

Los Angeles Times

2021 Advertising Calendar

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
Fashion	Image	1/20	Magazine			
Entertainment	Envelope: Actors #1/SAG Awards	1/21	Premium section		1/13	1/15
Business	Business Advisory Panel: 2021 Forecast & Predictions	1/25	Advertorial	Broadsheet	1/13	1/15
Entertainment	Envelope: Animation/Song/Score	1/26	Premium section		1/18	1/20
Home	Home Special Section	1/27	Premium section	Broadsheet		
Entertainment	Envelope: Director #1/Cinematographers	1/28	Premium section		1/20	1/22
Health	Healthy Living Section	1/30	Advertorial	Broadsheet		
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
Business	Business Advisory Panel: What you need to know about Cyber Security	2/25	Advertorial	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
Business	Business Advisory Panel: The Industry of Entertainment*	3/1	Advertorial	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
General	Hikes	3/14	Premium section			
Fashion	Image - Remembrance - Style is Time Travel	3/19	Magazine			
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
Business	Business Advisory Panel: Commercial Real Estate Strategies	3/22	Advertorial		3/10	3/12
Business	Banking & Finance: Trends, Updates & 2021 Visionaries	3/28	Advertorial	Magazine	2/17	2/18
Education	MBA Insider	3/28	Advertorial	Feature		
Entertainment	Envelope: Oscar Nominations #3	4/1	Premium section		3/24	3/26
Entertainment	Summer Movie Sneaks	4/1	Special Issue			
Business	Business Advisory Panel: Restructuring & Bankruptcy	4/5	Advertorial	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	Advertorial	Magazine		
Entertainment	The Envelope: Oscars	4/25	Premium section			
Business	Business Advisory Panel: Fashion and Beauty **	5/14	Advertorial		4/15	4/16
Fashion	Image - Recognition - LA, We. See. You!	5/14	Magazine			
Business	Commercial Real Estate: Trends, Updates & 2021 Visionaries	5/16	Advertorial	Magazine	4/7	4/8
Auto	LA Auto Show	5/20	Advertorial	Broadsheet		
Business	Business Advisory Panel: How to Manage your Wealth	6/7	Advertorial	Broadsheet	5/26	5/28
Business	Business Advisory Panel: Health Care	6/21	Advertorial	Broadsheet	6/9	6/11
General	Earthquakes	6/13	Premium section			
General	Best of L.A. Times	7/11	Advertorial	Tabloid		
Business	LAW: Trends, Updates, 2021 Visionaries & Recap of In-House Counsel Awards	7/18	Advertorial	Magazine	6/9	6/10
Sports	Olympics	7/18	Premium section			
Entertainment	Fall TV Preview (Future of Television)	8/1	Special Issue			
Business	Business Advisory Panel: Intellectual Property & Licensing	8/2	Advertorial	Broadsheet	7/21	7/23
Business	Business Advisory Panel: The Latest on Cannabis	8/16	Advertorial	Broadsheet	8/4	8/6
Fashion	Image - IT'S A REBELLION - Like it's 2021	8/20	Magazine			
Business	The C-Suite: Trends, Updates and Recap of 2021 C-suite Awards	8/29	Advertorial	Magazine	7/21	7/22
Entertainment	Emmys Sunday Issue	9/1	Special Issue			
Fashion	Image - ATECEDENT - A tribute to the Icons of... right now	9/17	Magazine			
Business	Diversity & Inclusion: Trends, Updates & Recap of 2021 Diversity & Inclusion Forum	9/19	Advertorial	Magazine	8/10	8/11
Health	Open Enrollment	10/1	Advertorial	Tabloid		
Business	Business Advisory Panel: Real Estate Outlook	10/4	Advertorial	Broadsheet	9/22	9/24
Fashion	Image - Parents are cool! Fall style issue	10/15	Magazine			
Health	Healthy Living: Senior Resources #2	10/15	Advertorial	Magazine		
Business	Business Advisory Panel: M&A Strategies	10/18	Advertorial	Broadsheet	10/6	10/8
Entertainment	Holiday Movie Sneaks	11/1	Special Issue			
Entertainment	Holiday Gift Guide	11/7	Premium section			
Lifestyle	Best of L.A. Times - Best of the Best	11/14	Advertorial	Tabloid		
Health	Open Enrollment	11/19	Advertorial	Tabloid		
Fashion	Image - INTERIORITY - The secret world of LA (home and architecture issue)	11/21	Magazine			
Business	Women Leaders: Trends, Updates & Recap of 2021 Exceptional Women in Business Awards	11/21	Advertorial	Magazine	10/13	10/14
Fashion	Image - DELIVERANCE - LA style will set you free!	12/3	Magazine			
Business	Business Advisory Panel: The Food & Beverage Industry	12/6	Advertorial	Broadsheet	11/22	11/24
Lifestyle	101 Best Restaurants	12/12	Premium section			
Business	Business Advisory Panel: Esports & Gaming	12/13	Advertorial	Broadsheet	12/1	12/3
Philanthropy	Giving	12/15	Advertorial	Tabloid		
Fashion	Image - SEVERANCE - Burn it all down. Begin again.	12/17	Magazine			
Business	Business Advisory Panel: Retail and Consumer Products	12/20	Advertorial	Broadsheet	12/8	12/10
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			