

# 2024 EDITORIAL CALENDAR

|          | ISSUE DATE | EDITORIAL SPECIAL REPORTS              | EVENT PREVIEWS & RECAPS / SPECIAL SECTIONS                                                             | THE LISTS                                            | EVENTS                                |
|----------|------------|----------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------------------------------------|---------------------------------------|
| JANUARY  | 1          |                                        | <b>Mentors of the Year</b>                                                                             |                                                      |                                       |
|          | 8          | <b>Healthcare</b>                      |                                                                                                        | Hospitals                                            |                                       |
|          | 15         | <b>Workforce</b>                       | <b>Economic Trends Preview</b>                                                                         | Temporary / Permanent Placement Services             |                                       |
|          | 22         | <b>Accounting</b>                      | <b>Women of Influence in Accounting &amp; Finance</b>                                                  | Accounting Firms                                     |                                       |
|          | 29         | ◆ <b>CRE North County Map</b>          | <b>Wealth Management RT / Preventative Healthcare RT</b>                                               |                                                      | Economic Trends - Jan. 31             |
| FEBRUARY | 5          | ● <b>Life Sciences / Black Biz</b>     | Black History Logos                                                                                    | Engineering Firms                                    |                                       |
|          | 12         | ● <b>Financial</b>                     | Charity Event Guide                                                                                    |                                                      | CFO of the Year Reception - Feb. 15   |
|          | 19         | ●                                      | <b>Economic Trends Recap / CFO of the Year Finalists</b>                                               | Commercial Real Estate Brokerages                    |                                       |
|          | 26         | ● <b>Real Estate</b>                   | <b>Black Leaders of Influence / Leaders of Influence in RRE / Cybersecurity Panel</b>                  | Residential Real Estate Brokerages                   | Black Leaders of Influence - Feb. 29  |
| MARCH    | 4          |                                        |                                                                                                        |                                                      |                                       |
|          | 11         | <b>Insurance</b>                       |                                                                                                        | Life/Health + Property/Casualty Insurance Providers  | CFO of the Year - March 14            |
|          | 18         | <b>Construction</b>                    | <b>Women of Influence in Construction /</b>                                                            | Largest Construction Projects                        |                                       |
|          | 25         | <b>Education</b>                       | <b>CFO of the Year Winners / Leaders of Influence in Technology / Education RT / Women's Health RT</b> |                                                      |                                       |
| APRIL    | 1          |                                        | <b>Women of Influence 50 Over 50</b>                                                                   | Credit Unions                                        |                                       |
|          | 8          | <b>Healthcare Insurance</b>            | <b>AI Panel Discussion</b>                                                                             | Healthcare Insurance Providers                       |                                       |
|          | 15         | ◆ <b>CRE Downtown Map / Technology</b> | <b>Leaders of Influence in CRE / Earth Day Logos</b>                                                   | Downtown CRE Office Buildings / General Contractors  |                                       |
|          | 22         | ● <b>Sustainability</b>                | <b>Wealth Management RT / Earth Day Logos</b>                                                          | Wealth Management Firms                              | Gen AI @ BCG - April 25 - 5pm         |
|          | 29         |                                        | <b>Nonprofit Board Leaders of the Year / AI Panel Discussion</b>                                       | Technology Solution Providers                        |                                       |
| MAY      | 6          | ● <b>Life Sciences</b>                 | <b>Healthcare RT / API, Military, Mental Health Logos</b>                                              | Biomedical Device Makers / Diagnostics Companies     |                                       |
|          | 13         | ● <b>Golf Courses &amp; Resorts</b>    |                                                                                                        | Golf Courses & Resorts                               | Healthcare Heroes - May 23            |
|          | 20         | ● ◆ <b>CRE South County Map</b>        |                                                                                                        | Business & Trade Associations / Chambers of Commerce |                                       |
|          | 27         | ● <b>API Biz</b>                       | <b>API Leaders of Influence / Top Professionals in Behavioral Health / Cybersecurity Panel</b>         |                                                      | API Leaders of Influence - May 30     |
| JUNE     | 3          | ● <b>LGBTQ+ Biz</b>                    | <b>Healthcare Heroes Recap / Pride Logos</b>                                                           |                                                      |                                       |
|          | 10         | ●                                      | <b>LGBTQ+ Leaders of Influence</b>                                                                     | Executive Training Companies                         | LGBTQ+ Leaders of Influence - June 13 |
|          | 17         | ● <b>Healthcare / Clinics</b>          | <b>Women of Influence in Engineering / CEO of the Year Finalists</b>                                   | Largest Construction Projects                        |                                       |
|          | 24         | ● <b>Financial</b>                     | <b>Women of Influence in Law / API Leaders Recap</b>                                                   | Law Firms                                            | CEO of the Year - June 27             |

AS OF 09-30-24

◆ **Construction Map:** 1/29 North County | 4/15 Downtown | 5/27 South County

● **Community Awareness Causes Logo Pages:** Feb - Black History | 4/22 - Earth Day | May - API Heritage + Mental Health Awareness + Military Appreciation | June - LGBTQ+ Pride

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| JULY      | 1 ●        |                                           | <b>Leaders of Influence in Architecture / Architectural Designs</b> / LGBTQ+ Leaders Recap / July 4th Logos | Architectural Firms / Landscape Architects / Conventions  |                                                 |
|           | 8          | <b>Luxury Apartments / UTC / Downtown</b> |                                                                                                             | Luxury Apartments / UTC / Downtown / Property Mgmt        |                                                 |
|           | 15         | <b>Breweries + Wineries</b>               | <b>CEO of the Year Winners</b>                                                                              | Breweries / Wineries                                      |                                                 |
|           | 22         |                                           | <b>Leaders of Influence in Life Sciences</b> / 40 Under 40 Finalists                                        | Senior Care Facilities                                    | 40 Under 40 - July 24                           |
|           | 29         | <b>Technology / 8 Over 80</b>             | <b>Wealth Management RT</b>                                                                                 | RRE Brokers / Top Agents & Teams / Wealth Management      | Leaders of Influence in Life Sciences - July 30 |
| AUGUST    | 5          | <b>Life Sciences</b>                      |                                                                                                             | Biotech Companies / Biopharma Companies                   |                                                 |
|           | 12         |                                           | <b>40 Under 40 Winners / Solving Addiction &amp; Substance Abuse RT /</b>                                   | Ad Firms / PR Firms                                       |                                                 |
|           | 19 ◆       | <b>CRE East Village Map / Education</b>   | Best Places to Work Preview / MBA Guide                                                                     | MBA Programs / Largest Office / Industrial / Retail Parks |                                                 |
|           | 26         |                                           | <b>Cybersecurity Panel</b> / Nonprofit & Corporate Citizenship Finalists                                    |                                                           | Best Places to Work - Aug. 29                   |
| SEPTEMBER | 2          | <b>Hospitality</b>                        |                                                                                                             | Restaurants / Catering / Hotels                           |                                                 |
|           | 9          | <b>Commercial Banking</b>                 | CRE Awards Finalists                                                                                        | Office Equipment Dealers                                  | Nonprofit & Corporate Citizenship - Sept. 10    |
|           | 16 ●       | <b>Latino Biz</b>                         | <b>Best Places to Work Winners / Open Enrollment Healthcare RT</b> / Hispanic Logos                         | Best Places to Work                                       |                                                 |
|           | 23 ●       | <b>Nonprofits</b>                         | <b>Nonprofit &amp; Corporate Citizenship Winners</b>                                                        |                                                           |                                                 |
|           | 30 ●       |                                           | <b>CRE Awards Winners</b> / Latino Leaders Finalists                                                        | Top 50 Real Estate Agents & Teams                         |                                                 |
| OCTOBER   | 7 ●        | <b>Life Sciences</b>                      | <b>Latino Leaders of Influence</b> / Breast Cancer Logos                                                    | Life Science Research Institutions / CROs / CMOs          | Latino Leaders of Influence - Oct. 7            |
|           | 14 ●       |                                           | Cybersecurity Awards Finalists                                                                              | SaaS / IaaS                                               |                                                 |
|           | 21 ●       | <b>Healthcare</b>                         | <b>Wealth Management RT</b>                                                                                 | Fastest Growing Cos / Medical Groups / Wealth Management  |                                                 |
|           | 28 ●       |                                           | <b>Leaders in Law / Cybersecurity Awards Winners</b> / Giving Guide                                         | New Home Builders / Nonprofits / Foundations              |                                                 |
| NOVEMBER  | 4 ◆        | <b>CRE Downtown Map</b>                   |                                                                                                             | CRE Leases & Sales                                        |                                                 |
|           | 11         | <b>Private Banking</b>                    | <b>Veteran Leaders of Influence</b> / Helmets to Hardhats                                                   | Bank Performance                                          | Veteran Leaders of Influence - Nov. 14          |
|           | 18         | <b>SD500</b>                              |                                                                                                             |                                                           |                                                 |
|           | 25         | <b>Law</b>                                | <b>Cybersecurity Panel</b> / Business Women of the Year Finalists / Holiday Guide                           | Public Companies                                          |                                                 |
| DECEMBER  | 2          | <b>Life Sciences</b>                      | Giving Tuesday                                                                                              | Genomics                                                  |                                                 |
|           | 9          | <b>Education</b>                          |                                                                                                             | Community Colleges / Trade Schools                        | Business Women of the Year - Dec. 11            |
|           | 16         | <b>Wealthiest</b>                         | <b>Executive Education Guide</b>                                                                            |                                                           |                                                 |
|           | 23         |                                           | <b>Business Women of the Year Winners</b>                                                                   | Defense Contractors                                       |                                                 |
|           | 30         | Book of Lists                             |                                                                                                             |                                                           |                                                 |