

2020 Los Angeles Times Advertising Calendar

Updated 09/24/20

Opportunity	Category	Content	Section or Type	Pub Date	Space	Materials
Rose Parade	General	Editorial Coverage		January 1		
Rose Bowl Game	Sports	Editorial Coverage				
Sundance Film Festival	Entertainment	Editorial Coverage		January 23		
Cruise Issue*	Travel	Editorial	Travel	January 26	January 20	January 22
Envelope: Oscar Nominations #2	Entertainment	Editorial		January 28		
Envelope: Oscar Preview	Entertainment	Editorial		January 30		
Writers Guild Awards	Entertainment	Editorial Coverage		February 1		
Las Vegas	Travel	Editorial	Premium section	February 2		
BAFTA Awards	Entertainment	Editorial Coverage		February 2		
Super Bowl	Sports	Editorial Coverage		February 2		
Iowa Democratic caucuses	Political	Editorial Coverage		February 3		
State of the Union Address	Political	Editorial Coverage		February 4		
8th Democratic Primary Debate	Political	Editorial Coverage		February 7		
Film Independent Spirit Awards	Entertainment	Editorial Coverage		February 8		
Academy Awards	Entertainment	Editorial Coverage		February 9		
Envelope	Entertainment	Editorial	Premium section	February 9		
New Hampshire primary	Political	Editorial Coverage		February 11		
NBA All-Star Game	Sports	Editorial Coverage		February 16		
9th Democratic Primary Debate	Political	Editorial Coverage		February 19		
Mexico*	Travel	Editorial	Travel	February 23	February 17	February 19
New York Fashion Week	Fashion & Luxury	Editorial	Image	February 23	February 17	February 21
10th Democratic Primary Debate	Political	Editorial Coverage		February 25		
Asia*	Travel	Editorial	Travel	March TBD	March TBD	March TBD
Culture & Politics	Political	Editorial		March 1		
Super Tuesday	Political	Editorial Coverage		March 3		
Emmy Contender Preview	Entertainment	Editorial		March 8		
Milan/Paris/London Fashion Week	Fashion & Luxury	Editorial	Image	March 8	March 2	March 6
Daylight Savings Time begins	General	Editorial Coverage		March 8		
L.A. Marathon	Sports	Editorial Coverage		March 8		
Staycation / Daycation - OC	Travel	Advertorial		March 22	March 9	March 19
Senior Living	Lifestyle	Advertorial		March 25	March 2	March 13
Outdoors			Special Issue	March 21		
Spring Museum & Arts Preview	Entertainment	Editorial	Special Issue	March 22*		
Los Angeles Fashion Week	Fashion & Luxury	Editorial	Image	March 22	March 16	March 20
Baseball Preview	Sports	Editorial	Premium section	March 22		
Women in Sports	Sports	Editorial	Special Section	March 22		
Camping	Travel	Editorial	Saturday	April 25		
Summer Movie Sneaks	Entertainment	Editorial	Special Issue	April 26*		
Mexico City	Food	Editorial	Special Issue	May 3		
Road Trips	Travel	Editorial	Saturday	May 16		
Pulitzer Prize Winners and Finalists announced	General	Editorial Coverage		May 4		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		May 14		
Virtual Arte	Virtual Event	Editorial Coverage		May 15		
Reality TV Issue	Entertainment	Editorial	Featured Package	May 17		
Book Club event: Emily St. John Mandel	Virtual Event	Editorial Coverage		May 19		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		May 21		
Sustainable Living #1	Sustainability	Advertorial	Tabloid	May 21	May 4	May 19
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		May 28		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		June 4		
Politics Event with UCLA	Virtual Event	Editorial Coverage		June 9		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		June 11		
Best New Restaurants in California	Food	Editorial	Special Issue	June 14		
Virtual Ideas Exchange: Masha Gessen	Virtual Event	Editorial Coverage		June 16		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		June 18		
Senior Living	Lifestyle	Advertorial	Tabloid	June 24	June 1	June 12
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		June 25		
Virtual Ideas Exchange: Emily Bernard	Virtual Event	Editorial Coverage		June 30		
June Book Club TBD	Virtual Event	Editorial Coverage		June TBD		
Emmy Round Table Premiere	Virtual Event	Editorial Coverage		July 1		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		July 2		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		July 9		

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#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		July 16		
Alex Trebek IX/Book Club	Virtual Event	Editorial Coverage		July TBD		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		July 23		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		July 30		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		August 6		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		August 13		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		August 20		
#UltimateSummerMovieShowdown	Virtual Event	Editorial Coverage		August 27		
Fall Movie Sneaks	Entertainment	Editorial	Special Issue	August 30*		
Fall Arts Preview	Entertainment	Editorial	Special Issue	August 30		
Fall TV/PopCulture/Books Preview	Entertainment	Editorial	Special Extra Issue	August 30		
NFL Preview	Sports	Editorial	Premium section	September 6		
Image	Fashion & Luxury	Editorial		September 6		
Emmy Issue	Entertainment	Editorial	Featured Package	September 20		
Open Enrollment #1	Health	Advertorial	Tabloid	October 2	September 14	September 30
Festival of Books	Events	Events		October 3 - October 4		
Image	Fashion & Luxury	Editorial		October 11*		
Holiday Gift Guide	General	Editorial	Premium section	November 1	October 21	October 27
Sustainable Living #2	Sustainability	Advertorial	Tabloid	November 5	October 19	November 3
Image	Fashion & Luxury	Editorial		November 8*		
Holiday Movie Sneaks	General	Editorial	Special Issue	November 8		
LA Auto Show	Auto	Advertorial	Broadsheet	November 19	November 2	November 17
Open Enrollment #2	Health	Advertorial	Tabloid	November 20	November 2	November 18
Image	Fashion & Luxury	Editorial		November 22*		
Celebrate Gift Guide - LAT	General	Advertorial	Tabloid	December 2	November 9	November 19
Celebrate Gift Guide - TimesOC	General	Advertorial	Tabloid	December 6	November 9	November 19
Image	Fashion & Luxury	Editorial		December 6*		
Luxury Vehicles	Auto	Advertorial	Broadsheet	December 10	November 16	December 8
Image	Fashion & Luxury	Editorial		December 13*		
101 Best Restaurants	Food	Editorial	Premium section	December 13		
Giving	Philanthropy	Advertorial	Tabloid	December 16	November 9	November 24
Year in Review	General	Editorial	Premium section	December 27		

*Subject to change