

TWIN CITIES BUSINESS

2021 EDITORIAL CALENDAR



		AD CLOSE	ADS DUE	NEWS STAND
FEB/ MAR	Feature> SMALL BUSINESS SUCCESS STORIES	JAN	JAN	FEB
	Industry Focuses> Banking & Finance, Marketing & PR, Technology Notable Executives> Women in Commercial Banking, General Counsel Studio TCB Webinar> Wealth Management: Investing and Estate Planning in Uncertain Times Events> Small Business Success Stories Awards (FEB)	11	14	10
APR/ MAY	Feature> WOMEN IN LEADERSHIP, NONPROFIT AWARDS	MAR	MAR	APR
	Industry Focuses> Commercial Real Estate, Law Insights Section> Diversity & Inclusion: Benefits of Diversity in the Workplace Notable Executives> Leaders in Marketing, Leaders in Finance Studio TCB Webinar> Technology: Fraud Prevention Tips Events> TCB Talks: Women in Leadership (APR), Community Impact Awards (MAY) Supplement> Minnesota Census of Women in Corporate Leadership	11	16	9
JUN/ JUL	Feature> MINNESOTA BUSINESS HALL OF FAME	MAY	MAY	JUN
	Industry Focuses> Banking & Finance, Meetings & Events Resource Guide, Technology Insights Section> Commercial Real Estate: Office Design for the Future Notable Executives> LGBTQA Business Leaders, BIPOC Executives Studio TCB Webinar> Education: Future of Education Post-Pandemic Events> TCB Talks: Diversity & Inclusion (JUN), Minnesota Business Hall of Fame (JUL)	11	14	10
AUG/ SEP	Features> OUTSTANDING DIRECTORS, ENTREPRENEUR OF THE YEAR, BEST OF BUSINESS	JUL	JUL	AUG
	Industry Focuses> Banking & Finance, Law, Meetings & Events Venue Guide, Workforce Insights Section> Startups/Entrepreneurs: Best Option for Raising Money Notable Executives> Leaders in Higher Education, Leaders in Health Care & Medtech Advertising Section> Minnesota Super Lawyers Studio TCB Webinar> Health Care: Evolution of Outcome Based Payments Events> Outstanding Director Awards (SEP), TCB Talks: Redefining Leadership (SEP) Special Section> Giving Guide	12	15	10
OCT/ NOV	Feature> MINNESOTA FAMILY BUSINESS AWARDS	SEP	SEP	OCT
	Industry Focuses> Commercial Real Estate: NAIOP Awards of Excellence, Employee Benefits/Health Care, Technology, Meetings & Events Private Dining Guide Insights Section> Workplace: Best Practices for Returning Employees to the Office Notable Executives> Women in Commercial Real Estate, Women in Law Advertising Section> Holiday Venue Showcase, Super Real Estate Agents & Super Mortgage Professionals Events> Minnesota Family Business Awards	10	15	11
DEC/ JAN	Features> PERSON OF THE YEAR/TCB100 PEOPLE TO KNOW and MANUFACTURING EXCELLENCE AWARDS	NOV	NOV	DEC
	Industry Focuses> Banking & Finance, Education, Meetings & Events Insights Section> Exits: Considerations When Selling Your Business or Planning Family Succession Notable Executives> Women in Manufacturing, Women in Technology Advertising Sections> Profiles of Success, Five Star Wealth Managers Events> Person of the Year/TCB 100 (DEC), Manufacturing Excellence Awards (JAN) Supplement> Minnesota Cup	4	9	7