

2019 Los Angeles Times Advertising Calendar

Updated 8/26/19

Opportunity	Category	Content	Section or Type	Pub Date	Space	Materials
Rose Parade	Entertainment	Editorial	Sports	January 1	Normal deadlines	
Rose Bowl game	Sports	Editorial	Sports	January 1	Normal deadlines	
Envelope -- Directors #2/EFX/Crafts	Entertainment	Editorial	The Envelope	January 3	December 28	
Golden Globe Awards	Entertainment	Editorial	Calendar	January 6	Normal deadlines	
Seasonal: New Year New Destinations	Travel	Advertorial	Travel	January 6	December 31	January 3
Envelope -- Best Picture #3	Entertainment	Editorial	The Envelope	January 8	January 2	January 3
Envelope -- Oscar Nom Preview/ SAG Preview	Entertainment	Editorial	The Envelope	January 10	January 2	January 7
Calendar: Movie Sneaks and TV Previews	Entertainment	Editorial	Calendar	January 13	January 3	Normal deadlines
Critics Choice Awards	Entertainment	Editorial	Calendar	January 13	Normal deadlines	
Women's March	General	Editorial	Main News	January 19	Normal deadlines	
Producers Guild Awards	Entertainment	Editorial	Calendar	January 19	Normal deadlines	
California & Central Coast	Travel	Advertorial	Travel	January 20	January 14	January 17
Oscar nominations announced	Entertainment	Editorial	Calendar	January 22	Normal deadlines	
Envelope -- Oscar Nom Recap/ Sundance Preview	Entertainment	Editorial	The Envelope	January 24	January 22	January 23
Sundance Film Festival	Entertainment	Editorial	Calendar	January 24		
Travel: Cruise Issue	Travel	Editorial	Travel	January 27	Normal deadlines	
Cruises	Travel	Advertorial	Travel	January 27	January 21	January 24
Screen Actors Guild Awards	Entertainment	Editorial	Calendar	January 27	Normal deadlines	
Envelope -- Oscar Nom #1	Entertainment	Editorial	The Envelope	January 31	January 23	January 25
Super Bowl	Sports	Editorial	Sports	February 3	Normal deadlines	
Hawaii & South Pacific	Travel	Advertorial	Travel	February 10	February 4	February 7
State of Union Address	Political	Event		February 5		
Envelope - Oscar Noms #2	Entertainment	Editorial	The Envelope	February 7	January 30	February 1
Grammys	Entertainment	Editorial	Calendar	February 10	Normal deadlines	
Image - New essentials - in store	Fashion & Luxury	Editorial	Image	February 10	February 4	February 8
British Academy Film Awards	Entertainment	Event		February 10		
Envelope - Oscar Preview	Entertainment	Editorial	The Envelope	February 12	February 4	February 6
Sustainability / Green Matters	Environment	Advertorial	Special Section - Tabloid	February 14	January 31	February 12
Envelope - Academy Awards Issue	Entertainment	Editorial	The Envelope	February 14	February 6	February 8
Hoag Classic	Sports	Advertorial	Special Section - Tabloid, geo-targeted	February 17	February 4	February 15
Image - Special Issue: Sneakers	Fashion & Luxury	Editorial	Image	February 17		
Image -- Fall Winter Trends & NY Fashion Week	Fashion & Luxury	Editorial	Image	February 17	February 11	February 15
Writers Guild of America Awards	Entertainment	Event		February 17		
NBA All Star Game (Charlotte, N.C.)	Sports	Editorial	Sports	February 17	Normal deadlines	
Europe	Travel	Advertorial	Travel	February 17	February 11	February 14
Film Independent Spirit Awards	Entertainment	Event		February 23		
Asia	Travel	Advertorial	Travel	February 24	February 18	February 21
Travel - Asia Issue	Travel	Editorial	Travel	February 24	Normal deadlines	
Image -- Oscars Fashion Preview	Fashion & Luxury	Editorial	Image	February 24	February 18	February 22
Envelope - Premium Sunday Issue	Entertainment	Editorial	The Envelope	February 24	February 11	February 15
Oscars Preview	Entertainment	Editorial	Calendar	February 24	Normal deadlines	
Academy Awards	Entertainment	Event		February 24		
Oscars Section	Entertainment	Editorial	Special Section - Broadsheet	February 25	February 15 @10am	February 22
Las Vegas Guide	Travel	Advertorial	Magazine	February 28	January 28	February 4
Seasonal: Spring	Travel	Advertorial	Travel	March 3	February 25	February 28
Image - Fall/Winter Trends from Milan Fashion Week	Fashion & Luxury	Editorial	Image	March 10	March 4	March 8

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Daylight Saving Time begins	General	Event		March 10		
iHeartRadio Music Awards	Entertainment	Event		March 10		
DesignLA: Spring Forward	Design, Fashion, Art, Architecture	Editorial	Magazine	March 11	January 18	February 8
Special Olympics World Summer Games (Abu Dhabi, UAE)	Sports	Event		March 14 - 21		
California & Central Coast	Travel	Advertorial	Travel	March 17	March 11	March 14
March Madness	Sports	Editorial	Sports	March 19		April 8
Staycation / Daycation - OC	Travel	Advertorial	Special Section - Tabloid, geo-targeted	March 24	March 4	March 13
Baseball Preview	Sports	Editorial	Special Section - Broadsheet	March 24	TBD	TBD
Image - Spring Fashion, Style and Beauty Trends	Fashion & Luxury	Editorial	Image	March 24	March 18	March 22
Spring Arts Preview	Entertainment	Editorial	Calendar	March 24	TBD	TBD
LA Marathon	Sports	Events				
Senior Living	Health	Advertorial	Special Section	March 26	March 4	March 14
Staycation / Daycation - LA	Travel	Advertorial	Special Section - Tabloid, geo-targeted	March 27	March 4	March 13
Mexico & Latin America	Travel	Advertorial	Travel	April 7	April 1	April 4
Image - Coachella, Music, Style, & Cannabis	Music and Style	Editorial	Image	April 7	Normal deadlines	
Festival of Books	General	Editorial	Special Section - Broadsheet	April 6	TBD	TBD
Academy of Country Music Awards	Entertainment	Editorial	Calendar	April 7	Normal deadlines	
Food section launches	Food	Editorial		April 11		
Coachella Music Festival	Entertainment	Editorial	Calendar	April 12	Normal deadlines	
Toyota Grand Prix of Long Beach	Sports	Editorial	Sports	April 12	Normal deadlines	
NBA Playoffs	Sports	Editorial	Sports	April 13	Normal deadlines	
Festival of Books	General	Event	Event	April 13		
Asia	Travel	Advertorial	Travel	April 14	April 8	April 11
Pulitzer Prize Winners and Finalists announced	General	Event		April 16		
Coachella Music Festival - Weekend 2	Entertainment	Event		April 19-21		
Hawaii & South Pacific	Travel	Advertorial	Travel	April 21	April 15	April 18
Travel - Hawaii Issue	Travel	Editorial	Travel	April 21	Normal deadlines	
Image - So. Calif. Brands & Stores to Watch	Fashion & Luxury	Editorial	Image	April 21	Normal deadlines	
Stagecoach Music Festival	Entertainment	Editorial	Calendar	April 26-28		
Calendar: Summer Movie Sneaks	Entertainment	Editorial	Calendar	April 28	April 18 @ 10am	Normal deadlines
Fiesta on Broadway	Entertainment	Event		April 28		
Tony nominations announced	Entertainment	Event		April 30		
May Day March	General	Event		May 1		
Billboard Musci Awards	Entertainment	Event		May 1		
Sports: Boxing Canelo Alvarez vs. Daniel Jacobs	Sports	Editorial	Special Section - Broadsheet	May 3		
Kentucky Derby	Sports	Event		May 4		
Image - Mother's Day Gift Guide	Fashion & Luxury	Editorial	Image	May 5	Normal deadlines	
Asia	Travel	Advertorial	Travel	May 5	April 29	May 2
Cannes Film Festival	Entertainment	Event		May 14-25		
Preakness Stakes	Sports	Event		May 18		
Travel - Road Trips	Travel	Editorial	Travel	May 19	Normal deadlines	
Image - Accessory Style	Fashion & Luxury	Editorial	Image	May 19	Normal deadlines	
California & Central Coast	Travel	Advertorial	Travel	May 19	May 13	May 16

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Sustainability / Green Matters	Environment	Advertorial	Special Section - Tabloid	May 23	May 9	May 21
Las Vegas Guide	Travel	Advertorial	Magazine	May 30	April 29	May 6
Seasonal: Summer		Advertorial	Travel	June 2	May 27	May 30
FIFA Women's World Cup (France)	Sports	Editorial	Sports	June 7	Normal deadlines	
Staycation / Daycation - OC	Travel	Advertorial	Special Section - Tabloid, geo-targeted	June 9	May 20	May 30
Image - Father's Day Gift Guide & Men's Grooming	Fashion & Luxury	Editorial	Image	June 9	Normal deadlines	
Tony Awards	Entertainment	Event		June 9		
Golden State Killer special section				June 9		
Staycation / Daycation - LA	Travel	Advertorial	Special Section - Tabloid, geo-targeted	June 12	May 20	May 30
U.S. Open PGA	Sports	Events		June 13-16		
BET Awards	Entertainment	Events		June 23		
Wimbledon Tennis Tournament	Sports	Events		July 1-14		
ESPY Awards				July 10		
Emmy Nominations announced				July 16		
ESPY Awards	Entertainment	Events		July 17		
Comic Con	Entertainment	Events		July 18-21		
Europe	Travel	Advertorial	Travel	August 11	August 5	August 8
California & Central Coast	Travel	Advertorial	Travel	August 18	August 12	August 15
Seasonal: Fall	Travel	Advertorial	Travel	August 25	August 19	August 22
U.S. Open Tennis Tournament	Sports	Events		August 26-September 8		
Telluride Film Festival	General	Events		August 30-September 2		
Sustainability / Green Matters	Environment	Advertorial	Special Section - Tabloid	August 29	August 15	August 27
The Taste	Events			August 30-September 1		
Asia		Advertorial		September 1	August 26	August 29
Calendar: Fall Sneaks	Entertainment	Editorial	Calendar	September 1		
NFL Preview section				September 1		
Las Vegas Guide	Travel	Advertorial	Magazine	September 5	August 5	August 12
Image - Fashion & TV: Emmy Style Fall Fashion	Fashion & Luxury	Editorial	Image	September 8	Normal deadlines	
ABC News Democratic Primary Debate	Events			September 12-13		
Staycation / Daycation - OC	Travel	Advertorial	Special Section - Tabloid, geo-targeted	September 15	August 26	September 5
Calendar: Fall TV Preview	Entertainment	Editorial	Calendar	September 15		
Calendar: Fall Arts Preview	Entertainment	Editorial	Calendar	September 15		
Staycation / Daycation - LA	Travel	Advertorial	Special Section - Tabloid, geo-targeted	September 18	August 26	September 5
Travel - Reader Photo Issue	Travel	Editorial	Travel	September 22	Normal deadlines	
Image - Spring Summer Trends '20 NY Fashion Week	Fashion & Luxury	Editorial	Image	September 22	Normal deadlines	
Emmys	Events			September 22		
Image - Spring Summer Trends '20 London/Milan/Paris Fashion Week	Fashion & Luxury	Editorial	Image	October 6	Normal deadlines	
Travel - Hawaii Issue	Travel	Editorial	Travel	October 20	Normal deadlines	
Hawaii & South Pacific	Travel	Advertorial	Travel	October 20	October 14	October 17
Image - Denim & Diamonds	Fashion & Luxury	Editorial	Image	November 3	Normal deadlines	

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Daylight Saving Time Ends	General	Events		November 3		
Premium Holiday Gift Guide	Entertainment	Editorial		November 3		
Calendar: Holiday Sneaks	Entertainment	Editorial		November 3		
U.S. elections	General	Event		November 5		
Envelope: Awards Season Preview/Documentary	Entertainment			November 7		
Sustainability / Green Matters	Environment	Advertorial	Special Section - Tabloid	November 7	October 24	November 5
California & Central Coast	Travel	Advertorial	Travel	November 10	November 4	November 7
Envelope: Best Picture #1/Foreign	Entertainment			November 14		
Latin Grammys	Events			November 14		
Mexico & Latin America	Travel	Advertorial	Travel	November 17	November 11	November 14
Envelope: Golden Globes Preview	Entertainment			November 19		
LA Auto Show	Auto	Advertorial	Special Section - Broadsheet	November 21	November 11	November 19
Envelope: Director #1/Cinematographer	Entertainment			November 21		
Envelope: Actors #1/Sag Awards	Entertainment			November 26		
Las Vegas Guide	Travel	Advertorial	Magazine	December 5	November 4	November 11
Seasonal: Winter	Travel	Advertorial	Travel	December 8	December 2	December 5
Image - LA Designer & Stylist All Stars: Recognizing Excellence in Fashion Industry	Fashion & Luxury	Editorial	Image	December 8	Normal deadlines	
Image - Last Minute Holiday Gift Guide	Fashion & Luxury	Editorial	Image	December 15	Normal deadlines	
Luxury Vehicles	Auto	Advertorial	Special Section - Broadsheet	December 12	December 2	December 10
Premium Gold	Food	Editorial	Magazine	December 15		
Year in Review (DATE MAY CHANGE)	News	Editorial	Special Section - Broadsheet	December 29	TBD	TBD
Rose Parade	General	Events		January 1		
Rose Bowl Game	Sports	Events		January 1		