

## 2024 ADVERTISING CALENDAR

Pub Date	Product Name	Theme	Type	Category	Format	Space Deadline	Materials Deadline
January 4	Envelope	Best Picture + International & Docs Shortlist	Editorial	Entertainment	Magazine	December 22	December 27
January 7	Weekend	Dry January	Editorial	Lifestyle	Newspaper Section	January 2	January 4
January 9	Envelope	Ultimate Awards Guide	Editorial	Entertainment	Magazine	December 29	January 3
January 14	Weekend	Los Feliz Neighborhood Guide	Editorial	Lifestyle	Newspaper Section	January 9	January 11
January 21	Weekend	24-Hour Restaurants	Editorial	Lifestyle	Newspaper Section	January 16	January 18
January 22	Business Advisory Panel	2024 Economic Forecast & Business Predictions	Advertising	B2B	Newspaper Feature	January 9	January 11
January 28	Weekend	Childlike Wonder in L.A.	Editorial	Lifestyle	Newspaper Section	January 23	January 25
February 1	Envelope	Nominations + SAG Awards	Editorial	Entertainment	Magazine	January 24	January 26
February 4	Weekend	Lunar New Year	Editorial	Lifestyle	Newspaper Section	January 30	February 1
February 8	Envelope	The Look - Filmmakers and the Creative Arts	Editorial	Entertainment	Magazine	January 31	February 2
February 11	Weekend	San Pedro Neighborhood Guide	Editorial	Lifestyle	Newspaper Section	February 6	February 8
February 13	Envelope	Performers	Editorial	Entertainment	Magazine	February 5	February 7
February 15	Envelope	Oscar Preview	Editorial	Entertainment	Magazine	February 7	February 9
February 18	L.A. Times	The 101 Most Powerful People	Editorial	Culture	Special Section	January 31	February 9
February 18	Weekend	Monterey Park Neighborhood Guide	Editorial	Lifestyle	Newspaper Section	February 13	February 15
February 19	Business Advisory Panel	Cybersecurity	Advertising	B2B	Newspaper Feature	February 6	February 8
February 20	Envelope	Voter's Guide	Editorial	Entertainment	Magazine	February 12	February 14
March 10	L.A. Times	Future of L.A.	Editorial	Culture	Special Section	February 21	March 1
March 11	Business Advisory Panel	Entertainment and Sports	Advertising	B2B	Newspaper Feature	February 27	February 29
March 16	IMAGE	Spring Fashion	Editorial	Fashion	Magazine	February 16	February 23
March 24	Business Magazine	Banking & Finance: MBA Insider	Advertising	B2B	Magazine	February 14	March 1
March 24	Business Magazine	Banking & Finance: Trends, Updates & Visionaries	Advertising	B2B	Magazine	February 14	March 1
March 25	Business Advisory Panel	Workforce Solutions, Labor & Employment	Advertising	B2B	Newspaper Feature	March 12	March 14
March 28	ETA by the Los Angeles Times		Advertising	Travel	Magazine	February 21	March 8

April 14	L.A. Times	Books in Hollywood! + Festival of Books Guide	Editorial	Lifestyle	Special Section	March 27	April 5
April 19	Healthy Living		Advertising	Health	Special Section	March 25	April 5
April 20	IMAGE	Travel	Editorial	Fashion	Magazine	March 22	March 29
April 22	Business Advisory Panel	Employee Benefits	Advertising	B2B	Newspaper Feature	April 9	April 11
April 28	Business Magazine	Orange County Inspirational Women	Advertising	B2B	Magazine	March 20	April 5
May 6	Business Advisory Panel	Food & Beverage Industry	Advertising	B2B	Newspaper Feature	April 23	April 25
May 11	Hot Property Estates		Advertising	Real Estate	Special Section	April 15	April 22
May 18	IMAGE	Architecture / Design	Editorial	Fashion	Magazine	April 19	April 26
May 19	Business Magazine	Commercial Real Estate: Trends, Updates & Visionaries	Advertising	B2B	Magazine	April 10	April 26
May 19	L.A. Times	101 Best West Coast Experiences	Editorial	Lifestyle	Special Section	May 1	May 10
May 27	Business Advisory Panel	SoCal Commercial Real Estate Trends	Advertising	B2B	Newspaper Feature	May 14	May 16
June 10	Business Advisory Panel	Wealth Management and Estate Planning	Advertising	B2B	Newspaper Feature	May 28	May 30
June 13	ETA by the Los Angeles Times		Advertising	Travel	Magazine	May 8	May 24
July 14	L.A. Times	The Climate Change Challenge	Editorial	Environment	Special Section	June 26	July 3
July 22	Business Advisory Panel	Healthcare, Biotech and Lifesciences	Advertising	B2B	Newspaper Feature	July 9	July 11
July 28	Business Magazine	The C-Suite: Trends, Updates and CFO Leadership Awards	Advertising	B2B	Magazine	June 19	July 5
August 12	Business Advisory Panel	Business of Cannabis	Advertising	B2B	Newspaper Feature	July 30	August 1
August 17	IMAGE	Fall Fashion Preview	Editorial	Fashion	Magazine	July 19	July 26
August 18	Business Magazine	Consumer Attorneys of Southern California	Advertising	B2B	Magazine	July 10	July 26
September 8	L.A. Times	Fall Arts Preview	Editorial	Entertainment	Special Section	August 23	August 29
September 14	IMAGE	Fall Fashion / IMAGE Makers	Editorial	Fashion	Magazine	August 16	August 23
September 15	L.A. Times	De Los	Editorial	Culture	Special Section	August 28	September 6
September 19	ETA by the Los Angeles Times		Advertising	Travel	Magazine	August 14	August 30
September 23	Business Advisory Panel	Beauty, Fashion and Consumer Goods	Advertising	B2B	Newspaper Feature	September 10	September 12
September 29	Business Magazine	Diversity, Equity, Inclusion & Accessibility: Trends, Updates & Forum Recap	Advertising	B2B	Magazine	August 21	September 6
October 4	Healthy Living		Advertising	Health	Special Section	September 9	September 20
October 6	Business Magazine	Orange County Visionaries	Advertising	B2B	Magazine	August 28	September 13
October 14	Business Advisory Panel	Real Estate Outlook	Advertising	B2B	Newspaper Feature	October 1	October 3
October 19	IMAGE	Luxury	Editorial	Fashion	Magazine	September 20	September 27

October 20	<b>Business Magazine</b>	<b>Community Development Financial Institutions Magazine</b>	Advertising	B2B	Magazine	September 11	September 27
October 26	<b>Hot Property Estates</b>		Advertising	Real Estate	Magazine	September 30	October 7
October 28	<b>Business Advisory Panel</b>	<b>The Latest Trends on Private Equity and M&amp;A Landscape</b>	Advertising	B2B	Newspaper Feature	October 15	October 17
November 7	<b>ETA by the Los Angeles Times</b>		Advertising	Travel	Magazine	October 2	October 18
November 11	<b>Business Advisory Panel</b>	<b>Emerging Technologies: A.I., M.L., VR and AR</b>	Advertising	B2B	Newspaper Feature	October 29	October 31
November 15	<b>Open Enrollment</b>		Advertising	Health	Special Section	October 21	November 1
November 16	<b>IMAGE</b>	<b>Sustainability</b>	Editorial	Fashion	Magazine	October 18	October 25
November 17	<b>Business Magazine</b>	<b>Business of Law: Trends, Updates, Visionaries &amp; In-House Counsel Leadership Awards</b>	Advertising	B2B	Magazine	October 9	October 25
November 24	<b>L.A. Times</b>	<b>Holiday Gift Guide</b>	Editorial	Lifestyle	Special Section	September 6	September 15
December 8	<b>L.A. Times</b>	<b>101 Best Restaurants</b>	Editorial	Lifestyle	Special Section	November 11	November 18
December 9	<b>Business Advisory Panel</b>	<b>How to Manage Litigation</b>	Advertising	B2B	Newspaper Feature	November 25	November 27
December 14	<b>IMAGE</b>	<b>Celebrity</b>	Editorial	Fashion	Magazine	November 12	November 19
December 15	<b>Business Magazine</b>	<b>Inspirational Women: Trends, Updates, Forum &amp; Leadership Awards</b>	Advertising	B2B	Magazine	November 6	November 20
December 18	<b>Giving</b>		Advertising	Philanthropy	Special Section	November 13	November 25