2027 EDITORIAL CALENDAR



Coastal Virginia Magazine | CoVa*BIZ* | Lynchburg Living | Lynchburg Business
The Roanoker | Blue Ridge Country Magazine

COASTAL VIRGINIA MAGAZINE

2027 Editorial Calendar

**Indicates Event or Contest (Page 4) | ***Indicates Multi-Magazine Audience & Digital

PILLARS: Food & Drink • People & Community • Places & Destinations • Culture & Events • Home & Garden • Be Well

January / February 2027

Space/Materials: 12/4/26 **Ad Approval:** 12/11/26

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EDITORIAL FOCUS: Eat..Pray..Love? & One Region's Search for Everything

- **BE WELL:** Heart Health
- **HOME & GARDEN FOCUS:** Kitchen Tables;
- **H&G REAL ESTATE FOCUS:** Country Living Real Estate
- **INTRODUCTION OF COVA DINING GUIDE:** Featuring Culinary Award Winners, Event Partner & Advertisers + Staff Picks
- **TOP LAWYERS:** Peer-To-Peer Survey

SPECIAL ADVERTISING SECTIONS:

- **Be Well / H&G / Dining Programs**
- **12 Ways to a Healthy New Year (Print & Digital)**
- **Black History Month Program (Print & Digital)**
- **Coastal Virginia Top Lawyers** Advertising Programs **

March / April 2027

Space/Materials: 1/28/27 **Ad Approval:** 2/4/27

EDITORIAL FOCUS: Spring Arts Guide

- **BE WELL:** Kidney Health
- **DINING GUIDE FOCUS & ADDITIONAL LISTINGS:** Seafood
- **HOME & GARDEN GUIDE:** Roof Replacements & Cleaning Tips For Moving & More
- **H&G REAL ESTATE FOCUS:** New Home Developments
- **WEEKEND TRIPS:** Drive-To-Destinations (Outer Banks&Lake Anna)

SPECIAL ADVERTISING SECTIONS:

- **Top Docs "All Stars"** Recognition Ads
- **Spring Arts Guide** Special Ad Placements
- **Coastal Virginia Attractions:** Regional Insert
- **Woman of Influence**
- **Financial Planning/Wealth Management** ***
- **Private School Special Ad Section**

May / June 2027

Space/Materials: 4/2/27 **Ad Approval:** 4/9/27

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EDITORIAL FOCUS: Summer Fun Guide—From the Water & Sand, to the Air & the Land, to an Arena & a Venue; to a Farm & a Menu

- **BE WELL:** Eye Surgery
- **DINING GUIDE FOCUS & ADDITIONAL LISTINGS:** Steak Specialty Cuisine
- **HOME & GARDEN FOCUS:** Backyard Entertaining;
- **H&G REAL ESTATE:** Eastern Shore

SPECIAL ADVERTISING SECTIONS:

- **Eastern Shore Readers' Choice Awards** **
- **Faces of Coastal Virginia**
- **Top Real Estate Agents** **
- **CoVa Fun Guide**

July / August 2027

Space/Materials: 5/29/27 **Ad Approval:** 6/5/27

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EDITORIAL FOCUS: 200th Issue—Reflecting on 200 issues of CoVa Magazine; Healthcare Champions

- **BEST OF ISSUE:** Readers' Choice Awards
- **BE WELL:** Summer Seasonal Affective Disorder
- **DINING GUIDE FOCUS & ADDITIONAL LISTINGS:** Asian Cuisine
- **HOME & GARDEN FOCUS:** Waterfront Docks,
- **H&G REAL ESTATE:** Waterfront Living
- **LOCAL PHOTOGRAPHERS OF THE YEAR**

SPECIAL ADVERTISING SECTIONS:

- **Best Of Readers' Choice** Winning Packages **
- **Virginia Fall College Guide** ***
- **Healthcare Champions** Thank You Packages **

September / October 2027

Space/Materials: 7/28/27 **Ad Approval:** 8/5/27

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EDITORIAL FOCUS: Fall Arts Guide, Top Docs

- **BE WELL:** Cancer Awareness
- **DINING GUIDE FOCUS & ADDITIONAL LISTINGS:** Italian Cuisine
- **HOME & GARDEN FOCUS:** Fall Landscapes,
- **H&G REAL ESTATE:** Historic Areas
- **TOP DOCS** (Peer-to-peer survey)

SPECIAL ADVERTISING SECTIONS:

- **Virginia's Eastern Shore** Fall Events
- **Top Docs** Winning Packages **
- **Education**: Private School Resource Guide & Editorials
- **Fall Arts Guide** (Special Ad Placements)

November / December 2027

Space/Materials: 10/2/27 **Ad Approval:** 10/9/27

EDITORIAL FOCUS: Culinary Awards & Giving Back

- **BE WELL:** Diabetes Awareness
- **COASTAL VIRGINIA CULINARY AWARDS**
- **DINING GUIDE FOCUS & ADDITIONAL LISTINGS:** African Food
- **HOME & GARDEN FOCUS:** Winterizing Your Home;
- **H&G REAL ESTATE FOCUS:** 55+ Communities

SPECIAL ADVERTISING SECTIONS:

- **CoVa Cares Special Nonprofit Program**
- **Senior Living Guide**
- **Holiday Gift Guide** + 12 Ways to Give
- **Mid-Atlantic Ski & Snowboard Guide** ***

COVA*BIZ* MAGAZINE
2027 Editorial Calendar

THE BUSINESS MAGAZINE OF COASTAL VIRGINIA
CoVaBIZ

PILLARS: Technology & Innovation • People & Perspectives • Economic Development • Issues & Insights • Small Business & Entrepreneurship • Ideas & Inspiration

December / January (2026-2027)
Space/Materials: 11/2/26 **Ad Approval:** 11/9/26

EDITORIAL FOCUS: Legacy Awards, Civic 50 Awards, Top Lawyers
- **LEGACY AWARDS:** Honoring distinguished leaders who have made a lasting impact in the region
- **CIVIC 50 AWARDS:** Recognition based on an annual assessment of each company's corporate social impact
- **TOP LAWYERS:** Peer-to-Peer Survey Results

SPECIAL ADVERTISING SECTIONS:
- **Civic 50 Winners** Recognition Ads
- **Legacy Winners** Recognition Ads
- **Coastal Virginia Top Lawyers ****
- **Sound Advice Sponsored Content**

February / March 2027
Space/Materials: 12/23/26 **Ad Approval:** 1/6/27

EDITORIAL FOCUS: Women on the Leading Edge
- Honoring 30 Area Female Leaders

SPECIAL ADVERTISING SECTIONS:
- **Women on the Leading Edge** Recognition Ads **
- **Financial Planning/Wealth Management ***** (Lead-in Article about succession planning)
- **Sound Advice Sponsored Content**

April / May 2027
Space/Materials: 3/2/27 **Ad Approval:** 3/9/27

EDITORIAL FOCUS: 200 Most Influential People In Coastal Virginia
- **TOP 200 MOST INFLUENTIAL PEOPLE** (Published Annually)

SPECIAL ADVERTISING SECTIONS:
- **Top 200 Packages** Recognition Ads
- **Virginia Meeting & Banquet Planner Guide**
- **Sound Advice Sponsored Content**

June / July 2027
Space/Materials: 4/30/27 **Ad Approval:** 5/7/27

EDITORIAL FOCUS: Manufacturing in Coastal Virginia
- **BUILDING & MANUFACTURING:** Focus on local businesses including an overall directory and resource guide

SPECIAL ADVERTISING SECTIONS:
- **Faces of CoVaBIZ** Print + Digital (Category Exclusive)
- **Businesses in Manufacturing:** Announcements, Employment, Grand Openings, New Products, Positive PR and more.
- **Sound Advice Sponsored Content**

August / September 2027
Space/Materials: 7/1/27 **Ad Approval:** 7/8/27

EDITORIAL FOCUS: BOB Awards, Small Business Awards
- **BEST OF BUSINESS** (BOB) Awards
- **SMALL BUSINESS OF THE YEAR** (w/ Hampton Roads Chamber)

SPECIAL ADVERTISING SECTIONS:
- **BOB Award** Recognition Ad Packages **
- **Small Business Co-Op** Ad Packages
- **Sound Advice Sponsored Content**

October / November 2027
Space/Materials: 11/2/27 **Ad Approval:** 11/9/27

EDITORIAL FOCUS: NextGen honoring young professionals who are on the rise
- **NEXTGen AWARDS:** Featured 20-30 young professionals
- **BEST PLACES TO WORK:** Results of nominations reviewed by CoVaBIZ editorial staff

SPECIAL ADVERTISING SECTIONS:
- **NEXTGen Packages ****
- **Best Places to Work Packages ****
- **Employment/Recruiting Packages**
- **Sound Advice Sponsored Content**

EVENTS & CONTESTS
2027

CONTEST/VOTED/SURVEYED EVENTS

CONTEST NAME	SURVEY or VOTING POLL	ISSUE PUBLISHED (noted if it is COVA or COVABIZ)	EVENT DATE(s)
Best of Coastal Virginia Weddings	June 10 - July 21, 2026	2027 Coastal Virginia Weddings	No Event
Top Lawyers	July 14 - Sept 5, 2026	Dec/Jan 2027 CoVaBIZ & Jan/Feb 2027 COVA	Reception February 2027, Location TBA
Women on the Leading Edge	Editor's Choice	Feb/Mar 2027 CoVaBIZ	Luncheon March 2027, Harbor Club
Most Influential People	Editor's Choice	Apr/May 2027 CoVaBIZ	Celebrating in 2028
Top Real Estate Agents	Aug 20 - Dec 4, 2026	May/June 2027 COVA	May 2027, Location TBA
Best of Eastern Shore	Sept 14 - Oct 31, 2026	May/June 2027 COVA	No Event
Best of Readers' Choice	Jan 6 - March 21, 2027	July/Aug 2027 COVA	Southside Party July 2027 (TBA) & Peninsula Party July 2027 (TBA)
Healthcare Champions	Jan 18 - March 20, 2027	July/Aug 2027 COVA	August 2027, Location TBA
CoVaBIZ (BOB) Awards	Jan 4 - March 21, 2027	Aug/Sept 2027 CoVaBIZ	Combined Party with Best of Readers' Choice
Top Docs	March 2 - April 29, 2027	Sept/Oct 2027 COVA	September 2027, Location TBA
NEXTgen Awards	March 15 - May 16, 2027	Oct/Nov 2027 CoVaBIZ	October 2027, Date & Location TBA
Best Places to Work	May 17 - June 20, 2027	Oct/Nov 2027 CoVaBIZ	No Event
Legacy Awards	March 29 - May 16, 2027	Dec/Jan 2027/28 CoVaBIZ	No Event

STAND ALONE EVENTS

EVENT NAME	EVENT DATE(s)	LOCATION
CoVa Cocktails 2026	November 18, 2026	River's Casino Portsmouth
Coastal Virginia Wedding Showcase	January 10, 2027	The Founders Inn & Spa
Coastal Virginia Magazine Food & Wine Fest	January 16-17, 2027	Greater Williamsburg Sports & Events Center
CoVa Battle of the Burgers	May 1, 2027	Chesapeake City Park

MULTI-PUBLICATION INSERTS

INSERT (Print + Digital Newsletter)	DATE(s)	Coastal Virginia Magazine	CoVaBIZ	Lynchburg Living	Lynchburg Business	The Roanoker	Blue Ridge Country
Mid-Atlantic Ski & Snowboard Guide	TBD	✔		✔		✔	✔
Virginia College Guide	July/August	✔		✔		✔	
Virginia Cocktail Guide	Spring/Summer/Fall/Winter	✔		✔		✔	
Virginia Meeting & Banquet Guide	CoVaBiz & LB: April/May The Roanoker: May/June		✔		✔	✔	