

Los Angeles Times

2021 Advertising Calendar

Category	Opportunity	Publishes	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
Fashion	Image	1/20	Magazine			
Entertainment	Envelope: Actors #1/SAG Awards	1/21	Premium section		1/13	1/15
B2B	Sponsored Business Advisory Panel: 2021 Forecast & Predictions	1/25		Broadsheet	1/13	1/15
Entertainment	Envelope: Animation/Song/Score	1/26	Premium section		1/18	1/20
Home	Home Special Section	1/27		Broadsheet		
Entertainment	Envelope: Director #1/Cinematographers	1/28	Premium section		1/20	1/22
Health	Healthy Living Section	1/30		Broadsheet		
Entertainment	Envelope: Best Picture #2/EFX/Crafts	1/4	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
B2B	Sponsored Business Advisory Panel: What you need to know about Cyber Security	2/25		Broadsheet	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
B2B	Sponsored Business Advisory Panel: The Industry of Entertainment	3/1		Broadsheet	2/17	2/21
Entertainment	Envelope: Oscar Nom Preview	3/4	Premium section		2/24	2/26
Entertainment	Envelope: Oscar Nom Preview #2/SAG Preview	3/9	Premium section		3/1	3/3
Lifestyle	Hikes	3/14	Premium section			
Fashion	Image - Remembrance - Style is Time Travel	3/19	Magazine			

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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
B2B	Sponsored Business Advisory Panel: Commercial Real Estate Strategies	3/22		Broadsheet	3/10	3/12
B2B	Banking & Finance: Trends, Updates & 2012 Visionaries	3/28		Magazine	2/17	2/18
Education	MBA Insider	3/28		Feature		
Entertainment	Envelope: Oscar Nominations #3	4/1	Premium section		3/24	3/26
Entertainment	Summer Movie Sneaks	4/1	Special Issue			
B2B	Sponsored Business Advisory Panel: Restructuring & Bankruptcy	4/5		Broadsheet	3/24	3/26
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
Health	Healthy Living: Senior Resources #1	4/23		Magazine		
Entertainment	The Envelope: Oscars	4/25	Premium section			
B2B	Sponsored Business Advisory Panel: Labor & Employment	4/26		Broadsheet	4/14	4/16
Health	Nurses section	5/6		Tabloid	4/19	5/3
Fashion	Image - Recognition -LA, We See You!	5/14	Magazine			
B2B	Sponsored Business Advisory Panel: The Food & Beverage Industry	5/17		Broadsheet	5/5	5/7
B2B	Sponsored Business Advisory Panel: Wealth Management & Estate Planning Guide	6/7		Broadsheet	5/26	5/28
B2B	Commercial Real Estate: Trends, Updates & 2021 Visionaries	6/20		Magazine	5/12	5/28

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B2B	Sponsored Business Advisory Panel: Health Care	6/21		Broadsheet	6/9	6/11
General	Earthquakes	6/13	Premium section			
Sports	Olympics	7/18	Premium section			
B2B	Sponsored Business Advisory Panel: Latest Trends in Intellectual Property Licensing and Litigation	7/26		Broadsheet	7/14	7/16
Entertainment	Fall TV Preview (Future of Television)	8/1	Special Issue			
Lifestyle	SoCal Getaways	8/8		Tabloid	7/19	8/2
B2B	Sponsored Business Advisory Panel: The Latest on Cannabis	8/16		Broadsheet	8/4	8/6
Fashion	IMAGE - IT'S A REBELLION - Like it's 2021	8/21	Magazine			
B2B	Business of Law: Updates, Trend Reports & 2021 Visionaries	8/29		Magazine	7/21	8/6
Entertainment	Emmys Sunday Issue	9/1	Special Issue			
Fashion	IMAGE - ATECEDENT - A tribute to the icons of... right now	9/18	Magazine			
B2B	The C-Suite: Trends, Updates & CEO & CFO Leadership Awards	9/12		Magazine	8/4	8/20
B2B	Sponsored Business Advisory Panel: Beauty and Fashion	9/20		Broadsheet	9/8	9/10
Health	Open Enrollment	10/1		Tabloid		
B2B	Sponsored Business Advisory Panel: Real Estate Outlook	10/4		Broadsheet	9/22	9/24
Fashion	IMAGE - Parents are cool! Fall style issue	10/16	Magazine			
B2B	Sponsored Business Advisory Panel: The Latest on Private Equity and M&A Strategies	10/18		Broadsheet	10/6	10/8
B2B	Your Guide to Community Development Financial Institutions	10/24		Magazine	9/15	10/1

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Entertainment	Holiday Movie Sneaks	11/1	Special Issue			
Entertainment	Holiday Gift Guide	11/7	Premium section			
B2B	Hot Property: The Design Issue	11/14		Magazine	10/13	10/22
B2B	Sponsored Business Advisory Panel: Insights from Top Litigators and Trial Attorneys	11/15		Broadsheet	11/3	11/5
Health	Open Enrollment	11/19		Tabloid	10/6	10/22
B2B	Diversity, Equity, Inclusion & Accessibility: Trends, Updates, DEIA Leadership Forum	11/21		Magazine	10/6	10/22
Fashion	IMAGE - INTERIORITY -The secret world of LA (home and architecture issue)	11/13	Magazine			
Lifestyle	Best of L.A. Times - Best of the Best	11/28		Tabloid		
Fashion	IMAGE - DELIVERANCE - LA style will set you free!	12/4	Magazine			
B2B	Inspirational Women: Trends. Updates. Forum and Leadership Awards	12/5		Magazine	10/26	11/11
Lifestyle	101 Best Restaurants	12/12	Premium section			
B2B	Sponsored Business Advisory Panel: Retail and Consumer Products	12/13		Broadsheet	12/1	12/3
Lifestyle	Giving	12/15		Tabloid		
Fashion	IMAGE - SEVERANCE - Burn it all down. Begin again.	12/18		Magazine		
B2B	Southern California's Personal Injury Lawyers	12/17		Magazine		
B2B	Sponsored Business Advisory Panel: Esports & Gaming	12/20		Broadsheet	12/8	12/10