

# 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><b>January</b>  <b>AD CLOSE: NOV 16</b>            AD MATERIALS DUE: NOV 23            IN HOME: DEC 26-29</p>	<p><b>2019 Economic Yearbook (50th consecutive year)</b>            CEO Sounding Board / Outlook 2019            ♦ Region Spotlight – Orlando Region   <b>AD CLOSE: NOV 9</b>  <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><b>February</b>  <b>AD CLOSE: DEC 17</b>            AD MATERIALS DUE: DEC 24            IN HOME: JAN 26-30</p>	<p><b>Artificial Intelligence</b>            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><b>March</b>  <b>AD CLOSE: JAN 17</b>            AD MATERIALS DUE: JAN 24            IN HOME: FEB 23-27</p>	<p><b>Space / Aerospace</b>            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   <b>AD CLOSE: JAN 10</b></p>	<p>BONUS DISTRIBUTION            Site Selectors (2,000)            Miami-Dade Influentials (1,250)            Tallahassee Influentials (1,250)</p>
<p><b>April</b>  <b>AD CLOSE: FEB 18</b>            AD MATERIALS DUE: FEB 25            IN HOME: MAR 23-27</p>	<p><b>Florida's Health Care Landscape</b>            Real Estate and Urbanization  <i>ECONOMIC BACKBONE:</i> Wealth / Private Banking / Investing  <i>TopRank Florida:</i> Trust Banks, Investment Banks            ♦ Florida Education Guide   <b>AD CLOSE: FEB 11</b></p>	<p>BONUS DISTRIBUTION            Wealthiest Florida Households (5,000)</p>
<p><b>AD CLOSE: FEB 22</b>            AD MATERIALS DUE: MAR 1            MAIL DATE: APR 19</p> <p><b>ANNUAL FLORIDA SMALL BUSINESS</b>            Sponsored by Enterprise Florida and FSBDC Network</p> <p>DISTRIBUTION            30,000 Statewide</p>		
<p><b>May</b>  <b>AD CLOSE: MAR 18</b>            AD MATERIALS DUE: MAR 25            IN HOME: APR 26-30</p>	<p><b>Transportation</b>  <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><b>June</b>  <b>AD CLOSE: APR 17</b>            AD MATERIALS DUE: APR 24            IN HOME: MAY 27-30</p>	<p><b>Higher Education</b>  <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 22-26

### 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 27-31

### 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 24-28

### 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 27-30

### 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 26-30

### 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 23-27

### 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  
• Of Counsel / Florida Law • Tallahassee Trend / Florida Politics • Florida Icon • Editor's Page

◆ Special Advertising Section

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