

## 2025 ADVERTISING CALENDAR

Pub Date	Product Name	Theme	Type	Category	Format	Space Deadline	Materials Deadline
January 2	Envelope	Women in Film - Actresses/ Directors	Editorial	Entertainment	Magazine	December 24	December 27
January 5	Weekend	New Year's	Editorial	Lifestyle	Newspaper Feature	TBD	TBD
January 9	Envelope	Best Picture/ International / Docs	Editorial	Entertainment	Magazine	December 31	January 6
January 27	Business Advisory Panel	2025 Economic Forecast & Business Predictions	Advertising	B2B	Newspaper Feature	January 14	January 16
January 30	Envelope	Nominations	Editorial	Entertainment	Magazine	January 22	January 27
February 4	Envelope	Performers	Editorial	Entertainment	Magazine	January 28	January 30
February 6	Envelope	Oscar Preview	Editorial	Entertainment	Magazine	January 29	February 3
February 13	Envelope	Voter's Guide	Editorial	Entertainment	Magazine	February 5	February 7
February 17	Business Advisory Panel	Cybersecurity	Advertising	B2B	Newspaper Feature	February 4	February 6
March 2	Entertainment	Oscars	Editorial	Entertainment	Newspaper Cover	February 25	February 26
March 3	Business Advisory Panel	Entertainment and Sports	Advertising	B2B	Newspaper Feature	February 18	February 20
March 4	Entertainment	Oscars Recap	Editorial	Entertainment	Newspaper Feature	February 28	March 3
March 15	IMAGE	Spring Fashion	Editorial	Fashion	Magazine	February 14	February 21
March 16	ETA by Los Angeles Times		Advertising	Travel	Magazine	February 5	February 25
March 23	Business Magazine		Advertising	B2B	Magazine	February 12	February 28
March 24	Business Advisory Panel	Workforce Solutions, Labor & Employment	Advertising	B2B	Newspaper Feature	March 11	March 13
April 11	Healthy Living		Advertising	Health	Special Section	March 17	March 26
April 19	IMAGE	Travel	Editorial	Fashion	Magazine	March 21	March 28
April 20	L.A. Times	TBD: Festival of Books Guide	Editorial	Lifestyle	Special Section	TBD	TBD
April 20	Business Magazine		Advertising	B2B	Magazine	March 12	March 28
April 20	L.A. Times	Festival Of Books	Editorial	Books	Special Section	April 2	April 11
April 21	Business Advisory Panel	Employee Benefits	Advertising	B2B	Newspaper Feature	April 8	April 10
April 26	Hot Property Estates		Advertising	Real Estate	Special Section	March 19	April 4
May 5	Business Advisory Panel	Food & Beverage Industry	Advertising	B2B	Newspaper Feature	April 22	April 24

May 17	<b>IMAGE</b>	<b>Architecture/Design</b>	Editorial	Fashion	Magazine	April 18	April 25
May 18	<b>Business Magazine</b>		Advertising	B2B	Magazine	April 9	April 25
May 18	<b>L.A. Times</b>	<b>Summer Travel / State Parks</b>	Editorial	Travel	Special Section	May 1	May 9
May 19	<b>Business Advisory Panel</b>	<b>SoCal Commercial Real Estate Trends</b>	Advertising	B2B	Newspaper Feature	May 6	May 8
June 8	<b>ETA by Los Angeles Times</b>		Advertising	Travel	Magazine	April 30	May 16
June 9	<b>Business Advisory Panel</b>	<b>Wealth Management and Estate Planning</b>	Advertising	B2B	Newspaper Feature	May 27	May 29
June 15	<b>L.A. Times</b>	<b>101 Best Restaurants</b>	Editorial	Food	Special Section	May 29	June 6
June 22	<b>Business Magazine</b>		Advertising	B2B	Magazine	May 14	May 30
July 20	<b>Business Magazine</b>		Advertising	B2B	Magazine	June 11	June 27
July 21	<b>Business Advisory Panel</b>	<b>Healthcare and Life Sciences</b>	Advertising	B2B	Newspaper Feature	July 8	July 10
July 27	<b>L.A. Times</b>	<b>Summer Cooking</b>	Editorial	Food	Special Section	July 10	July 18
August 16	<b>IMAGE</b>	<b>Watch/Accessories</b>	Editorial	Fashion	Magazine	July 18	July 25
August 17	<b>Business Magazine</b>		Advertising	B2B	Magazine	July 9	July 25
August 18	<b>Business Advisory Panel</b>	<b>Manufacturing and Distribution</b>	Advertising	B2B	Newspaper Feature	August 5	August 7
September 13	<b>IMAGE</b>	<b>Fall Fashion / IMAGE Makers</b>	Editorial	Fashion	Magazine	August 15	August 22
September 14	<b>ETA by Los Angeles Times</b>		Advertising	Travel	Magazine	August 6	August 22
September 21	<b>Business Magazine</b>		Advertising	B2B	Magazine	August 13	August 29
September 22	<b>Business Advisory Panel</b>	<b>Renewable Energy and Cleantech Solutions</b>	Advertising	B2B	Newspaper Feature	September 9	September 11
October 3	<b>Healthy Living</b>		Advertising	Health	Special Section	September 8	September 17
October 13	<b>Business Advisory Panel</b>	<b>Beauty, Fashion and Consumer Goods</b>	Advertising	B2B	Newspaper Feature	September 30	October 2
October 18	<b>IMAGE</b>	<b>Luxury</b>	Editorial	Fashion	Magazine	September 19	September 26
October 19	<b>Business Magazine</b>		Advertising	B2B	Magazine	September 10	September 26
October 25	<b>Hot Property Estates</b>		Advertising	Real Estate	Special Section	September 17	October 3
October 27	<b>Business Advisory Panel</b>	<b>The Latest Trends in Private Equity and M&amp;A</b>	Advertising	B2B	Newspaper Feature	October 14	October 16
November 10	<b>Business Advisory Panel</b>	<b>The Evolving Artificial Intelligence Landscape</b>	Advertising	B2B	Newspaper Feature	October 28	October 30
November 15	<b>IMAGE</b>	<b>Sustainability</b>	Editorial	Fashion	Magazine	October 17	October 24
November 16	<b>Business Magazine</b>		Advertising	B2B	Magazine	October 8	October 24
November 30	<b>ETA by Los Angeles Times</b>		Advertising	Travel	Magazine	October 22	November 7
December 8	<b>Business Advisory Panel</b>	<b>How to Manage Litigation</b>	Advertising	B2B	Newspaper Feature	November 24	November 26

December 13	<b>IMAGE</b>	<b>Celebrity</b>	Editorial	Fashion	Magazine	November 11	November 18
December 14	<b>Business Magazine</b>		Advertising	B2B	Magazine	November 5	November 21
December TBD	<b>Magazine/Guide</b>	<b>101 Best Restaurants in L.A.</b>	Editorial	Food	Magazine	TBD	TBD
January TBD	<b>Weekend</b>	<b>Rental Design Series</b>	Editorial	Lifestyle	Newspaper Feature	TBD	TBD
July TBD	<b>Weekend</b>	<b>Rental Design Series</b>	Editorial	Lifestyle	Newspaper Feature	TBD	TBD
March TBD	<b>Weekend</b>	<b>Rental Design Series</b>	Editorial	Lifestyle	Newspaper Feature	TBD	TBD
May TBD	<b>Weekend</b>	<b>Rental Design Series</b>	Editorial	Lifestyle	Newspaper Feature	TBD	TBD
November TBD	<b>Guide</b>	<b>Holiday Gift Guide</b>	Editorial	Lifestyle	Special Section	TBD	TBD
October TBD	<b>Weekend</b>	<b>Most Neighborly Guide</b>	Editorial	Lifestyle	Newspaper Feature	TBD	TBD