

2027 EDITORIAL CALENDAR

**Print &
Digital**

Coastal
VIRGINIA
Magazine

THE BUSINESS MAGAZINE OF COASTAL VIRGINIA
CoVaBIZ

Multi-Regional

LIVING LYNCHBURG
Business LYNCHBURG
The ROANOKE
Blue Ridge
MAGAZINE **Country**

**Contests
& Events**

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

PILLARS: Food & Drink • People & Community • Places & Destinations • Culture & Events • Home & Garden • Life & Wellness

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 Restaurants & Advertisers + Staff Picks
- **TOP LAWYERS:** Peer-To-Peer Survey

SPECIAL ADVERTISING SECTIONS:

- Be Well / H&G / Dining Programs
- 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**
- Financial Planning/Wealth Management: (**COVA + CoVaBIZ**)
- Virginia Cocktail Guide (**Multi-Magazine Audience + Digital Newsletter**)
- 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
- Virginia Cocktail Guide (**Multi-Magazine Audience + Digital Newsletter**)

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 (**Multi-Magazine Audience + Digital Newsletter**)
- 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 Homes
- **TOP DOCS** Survey Results (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**)
- Virginia Cocktail Guide (**Multi-Magazine Audience + Digital Newsletter**)

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 (**Multi-Magazine Audience + Digital Newsletter**)
- Virginia Cocktail Guide (**Multi-Magazine Audience + Digital Newsletter**)

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: **(COVA + CoVaBIZ)** (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



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		✓		✓	✓	