

trending topics

# 2020 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 18</b>            AD MATERIALS DUE: NOV 25            IN HOME: DEC 24-DEC 28</p>	<p><b>Economic Yearbook/ CEO Sounding Board/ Outlook 2020</b>  <b>ECONOMIC BACKBONE:</b> Health Care/ Cancer Care  <b>TopRank Florida:</b> Cancer Centers            Advocacy / 2020 Legislative Session Topics  <i>Community Portrait – Tallahassee and Leon County</i>   <b>AD CLOSE: NOV 11</b></p>	<p><b>BONUS DISTRIBUTION</b>            Site Selectors and Planners (1,250)            Tallahassee Influentials (1,000)</p>
<p><b>February</b>  <b>AD CLOSE: DEC 17</b>            AD MATERIALS DUE: DEC 24            IN HOME: JAN 27-31</p>	<p><b>Florida's Fastest Growing Companies</b>  <b>ECONOMIC BACKBONE:</b> Health Care/ Cardiac Care  <b>TopRank Florida:</b> Heart Transplants in Florida/ Transplant Centers</p>	<p><b>BONUS DISTRIBUTION</b>            Medical Industry Executives (2,000)</p>
<p><b>March</b>  <b>AD CLOSE: JAN 17</b>            AD MATERIALS DUE: JAN 24            IN HOME: FEB 25-28</p>	<p><b>Florida's Infrastructure</b>  <b>ECONOMIC BACKBONE:</b> Architecture/ Engineering/ Design/ Urbanization            MBA Programs  <b>TopRank Florida:</b> MBA Programs  <i>Community Portrait – Space Coast</i>   <b>AD CLOSE: JAN 10</b></p>	<p><b>BONUS DISTRIBUTION</b>            Site Selectors (2,000)            Space Coast Influentials (1,000)</p>
<p><b>April</b>  <b>AD CLOSE: FEB 17</b>            AD MATERIALS DUE: FEB 24            IN HOME: MAR 24-MAR 28</p>	<p><b>Florida's Health Care Landscape</b>  <b>ECONOMIC BACKBONE:</b> Wealth Management  <b>TopRank Florida:</b> Investment Management Firms  <i>Florida Education Guide</i>   <b>AD CLOSE: FEB 10</b></p>	<p><b>BONUS DISTRIBUTION</b>            Wealthiest Florida Households (5,000)            Education Influentials (1,000)</p>
<p><b>AD CLOSE: FEB 21</b>            AD MATERIALS DUE: FEB 28</p>	<p><b>ANNUAL FLORIDA SMALL BUSINESS 2020</b>            Sponsored by Enterprise Florida and Florida SBDC Network</p>	<p><b>DISTRIBUTION</b>            30,000 Statewide</p>
<p><b>May</b>  <b>AD CLOSE: MAR 17</b>            AD MATERIALS DUE: MAR 24            IN HOME: APR 28-MAY 1</p>	<p><b>Transportation</b>  <b>ECONOMIC BACKBONE:</b> Transportation/ Trade/ Logistics  <b>TopRank Florida:</b> Ports, Airports, FTZs  <i>Summer Getaway Guide</i>  <i>Community Portrait – Polk County</i>   <b>AD CLOSE: MAR 10</b></p>	<p><b>BONUS DISTRIBUTION</b>            Transportation Executives (1,000)            Polk County Influentials (1,000)</p>
<p><b>June</b>  <b>AD CLOSE: APR 17</b>            AD MATERIALS DUE: APR 24            IN HOME: MAY 26-30</p>	<p><b>Higher Education</b>  <b>ECONOMIC BACKBONE:</b> Sustainability  <b>TopRank Florida:</b> Florida's University and College Presidents  <i>Community Portrait – Northwest Florida</i>   <b>AD CLOSE: APR 9</b></p>	<p><b>BONUS DISTRIBUTION</b>            Sterling Council Conference (700)            Northwest Florida Influentials (1,000)            Education Influentials (1,000)</p>

## July

**AD CLOSE: MAY 18**

AD MATERIALS DUE: MAY 25

IN HOME: JUN 23-27

### Florida Law

**ECONOMIC BACKBONE:** Cyber Security

Legal Elite

**TopRank Florida:** Law Firms, Law Schools

Florida's Top 350 Public and Private Companies

*Industry Portrait – Marine Industry* | AD CLOSE: MAY 11

BONUS DISTRIBUTION

Legal Elite Winners (1,100)

New Florida Bar Members (1,400)

Marine Industry Executives (800)

## August

**AD CLOSE: JUN 17**

AD MATERIALS DUE: JUN 24

IN HOME: JUL 28-31

### Best Companies To Work For In Florida

**ECONOMIC BACKBONE:** Health Care/ Pediatrics

**TopRank Florida:** Children's Hospitals

Executive MBA Programs

BONUS DISTRIBUTION

Human Resources Professionals (1,800)

**AD CLOSE: JUN 4**

AD MATERIALS DUE: JUN 11

IN SCHOOLS: SEP 4

### **ANNUAL** FLORIDA TREND'S NEXT 2020-21

For high school students (and administrators, counselors, parents)

225,000 High School Students Statewide

## September

**AD CLOSE: JUL 17**

AD MATERIALS DUE: JUL 24

IN HOME: AUG 25-28

### Research, Technology and Innovation

**ECONOMIC BACKBONE:** Energy

**TopRank Florida:** Energy Companies

*Community Portrait – Pinellas County* | AD CLOSE: JUL 10

BONUS DISTRIBUTION

Site Selectors (1,000)

Pinellas County Influentials (1,000)

**AD CLOSE: JULY 2**

AD MATERIAL DUE: JUL 9

MAIL DATE: AUG 24

### **ANNUAL** FLORIDA 500

Florida's Most Influential Business Leaders

DISTRIBUTION

All Florida Trend Subscribers Plus 10,000 Bonus Copies

## October

**AD CLOSE: AUG 17**

AD MATERIALS DUE: AUG 24

IN HOME: SEP 22-26

### Florida's Real Estate Market

**ECONOMIC BACKBONE:** Florida Election Review/ Amendments

*Community Portrait – The Palm Beaches* | AD CLOSE: AUG 10

BONUS DISTRIBUTION

Site Selectors (1,000)

Wealthiest Florida Households (5,000)

Palm Beach Influentials (1,000)

**AD CLOSE: AUG 20**

AD MATERIALS DUE: AUG 27

MAIL DATE: SEP 24

### **ANNUAL** BUSINESS FLORIDA 2020-21

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

## November

**AD CLOSE: SEP 17**

AD MATERIALS DUE: SEP 24

IN HOME: OCT 27-30

### Women in Leadership

**ECONOMIC BACKBONE:** Health Care/ Nursing Programs

**TopRank Florida:** Nursing Programs

*Community Portrait – Tampa/ Hillsborough County* | AD CLOSE: SEP 10

BONUS DISTRIBUTION

Tampa Area Influentials (1,000)

## December

**AD CLOSE: OCT 16**

AD MATERIALS DUE: OCT 23

IN HOME: NOV 24-30

### Floridian of the Year

**ECONOMIC BACKBONE:** Health Care/ Hospitals

**TopRank Florida:** Hospitals, Medical Schools

53rd Annual Golden Spoon™ Restaurant Awards

*Corporate Travel Guide*

BONUS DISTRIBUTION

Medical Industry Executives (2,000)

Top Restaurants

EXPANDED COVERAGE: Around the State: Leon County, Space Coast, Polk County, Marine Industry, Pinellas County, the Palm Beaches, Hillsborough County, Southeast, Southwest, Central, Northeast, Northwest • Of Counsel / Florida Law • Tallahassee Trend / Florida Politics • Florida Icon • Editor's Page

For more information: (727) 892-2642 • [FloridaTrend.com](http://FloridaTrend.com)