

# 2022 EDITORIAL CALENDAR

## WE COVER FLORIDA

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.

<b>JANUARY</b> <b>AD CLOSE: NOV 17</b> AD MATERIALS CLOSE: NOV 24 IN HOME: DEC 28-JAN 3	<b>Economic Outlook</b> <b>ECONOMIC BACKBONE:</b> Health Care/ Cancer Care <b>TopRank Florida:</b> Cancer Centers <b>SPECIAL SECTION –</b> Advocacy/ 2022 Legislative Topics <i>Regional Economic Profile – Jacksonville &amp; NE FL</i>   <b>AD CLOSE: NOV 10</b>	<b>BONUS DISTRIBUTION</b> Health Care Influentials (2,000) Jacksonville Influentials (1,000)
<b>FEBRUARY</b> <b>AD CLOSE: DEC 17</b> AD MATERIALS CLOSE: DEC 24 IN HOME: JAN 25-29	<b>Space/ Aerospace</b> <b>ECONOMIC BACKBONE:</b> Health Care/ Cardiac Care <b>TopRank Florida:</b> Heart Transplants in Florida/ Transplant Centers <b>ANNUAL/ SPECIAL SECTION –</b> Climate, Sustainability & Energy	<b>BONUS DISTRIBUTION</b> Space/ Aerospace Influentials (500) Medical Industry Influentials (2,000)
<b>MARCH</b> <b>AD CLOSE: JAN 18</b> AD MATERIALS CLOSE: JAN 25 IN HOME: FEB 28-MAR 3	<b>Florida's Infrastructure</b> <b>ECONOMIC BACKBONE:</b> Architecture/ Engineering/ Design/ Construction <b>TopRank Florida:</b> MBA Programs <b>ANNUAL/ SPECIAL SECTION –</b> MBA Programs <i>Regional Economic Profile – Pasco</i>   <b>AD CLOSE: JAN 11</b>	<b>BONUS DISTRIBUTION</b> MBA Program Deans & Educators (500) Pasco County Influentials (500)
<b>APRIL</b> <b>AD CLOSE: FEB 17</b> AD MATERIALS CLOSE: FEB 24 IN HOME: MAR 29-APR 1	<b>Florida's Health Care Landscape</b> <b>ECONOMIC BACKBONE:</b> Florida's Banking & Finance <b>TopRank Florida:</b> Banks & Credit Unions <i>Annual/ Special Section – Florida Education Guide</i>   <b>AD CLOSE: FEB 10</b>	<b>BONUS DISTRIBUTION</b> Health Care influencers (2,000) Medical Industry Executives (2,000) Money Managers (300) Education Influentials (1,000)
<b>MAY</b> <b>AD CLOSE: MAR 17</b> AD MATERIALS CLOSE: MAR 24 IN HOME: APR 26-30	<b>Transportation</b> <b>ECONOMIC BACKBONE:</b> Transportation/ Trade/ Logistics <b>TopRank Florida:</b> Ports/ Airports/ FTZs <i>Annual/ Special Section – Florida Travel</i>   <b>AD CLOSE: MAR 10</b> <i>Regional Economic Profile – Miami-Dade</i>   <b>AD CLOSE: MAR 10</b>	<b>BONUS DISTRIBUTION</b> Transportation Executives (1,000) Miami Influentials (1,000)
<b>AD CLOSE: MAR 10</b> AD MATERIALS CLOSE: MAR 17	<b>ANNUAL FLORIDA SMALL BUSINESS 2022</b> Sponsored by Enterprise Florida and Florida SBDC Network	<b>DISTRIBUTION</b> 15,000 Small Business Owners Statewide
<b>JUNE</b> <b>AD CLOSE: APR 18</b> AD MATERIALS CLOSE: APR 25 IN HOME: MAY 24-28	<b>Higher Education</b> <b>ECONOMIC BACKBONE:</b> Commercial Real Estate <b>TopRank Florida:</b> Higher Education Provosts   Top Commercial Real Estate Companies <i>Regional Economic Profile – Florida's Rural Communities</i>   <b>AD CLOSE: APR 11</b>	<b>BONUS DISTRIBUTION</b> Education Influentials (1,000) Sterling Council Conference (100) Commercial Real Estate Influentials (500) Florida's Rural Communities Influentials (500) Agriculture Influentials (500)

<b>JULY</b> <b>AD CLOSE: MAY 17</b> AD MATERIALS CLOSE: MAY 24 IN HOME: JUN 28-JUL 2	<b>Florida's Top 350 Public &amp; Private Companies</b> <b>ECONOMIC BACKBONE:</b> Florida Law <b>TopRank Florida:</b> Law Firms/ Law Schools   Florida's Top 350 Public & Private Companies <i>Industry Portrait – Leadership Insights - Florida Higher Education Presidents</i> <i>Annual/ Special Section – Legal Elite</i>   <b>AD CLOSE: MAY 10</b>	<b>BONUS DISTRIBUTION</b> Legal Elite Winners (1,100) New Florida Bar Members (1,400) Higher Education Presidents (200+)
<b>AUGUST</b> <b>AD CLOSE: JUN 17</b> AD MATERIALS CLOSE: JUN 24 IN HOME: JUL 26-30	<b>Cybersecurity and Artificial Intelligence</b> <b>ECONOMIC BACKBONE:</b> Health Care/ Pediatrics <b>TopRank Florida:</b> Children's Hospitals   Bachelor's Programs in Cybersecurity and Artificial Intelligence <b>ANNUAL/ SPECIAL SECTION – Best Companies To Work For In Florida</b> <i>Regional Economic Profile – St. Petersburg</i>   <b>AD CLOSE: JUN 10</b>	<b>BONUS DISTRIBUTION</b> Human Resource Professionals (1,800) Cybersecurity and Artificial Intelligence Influentials (500) Head Hunters/ Recruitment Firms (500) Children's Hospitals Influentials (500) St. Petersburg Influentials (500) Best Company Executives (100)
<b>AD CLOSE: JUL 22</b> AD MATERIALS CLOSE: JUL 29 IN SCHOOLS: SEP 16	<b>ANNUAL FLORIDA TREND'S NEXT 2022-23</b> For high school students (and administrators, counselors, parents)	High School Juniors and Seniors Statewide
<b>SEPTEMBER</b> <b>AD CLOSE: JUL 18</b> AD MATERIALS CLOSE: JUL 25 IN HOME: AUG 23-27	<b>Research, Technology &amp; Innovation</b> <b>ECONOMIC BACKBONE:</b> Energy <b>TopRank Florida:</b> Energy Companies	<b>BONUS DISTRIBUTION</b> Site Selectors and Planners (500)
<b>AD CLOSE: AUG 19</b> AD MATERIAL CLOSE: AUG 26 MAIL DATE: OCT 18	<b>ANNUAL FLORIDA 500</b> Florida's Most Influential Business Leaders, By Industry Category, Includes Living Legends	<b>DISTRIBUTION</b> All Florida Trend Subscribers Plus 10,000 Bonus Copies
<b>OCTOBER</b> <b>AD CLOSE: AUG 17</b> AD MATERIALS CLOSE: AUG 24 IN HOME: SEP 27-OCT 1	<b>Florida's Economic Development Future &amp; Workforce</b> <b>ECONOMIC BACKBONE:</b> Health Care/ Breast Cancer <b>TopRank Florida:</b> Florida's Fast Growing Companies <b>ANNUAL/ SPECIAL SECTION – Disability Friendly Employers</b> <i>Regional Economic Profile – Sarasota</i>   <b>AD CLOSE: AUG 10</b>	<b>BONUS DISTRIBUTION</b> Medical Industry Executives (2,000) Human Resource Professionals (1,800) GrowFlorida Members (500) Leadership Florida Members (1,000) Sarasota Influentials (500)
<b>AD CLOSE: SEP 26</b> AD MATERIALS CLOSE: OCT 3 MAIL DATE: NOV 15	<b>ANNUAL BUSINESS FLORIDA 2022-23</b> Reasons for doing business in Florida, state map, and regional reports Includes Research Florida, Economic Development Contacts <b>TopRank Florida:</b> Venture Capital Firms, Incubators, Largest Companies	75,000 Print Distribution
<b>NOVEMBER</b> <b>AD CLOSE: SEP 16</b> AD MATERIALS CLOSE: SEP 23 IN HOME: OCT 25-29	<b>Women in Leadership</b> <b>ECONOMIC BACKBONE:</b> Health Care/ Nursing Programs <b>TopRank Florida:</b> Nursing Programs <i>Industry Portrait – Florida's Philanthropic Community</i>   <b>AD CLOSE: SEP 9</b>	<b>BONUS DISTRIBUTION</b> Top Medical Executives (2,000) Women Executives (525) Florida's Wealthiest Households (5,000) Philanthropic Community Influentials (1,000)
<b>DECEMBER</b> <b>AD CLOSE: OCT 17</b> AD MATERIALS CLOSE: OCT 24 IN HOME: NOV 29-DEC 2	<b>Floridian of the Year - Florida's Rising Executives</b> <b>ECONOMIC BACKBONE:</b> Health Care/ Hospitals <b>TopRank Florida:</b> Hospitals, Medical Schools <i>Annual/ Special Section – Florida Travel</i>   <b>AD CLOSE: OCT 10</b> <i>Regional Economic Profile – Greater Gainesville</i>   <b>AD CLOSE: OCT 10</b>	<b>BONUS DISTRIBUTION</b> Greater Gainesville Influentials (500) Leadership Florida Members (1,000) Medical Industry Executives (1,000)

EXPANDED COVERAGE: Around the State: Miami-Dade, Southeast, Southwest, Central, Northeast and Northwest • Regional Economic Profiles: Jacksonville, Pasco, Miami, St. Petersburg, Greater Gainesville, Sarasota, Florida's Rural Communities • Florida Politics • Next Gen • Florida Icon • Editor's Page