO Sounding Board / Outlook 2019 ♦ Region Spotlight – Metro Orlando AD CLOSE: NOV 9 <i>ECONOMIC BACKBONE:</i> Health Care / Cardiac Care <i>TopRank Florida:</i> Cardiac Care Providers</p>	<p>BONUS DISTRIBUTION Site Selectors and Planners (1,250) Orlando Influentials (1,250)</p>
<p>February AD CLOSE: DEC 17 AD MATERIALS DUE: DEC 24 IN HOME: JAN 26-30</p>	<p>Artificial Intelligence Cybersecurity Small Business / Entrepreneurship <i>TopRank Florida:</i> SBDCs, Business Incubators, Accelerators <i>ECONOMIC BACKBONE:</i> Health Care / Cancer Care <i>TopRank Florida:</i> Cancer Care Providers</p>	<p>BONUS DISTRIBUTION Medical Industry Executives (2,000)</p>
<p>March AD CLOSE: JAN 17 AD MATERIALS DUE: JAN 24 IN HOME: FEB 26-MAR 1</p>	<p>Space / Aerospace MBA Programs – Graduates One Year Out <i>TopRank Florida:</i> MBA Programs Advocacy – Topics in the 2019 Legislative Session <i>ECONOMIC BACKBONE:</i> Workforce for Persons with Disabilities ♦ Region Spotlight – Miami-Dade AD CLOSE: JAN 10</p>	<p>BONUS DISTRIBUTION Site Selectors (2,000) Miami-Dade Influentials (1,250) Tallahassee Influentials (1,250)</p>
<p>April AD CLOSE: FEB 18 AD MATERIALS DUE: FEB 25 IN HOME: MAR 26-30</p>	<p>Florida's Health Care Landscape Real Estate and Urbanization <i>ECONOMIC BACKBONE:</i> Wealth / Private Banking / Investing <i>TopRank Florida:</i> Trust Banks, Investment Banks ♦ Florida Education Guide AD CLOSE: FEB 11</p>	<p>BONUS DISTRIBUTION Wealthiest Florida Households (5,000)</p>
<p>AD CLOSE: FEB 22 AD MATERIALS DUE: MAR 1 MAIL DATE: APR 19</p> <p>ANNUAL FLORIDA SMALL BUSINESS Sponsored by Enterprise Florida and FSBDC Network</p> <p style="text-align: right;">DISTRIBUTION 30,000 Statewide</p>		
<p>May AD CLOSE: MAR 18 AD MATERIALS DUE: MAR 25 IN HOME: APR 26-30</p>	<p>Transportation <i>ECONOMIC BACKBONE:</i> Transportation / Trade / Logistics <i>TopRank Florida:</i> Ports, Airports, FTZs ♦ Advertising Effectiveness Study ♦ Summer Getaway Guide</p>	<p>BONUS DISTRIBUTION Transportation Executives (1,000)</p>
<p>June AD CLOSE: APR 17 AD MATERIALS DUE: APR 24 IN HOME: MAY 27-30</p>	<p>Higher Education <i>TopRank Florida:</i> State Universities, State Colleges, Independent and For-Profit Colleges and Universities <i>ECONOMIC BACKBONE:</i> Art Districts / The Arts / Culture / Performance Venues <i>TopRank Florida:</i> Museums and Cultural Attractions</p>	<p>BONUS DISTRIBUTION Sterling Council Conference (700) Prudential Productivity Awards (800)</p>

July

AD CLOSE: MAY 17
AD MATERIALS DUE: MAY 24
IN HOME: JUNE 26-29

Florida Law

Florida Supreme Court Decisions
Top Litigators
Legal Elite

TopRank Florida: Law Firms, Law Schools
TopRank Florida: Florida's Top 350 Public and Private Companies

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

August

AD CLOSE: JUNE 17
AD MATERIALS DUE: JUNE 24
IN HOME: JULY 26-30

Best Companies To Work For In Florida™

Where the Jobs Are (and Will Be)

◆ Region Spotlight – Florida High Tech Corridor | **AD CLOSE: JUNE 10**

ECONOMIC BACKBONE: Health Care / Biomedical Research
TopRank Florida: Biomedical Research Locations

BONUS DISTRIBUTION
High-Tech
Influentials (1,000)

AD CLOSE: JUNE 6

AD MATERIALS DUE: JUNE 13
IN SCHOOLS: SEPT 4

ANNUAL FLORIDA TREND'S NEXT 2019-20

Your Future After High School In Florida™

225,000 High School
Students Statewide

September

AD CLOSE: JULY 17
AD MATERIALS DUE: JULY 24
IN HOME: AUG 28-31

Research, Technology and Innovation

◆ Region Spotlight – Fort Myers / Lee County | **AD CLOSE: JULY 10**

ECONOMIC BACKBONE: Energy
TopRank Florida: Energy Companies

BONUS DISTRIBUTION
Site Selectors (1,000)
Fort Myers / Lee County
Influentials (500)

AD CLOSE: JULY 2

AD MATERIAL DUE: JULY 9
MAIL DATE: AUG 24

ANNUAL FLORIDA 500

Florida's Most Influential Business Leaders

DISTRIBUTION
Florida Trend Subscribers
10,000 Bonus Copies

October

AD CLOSE: AUG 16
AD MATERIALS DUE: AUG 23
IN HOME: SEPT 26-30

The Banking Landscape

ECONOMIC BACKBONE: Finance/ Banking/ Accounting/ Insurance

TopRank Florida: Banks, Accounting Firms

◆ Region Spotlight – Gainesville | **AD CLOSE: AUG 9**

BONUS DISTRIBUTION
Wealthiest Florida
Households (5,000)
Gainesville
Influentials (500)

AD CLOSE: AUG 22

AD MATERIALS DUE: AUG 29
MAIL DATE: SEPT 24

ANNUAL BUSINESS FLORIDA 2020

Florida Opportunity Guide

Published in conjunction with Enterprise Florida

Includes Research Florida Special Report

TopRank Florida: Venture Capital Firms, Incubators, Largest Companies

80,000 Print Distribution
46,500 Digital Distribution

November

AD CLOSE: SEPT 17
AD MATERIALS DUE: SEPT 24
IN HOME: OCT 25-29

Women in Leadership

Largest Women-Owned Businesses

◆ Region Spotlight – The Florida Keys | **AD CLOSE: SEPT 10**

ECONOMIC BACKBONE: Green Development / Sustainability
TopRank Florida: Engineering Firms

BONUS DISTRIBUTION
Site Selectors(1,000)
Florida Keys Dade
Influentials (250)

December

AD CLOSE: OCT 17
AD MATERIALS DUE: OCT 24
IN HOME: NOV 26-30

Floridian of the Year

The Business of Sports

TopRank Florida: Professional Sports Teams

ECONOMIC BACKBONE: Health Care / Hospitals

TopRank Florida: Hospitals

52nd Annual Golden Spoon™ Restaurant Awards

◆ Corporate Travel Guide

BONUS DISTRIBUTION
Top Restaurants

IN EVERY ISSUE: Around the State: Miami-Dade, Southeast, Tampa Bay, Orlando, Jacksonville, Pensacola
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◆ Special Advertising Section
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