

2017 EDITORIAL CALENDAR

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January: Sales Close Nov. 23 :: Ads due Dec. 2

Focus: Government & Politics/Biggest Stories of 2016

Special Section: Workforce Development

List: Legislative Directory

Spotlight: Montgomery

February: Sales Close Dec. 22 :: Ads due Jan. 6

Focus: Tourism & Trails/Meeting Planning Guide

Special Section: Automotive

List: AAMA Directory/Member List

Spotlight: Shelby

March: Sales Close Jan. 25 :: Ads due Feb. 3

Focus: Banking & Construction

Special Section: Top Rank Profiles

List: Financial Planners

Spotlight: Dale/Coffee

April: Sales Close Feb. 24 :: Ads due March 3

Focus: Education/Biotechnology

Special Sections: Modeling & Simulation Association

List: Post-Secondary Schools/Incubators

Spotlight: Etowah/St. Clair/Blount

May: Sales Close March 24 :: Ads due April 4

Focus: Credit Unions/Small Business Resources

Special Section: Who's Who in Diversity*

List: Credit Unions

Spotlight: Madison

June: Sales Close April 25 :: Ads due May 5

Focus: Manufacturing/Facilities Management/Transportation

Special Section: Alabama General Contractors Directory

List: International Facility Management Association/Largest Manufacturers

Spotlight: Mobile

July: Sales Close May 25 :: Ads due June 2

Focus: Banking & Accounting/Private Companies

Special Section: UAB Excellence in Business Top 25

List: Private Companies/Banks/Accounting Firms

Spotlight: Houston

August: Sales Close June 26 :: Ads due July 7

Focus: Law Issue/Public Companies

Special Section: Best Companies to Work for in Alabama

List: Law firms/Public Companies/CEO Paychecks

Spotlight: Limestone/Morgan/Franklin/Lawrence

September: Sales Close July 25 :: Ads due Aug. 4

Focus: Construction/Insurance

Special Section: Healthcare Standouts*

List: Risk Management/General Contractors/Subcontractors/Architects

Spotlight: Tuscaloosa

October: Sales Close Aug. 25 :: Ads due Sept. 1

Focus: Defense/Commercial Real Estate

Special Section: Aerospace/International Trade

List: Aerospace/Commercial Real Estate/Industrial Parks

Spotlight: Jefferson

November: Sales Close Sept. 25 :: Ads due Oct. 3

Focus: Higher Education/Innovation/Southern Automotive Conference

Special Section: Excellence in Law*/AL Hall of Fame

List: 4-year, Independent Colleges, Law Schools

Spotlight: Jackson/Marshall/Dekalb/Cherokee

December: Sales Close Oct. 25 :: Ads due Nov. 3

Focus: Economic Development

Special Section: BCBS Centers of Distinction/Manufacturer of the Year Awards

List: Hospitals/Philanthropy*

Spotlight: Lee/Russell/Macon



*Special Promotional Section – See Rep for Details