

2021 Editorial Calendar

1ST QUARTER

CONTENT CURRENT AS OF 12-14-2020 AND WILL CHANGE AS EDITORIAL PLANNING DEVELOPS

DATE	IN-DEPTH TOPIC	OTHER EDITORIAL COVERAGE	INDUSTRY EVENTS	ADVERTORIAL/ SPONSORED SECTION*	AD CLOSE/ MATERIALS DUE
4-Jan	2021 Trends to Watch				Dec 18/22
11-Jan	Data & Analytics – SportsAtlas Insights				Dec 24/29
18-Jan	Cutting-Edge Wearables				Dec 31/Jan 5
25-Jan	Facilities: Design/Construction 2021			Esports Master Class	Jan 8/12
1-Feb	Super Bowl LV Preview		Super Bowl Feb. 7	The New Era of Ticketing	Jan 15/19
8-Feb	The Power of Brand Activism	Motorsports + Daytona 500	Daytona 500 Feb. 14		Jan 22/26
15-Feb	Sports Betting				Jan 29/Feb 2
22-Feb	The Business of Soccer/MLS Season Preview		MLS Season Opener		Feb 5/9
1-Mar	Power Players: Advocates of Diversity and Inclusive Leadership	Diversity & Inclusion Roundtable			Feb 12/16
8-Mar	Rising High: Emerging Leagues to Watch	Ali-Frazier 50th Anniversary			Feb 19/23
15-Mar	March Madness		Selection Sunday, March 14		Feb 26/Mar 2
22-Mar	The Business of Baseball/MLB Season Preview		Opening Day (TBD)		Mar 5/9
29-Mar	Top Trends in Ticketing				Mar 12/16

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* **Deadlines vary** – please contact your SBJ advertising representative for deadlines for all Sponsored Sections.

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2ND QUARTER

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DATE	IN-DEPTH TOPIC	OTHER EDITORIAL COVERAGE	INDUSTRY EVENTS	ADVERTORIAL/ SPONSORED SECTION*	AD CLOSE/ MATERIALS DUE
5-Apr	Facilities: Safety and Security				Mar 19/23
12-Apr	Strength of Social Media	Health and Wellness in Sports Roundtable			Mar 26/30
19-Apr	Technology: Big Tech in Sports				Apr 2/6
26-Apr	The Ultimate Athlete Content Issue				Apr 9/13
3-May	The Business of Women's Sports +WNBA's 25th season		WNBA Season Opener	New Fan Experience	Apr 16/20
10-May	Power Players (TBD)		Sports Lawyers Association Annual Meeting, May 20-22		Apr 23/27
17-May	Youth Sports				Apr 30/May 4
24-May	Sports Venues of the Future: Technology				May 7/11
31-May	Sports Business Education				May 14/18
7-Jun	Sports Business Awards				May 21/25
14-Jun	Insurance and Law				May 28/ Jun 1
21-Jun	Sports Startups			Profiles of Sports Degree Programs	Jun 4/8
28-Jun	Forty Under 40				Jun 11/15

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3RD

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5-Jul	NO ISSUE				N/A
12-Jul	Facilities: Next-Generation Architects				Jun 25/29
19-Jul	Tokyo Olympics		Olympics Opening Ceremony July 23		Jul 1/6
26-Jul	Health & Wellness				Jul 9/13
2-Aug	Sports & Pop Culture: Music, Fashion and Entertainment			Contactless Technology	Jul 16/20
9-Aug	Sports Media				Jul 23/27
16-Aug	Sponsorship & Marketing				Jul 30/Aug 3
23-Aug	College Football Season Preview		CFB Season Opener		Aug 6/10
30-Aug	The Business of Football/NFL Season Preview		NFL Season Opener		Aug 13/17
6-Sep	Sports Betting				Aug 20/24
13-Sep	Sports Venues of the Future: Concessions				Aug 27/31
20-Sep	World Congress of Sports				Sept 2/7
27-Sep	Game Changers: Women in Sports Business				Sept 10/14

2021 Editorial Calendar

**4TH
 QUARTER**

CONTENT CURRENT AS OF
12-14-2020 AND WILL CHANGE
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 DEVELOPS

DATE	IN-DEPTH TOPIC	OTHER EDITORIAL COVERAGE	INDUSTRY EVENTS	ADVERTORIAL/ SPONSORED SECTION*	AD CLOSE/ MATERIALS DUE
4-Oct	The Business of Hockey + NHL Season Preview		NHL Season Opener		Sept 17/21
11-Oct	NBA's 75th Season		NBA Season Opener	Sports Marketing & Properties Showcase	Sept 24/28
18-Oct	Power Players (TBD)				Oct 1/5
25-Oct	Technology Innovations in Sports				Oct 8/12
1-Nov	Data & Analytics: Data Management			Profiles of Sports Degree Programs	Oct 15/19
8-Nov	The Business of Esports				Oct 22/26
15-Nov	Facilities: Fan Experience			Professional Facilities	Oct 29/Nov 2
22-Nov	New Voices Under 30			Sports Gives Back	Nov 5/9
29-Nov	College Sports	Reader Survey			Nov 12/16
6-Dec	Most Influential People in Sports			Directory of Sports Degree Programs	Nov 19/23
13-Dec	Best of 2021 Awards+ Year in Sports Business				Nov 26/30
20-Dec	NO ISSUE				
27-Dec	NO ISSUE				

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2021 Events Calendar

Q1

NOTE: All Q1 events are VIRTUAL

January

SBJ Spotlight Series

New program with content delivered twice a month throughout the year

March

Diversity & Inclusion Conference

Leaders Sport Business Summit Abu Dhabi

Q2

NOTE: All Q2 events are VIRTUAL with IN-PERSON VIEWING EXPERIENCES

May

Esports Rising Leaders Week

June

Sports Business Awards

Q3

August

Thought Leaders [IN-PERSON]

September

Sports Facilities & Franchises Ticketing Symposium [IN-PERSON & STREAMED]

Q4

NOTE: All Q4 events are IN-PERSON & STREAMED

October

World Congress of Sports Game Changers

Leaders Week London

November

Brand Innovation Summit Media Innovators Series

Forty Under 40 [2020/2021 CLASSES]

New Voices Under 30

December

Dealmakers In Sports Intercollegiate Athletics Forum