

Los Angeles Times

2021 ADVERTISING CALENDAR

* Coverage and dates subject to change

Category	Opportunity	2021 Date	Editorial	Advertorial	Space	Materials
Entertainment	Envelope: Awards Season Preview #1/Doc	1/5	Premium section		12/28	12/30
Entertainment	Envelope: Golden Globes Preview	1/7	Premium section		12/30	12/31
Entertainment	Envelope: Best Picture/Foreign	1/14	Premium section		1/6	1/8
Entertainment	Envelope: Actors #1/SAG Awards	1/21	Premium section		1/13	1/15
Entertainment	Envelope: Animation/Song/Score	1/26	Premium section		1/18	1/20
Entertainment	Envelope: Director #1/Cinematographers	1/28	Premium section		1/20	1/22
Entertainment	Envelope: Best Picture #2/EFX/Crafts	2/4	Premium section		1/27	1/29
Entertainment	Envelope: Actors #2/Golden Globes	2/11	Premium section		2/3	2/5
Entertainment	Envelope: Extra Golden Globes Issue	2/18	Premium section		2/10	2/12
Entertainment	Envelope: Directors #2/Writers	2/22	Premium section		2/11	2/17
Entertainment	Envelope: Best Picture #3	2/25	Premium section		2/17	2/19
Entertainment	Envelope: Oscar Nom Preview	3/4	Premium section		2/24	2/26
Entertainment	Envelope: Oscar Nom Preview #2/SAG Prev	3/9	Premium section		3/1	3/3
General	Hikes	3/14	Premium section			
Sports	Baseball Preview	3/21	Premium section			
Entertainment	Envelope: Oscar Nominations #1	3/23	Premium section		3/15	3/17
Entertainment	Envelope: Oscar Nominations #2	3/25	Premium section		3/17	3/19
Entertainment	Envelope: Oscar Nominations #3	4/1	Premium section		3/24	3/26
Entertainment	Summer Movie Sneaks	4/1	Special Issue			
Entertainment	Envelope: Oscar Preview	4/8	Premium section		3/31	4/2
Entertainment	Envelope: Academy Awards Issue #1	4/13	Premium section		4/5	4/7
Entertainment	Envelope: Academy Awards Issue #2	4/15	Premium section		4/7	4/9
Entertainment	The Envelope	4/25	Premium section			
Entertainment	Oscars	4/25	Premium section			
Auto	LA Auto Show	5/20		Broadsheet		
General	Earthquakes	6/13	Premium section			
Sports	Olympics	7/18	Premium section			
Entertainment	Fall TV Preview (Future of Television)	8/1	Special Issue			
Entertainment	Emmys Sunday Issue	9/1	Special Issue			
Sports	NFL Preview	9/5	Premium section			
Health	Open Enrollment	10/1		Tabloid		
Entertainment	Holiday Movie Sneaks	11/1	Special Issue			
Entertainment	Holiday Gift Guide	11/7	Premium section			
Lifestyle	Best of TimesOC	11/14		Tabloid		
Health	Open Enrollment	11/19		Tabloid		
Lifestyle	101 Best Restaurants	12/12	Premium section			
Philanthropy	Giving	12/15		Tabloid		
General	Year in Review	12/26	Premium section			
Lifestyle	Best places to shop for houseplants	Q1 or Q2	Digital coverage			
Lifestyle	Best gardening nurseries in L.A.	Q1 or Q2	Digital coverage			
Travel	Guide to state parks	Q1 or Q2	Special content			
Travel	Guide to hiking trails in L.A.	Q1 or Q2	Special content			
Travel	The California List: Top 50 bucket list	Q3	Special content			