2021 EDITORIAL CALENDAR

TRENDING TOPICS

Florida Trend is the source for news, insights, 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.

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<th>BONUS DISTRIBUTION: Bankers List Wealthiest Households Medical Industry Influentials Orlando Influentials</th>
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<td></td>
<td>FLORIDA SMALL BUSINESS 2021</td>
<td>—</td>
<td>DISTRIBUTION</td>
<td>30,000 Statewide</td>
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<td>MAY</td>
<td>Transportation</td>
<td>TopRank Florida: Ports, Airports, FTZs</td>
<td>ECONOMIC BACKBONE: Transportation/ Trade/ Logistics</td>
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### JULY
**AD CLOSE: MAY 17**
**AD MATERIALS CLOSE: MAY 24**
**IN HOME: JUN 29-JUL 3**
- **Florida Law (topic: Florida Law Firm Managing Partners)**
  - **ECONOMIC BACKBONE:** Cybersecurity
  - **TopRank Florida:** Law Firms/ Law Schools | Florida’s Top 350 Public and Private Companies
  - **Special Section – Legal Elite | AD CLOSE: MAY 10**
  - **Special Section – Florida’s Top 350 Public and Private Companies**
- **BONUS DISTRIBUTION**
  - Legal Elite Winners
  - New Florida Bar Members

### AUGUST
**AD CLOSE: JUN 17**
**AD MATERIALS CLOSE: JUN 24**
**IN HOME: JUL 27-31**
- **Best Companies To Work For In Florida**
  - **ECONOMIC BACKBONE:** Health Care / Pediatrics
  - **TopRank Florida:** Children's Hospitals
  - **Community Portrait – Daytona Beach/ Volusia County | AD CLOSE: JUN 10**
- **AD CLOSE: JUNE 3**
**AD MATERIALS CLOSE: JUN 10**
**IN SCHOOLS: SEP 3**
- **ANNUAL FLORIDA TREND’S NEXT 2021-22**
  - For high school students (and administrators, counselors, parents)
- **AD CLOSE: JUN 10**
**AD MATERIAL CLOSE: JUL 9**
**MAIL DATE: AUG 26**
- **FLORIDA 500**
  - Florida’s Most Influential Business Leaders, By Industry Category, Includes Living Legends
- **ANNUAL**
**FLORIDA 500**
  - Florida’s Most Influential Business Leaders, By Industry Category, Includes Living Legends

### SEPTEMBER
**AD CLOSE: JUL 16**
**AD MATERIALS CLOSE: JUL 23**
**IN HOME: AUG 24-28**
- **Research, Technology and Innovation**
  - **ECONOMIC BACKBONE:** Energy
  - **TopRank Florida:** Energy Companies
  - **Community Portrait – Sarasota | AD CLOSE: JUL 9**
- **AD CLOSE: JUL 2**
**AD MATERIAL CLOSE: JUL 9**
**MAIL DATE: AUG 26**
- **ANNUAL FLORIDA 500**
  - Florida’s Most Influential Business Leaders, By Industry Category, Includes Living Legends

### OCTOBER
**AD CLOSE: AUG 17**
**AD MATERIALS CLOSE: AUG 24**
**IN HOME: SEP 28-OCT 1**
- **Florida’s Rising Executives**
  - **ECONOMIC BACKBONE:** Mentorship/ Succession Planning/ Leadership Programs
  - **TopRank Florida:** Florida Fast Growing Companies
  - **Community Portrait – Greater Fort Lauderdale | AD CLOSE: AUG 10**
- **AD CLOSE: AUG 20**
**AD MATERIALS CLOSE: AUG 27**
**MAIL DATE: OCT 14**
- **ANNUAL BUSINESS FLORIDA 2021-22**
  - Reasons for doing business in Florida, state map, and regional reports
  - Includes Research Florida, Economic Development Contacts
  - **TopRank Florida:** Venture Capital Firms, Incubators, Largest Companies

### NOVEMBER
**AD CLOSE: SEP 17**
**AD MATERIALS CLOSE: SEP 24**
**IN HOME: OCT 26-30**
- **Women in Leadership**
  - **ECONOMIC BACKBONE:** Health Care/ Nursing Programs
  - **TopRank Florida:** Nursing Programs, Florida’s Top Women CEOs
  - **Community Portrait – Florida's Philanthropic Community | AD CLOSE: SEP 10**

### DECEMBER
**AD CLOSE: OCT 18**
**AD MATERIALS CLOSE: OCT 25**
**IN HOME: NOV 23-27**
- **Floridian of the Year**
  - **ECONOMIC BACKBONE:** Health Care/ Hospitals
  - **TopRank Florida:** Hospitals, Medical Schools
  - **Special Section – 54th Annual Golden Spoon Restaurant Awards**
  - **Special Section – Corporate Travel Guide | AD CLOSE: OCT 11**

**EXPANDED COVERAGE:** Around the State: Miami-Dade, Southeast, Southwest, Central, Northeast and Northwest • Community Portraits: Orlando, St. Lucie County, Florida’s Heartland, Kissimmee/Osceola County, Daytona/Volusia County, Sarasota and Greater Fort Lauderdale • Florida Politics • Florida Icon • Editor’s Page

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