



2020 Editorial Calendar

1ST QUARTER



ISSUE DATE	SBJ IN-DEPTH	ADDITIONAL EDITORIAL COVERAGE	INDUSTRY EVENTS	SPONSORED SECTIONS	AD MATERIALS / CLOSE
Jan 6	Facilities: Design/Construction	Champions Class of 2020			Dec 18/20, 2019
Jan 13	Future Forward: Fans				Dec 27/30, 2019
Jan 20	New Voices Under 30	The Palace of Auburn Hills Retrospective, Stadium Security			Jan 3/7
Jan 27	Super Bowl Special Preview			LVCVA*	Jan 10/14
Feb 3	XFL Season Preview	Champions: Marla Messing	Super Bowl LIV Feb 2		Jan 17/21
Feb 10	Business of Motorsports/ NASCAR Season Preview	Champions: Tommie Smith	Daytona 500 Feb 17		Jan 24/28
Feb 17	Winter Sports Business	Champions: Jim Delany			Jan 31/Feb 4
Feb 24	Business of Soccer/ MLS Season Preview	Champions: Jon Spoelstra			Feb 7/11
Mar 2	Data & Analytics	Champions: Marvin Demoff			Feb 14/18
Mar 9	March Madness/Business of College Basketball	Champions: Jim Steeg	Selection Sunday, Mar 15		Feb 21/25
Mar 16	Forty Under 40				Feb 28/March 3
Mar 23	World Congress of Sports		CAA World Congress Comes to You March 25-May 6		March 6/10
Mar 30	Olympics				March 13/17

All editorial topics listed are subject to change, without notice, at the discretion of the publisher.

* **Deadlines vary** – Please contact your SBJ advertising representative for deadlines for all Sponsored Sections. All information effective as of 6/19/20.



2020 Editorial Calendar

2ND QUARTER



ISSUE DATE	SBJ IN-DEPTH	ADDITIONAL EDITORIAL COVERAGE	INDUSTRY EVENTS	SPONSORED SECTIONS	AD MATERIALS / CLOSE
Apr 6	World Congress Comes to You Event Summary				March 20/24
Apr 13	Technology in Sports				March 27/31
Apr 20	Power Players: Olympics				Apr 3/7
Apr 27	Sports & Pop Culture: Fashion, Entertainment and Music	Horse Racing/Kentucky Derby			Apr 10/14
May 4	Virtual Sports & Esports Emerge			Sports Comes Together	Apr 17/21
May 11	Leadership Amid Crisis				Apr 24/28
May 18	Philanthropy in Sports	The Road Ahead: Facilities & Venues – Cashless Transactions		Sports Comes Together: Collegiate	May 1/5
May 25	Sports Business Education				May 8/12
Jun 1	Crisis Communication				May 15/19
Jun 8	The Road Ahead: Facilities & Venues – Food & Beverage				May 22/26
Jun 15	Diversity & Inclusion				May 29/June 2
Jun 22	Health Care and Wellness	The Road Ahead: Facilities & Venues – Security & Sanitation		Profiles of Sports Degree Programs*	June 5/9
Jun 29	Youth Sports		SBJ: The Road Ahead A Summer Virtual Series June 30		June 12/16

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3RD QUARTER



ISSUE DATE	SBJ IN-DEPTH	ADDITIONAL EDITORIAL COVERAGE	INDUSTRY EVENTS	SPONSORED SECTIONS	AD MATERIALS / CLOSE
Jul 6	OPEN WEEK - NO PUBLICATION				
Jul 13	Insurance and Legal				June 26/30
Jul 20	NBA/WNBA Return	The Road Ahead: Facilities & Venues – Seating and Crowd Flow	SBJ: The Road Ahead A Summer Virtual Series July 22		Jul 3/7
Jul 27	Facilities: Technology			Cashless Transactions Technologies*	Jul 10/14
Aug 3	The Fight Games				Jul 17/21
Aug 10	Sports Betting		Thought Leaders Retreat Aug 13	Sports Tourism*	Jul 24/28
Aug 17	College Football Season Preview		SBJ: The Road Ahead A Summer Virtual Series Aug 19		Jul 31/Aug 4
Aug 24	Technology in Sports	Tennis/U.S. Open			Aug 7/11
Aug 31	Business of Football/ NFL Season Preview		US Open Aug 31-Sept 13 Kentucky Derby, Sept 5		Aug 14/18
Sep 7	New Sport Market Hubs				Aug 21/25
Sep 14	Lifetime Achievement: Larry Tanenbaum, MLSE	Philanthropy in Sports			Aug 28/Sept 1
Sep 21	Sports Business Awards Preview	Ticketing	SFF & Ticketing Symposium, Sept 22-24	The World's Best Sports Cities*	Sept 4/8
Sep 28	Data & Analytics: The Next Trends		Sports Business Awards Sept 30		Sept 11/15

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2020 Editorial Calendar

4TH QUARTER



ISSUE DATE	SBJ IN-DEPTH	ADDITIONAL EDITORIAL COVERAGE	INDUSTRY EVENTS	SPONSORED SECTIONS	AD MATERIALS / CLOSE
Oct 5	Workplace Culture	Sports Business Awards Recap		New Fan Experience*	Sept 18/22
Oct 12	The Business of Esports		Brand Innovation Summit Oct 13		Sept 25/29
Oct 19	Game Changers: Women in Sports Business			Sports Properties & Marketing Showcase*	Oct 2/6
Oct 26	Power Players: Facilities Design & Development		Game Changers, Oct 27-28		Oct 9/13
Nov 2	College Basketball Season Preview			Profiles of Sports Degree Programs*	Oct 16/20
Nov 9	Sports Media		Media Innovators Nov 10		Oct 23/27
Nov 16	(OPEN)		Esports Rising, Nov 19	Professional Facilities*	Oct 30/Nov 3
Nov 23	Sports Business Education	Reader Survey		Sports Gives Back	Nov 6/10
Nov 30	College Sports Business		Dealmakers in Sports Dec 2	College Facilities*	Nov 13/17
Dec 7	Most Influential Executives in Sports Business		Intercollegiate Athletics Forum, Dec 9	Directory of College Degree Programs*	Nov 20/24
Dec 14	The Year in Sports Business				Nov 27/Dec 1
Dec 21	OPEN WEEK - NO PUBLICATION				
Dec 28	OPEN WEEK - NO PUBLICATION				

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Weekly Columns



THE LEFTON REPORT is a weekly must-read on sponsorship, advertising and marketing news written by Sports Business Journal Editor-at-Large Terry Lefton. It is consistently one of the most widely read features in the magazine.



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FORUM is a weekly examination from Sports Business Journal Publisher and Executive Editor Abraham Madkour of the people, stories and trends to watch across the industry from one of the foremost experts in the business.



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