

2027 EDITORIAL CALENDAR

Print &
Digital

LYNCHBURG
LIVING

LYNCHBURG
Business

Multi-Regional

The
ROANOKER
Blue Ridge
MAGAZINE **Country**
Coastal
VIRGINIA
Magazine
THE BUSINESS MAGAZINE OF COASTAL VIRGINIA
CoVaBIZ

Contests
& Events

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

IN EVERY ISSUE: Be Well Lynchburg • Arts & Culture • Home • Garden • Taste • Travel • Lynchburg Business Life

January / February 2027

Space/Materials: 12/4/2026

Ad Approval: 12/11/2026

EDITORIAL FOCUS: The Best Of Issue

- “Best Of” Readers’ Choice Awards
- Taste
- Top Lawyers of Greater Lynchburg & the Roanoke Valley
Peer-to-Peer Survey Accompanied with Legal Healthcare Focus Lead in Editorial
- Be Well Lynchburg: Fitness/Nutrition/Wellness
- Lynchburg Business Life

SPECIAL ADVERTISING SECTIONS:

- Best Of Readers’ Choice “Thank You Campaigns” with “All New” Optional Q&A Formatted Ads**
- Top Lawyers Special Advertising Packages in conjunction with *Lynchburg Business* including Print, Digital & Plaques **

March / April 2027

Space/Materials: 1/28/2027

Ad Approval: 2/4/2027

EDITORIAL FOCUS: The Home & Garden Issue

- Expanded Home & Garden Section
- Expanded Be Well Section
- Top Real Estate Agents of Greater Lynchburg & the Roanoke Valley
- Taste
- Be Well Lynchburg: Fitness/Nutrition/Wellness
- Lynchburg Business Life

SPECIAL ADVERTISING SECTIONS:

- Home & Garden Section with Special Advertising Rates
- Be Well Section with Special Advertising Rates
- Top Real Estate Agents Special Advertising Packages**
- Virginia Cocktail Guide Spring Edition (Multi-Magazine Audience + Digital Newsletter)

May / June 2027

Space/Materials: 4/2/2027

Ad Approval: 4/9/2027

EDITORIAL FOCUS: The Food Issue

- Taste
- Be Well Lynchburg: Fitness/Nutrition/Wellness
- Lynchburg Business Life
- Smith Mountain Lake Living
Special Insert Section for *Lynchburg Living* and *The Roanoker*

SPECIAL ADVERTISING SECTIONS:

- LL Fun Guide Display Ads with Matching Sponsored Content
- Lynchburg Restaurant Week Packages June 12-19, 2027** (Sponsorship Packages Available)
- Virginia Cocktail Guide Summer Edition (Multi-Magazine Audience + Digital Newsletter)
- Financial Planning/Wealth Management Combination Section with *Lynchburg Business* April/May
- Coastal Virginia Attractions Regional Insert

July / August 2027

Space/Materials: 5/28/2027

Ad Approval: 6/4/2027

EDITORIAL FOCUS: The Summer Issue

- Taste
- Be Well Lynchburg: Fitness/Nutrition/Wellness
- Lynchburg Business Life
- Top Docs of the Roanoke Valley & Greater Lynchburg

SPECIAL ADVERTISING SECTIONS:

- Faces Of Lynchburg: Category Exclusive Full Color Format plus Digital Added Values
- 2027 Hall of Fame Awards**
- Top Docs Special Advertising Packages in conjunction with *The Roanoker***
- Virginia College Guide (Multi-Magazine Audience + Digital Newsletter)

September / October 2027

Space/Materials: 7/28/2027

Ad Approval: 8/5/2027

EDITORIAL FOCUS: The Arts Issue

- Taste
- Be Well Lynchburg: Fitness/Nutrition/Wellness
- Lynchburg Business Life
- Expanded Home & Garden Section
- Expanded Be Well Section

SPECIAL ADVERTISING SECTIONS:

- Best Of Central + Southwest Virginia Weddings Awards**
- Home & Garden Section with Special Advertising Rates
- Be Well Section with Special Advertising Rates
- Dental Guide A Special Section for Dentists, Orthodontists and Periodontists
- Virginia Cocktail Guide Fall Edition (Multi-Magazine Audience + Digital Newsletter)

November / December 2027

Space/Materials: 10/2/2027

Ad Approval: 10/9/2027

EDITORIAL FOCUS: The Holiday Issue

- Lynchburg Living Giving Back Awards
- Taste
- Be Well Lynchburg: Fitness/Nutrition/Wellness
- Lynchburg Business Life

SPECIAL ADVERTISING SECTIONS:

- Holiday Gift Guide with a Digital 12 Ways To Give Program
- Lynchburg Cares Non-Profit Promotional Program
- Lynchburg Living Giving Back Awards**
- RetireVA Special Insert Publication Covering Central and Southwest Virginia (Multi-Magazine Audience + Digital Newsletter)
- Mid-Atlantic Ski & Snowboard Guide (Multi-Magazine Audience + Digital Newsletter)
- Virginia Cocktail Guide Winter Edition (Multi-Magazine Audience + Digital Newsletter)

RECURRING COLUMNS (IN EVERY ISSUE) ROTATING COVERAGE ACROSS:

Area Market Reports • Wellness • Workforce • Marketing • Real Estate • Education • Legal • Economy • Entrepreneurship

December / January (2026-2027)

Space/Materials: 11/2/2026

Ad Approval: 11/9/2026

EDITORIAL FOCUS:

Healthcare/Human Services & Legal Issue

- Healthcare & Human Services in Central Virginia
- Top Lawyers of Greater Lynchburg & the Roanoke Valley
Peer-to-Peer Survey Accompanied with Legal Healthcare Focus Lead in Editorial

SPECIAL ADVERTISING SECTIONS:

- Top Lawyers Special Advertising Packages in conjunction with *Lynchburg Living* and *The Roanoker***
- Grand Opening Package Special Print + Digital Packages
- Business Anniversaries Package Special Print + Digital Packages

February / March 2027

Space/Materials: 12/23/2026

Ad Approval: 1/6/2027

EDITORIAL FOCUS: Market Report Issue

- Legacy Awards
Celebrating experienced business leaders
- 2027 Market Report

SPECIAL ADVERTISING SECTIONS:

- Legacy Awards Recognition Packages**
- Grand Opening Package Special Print + Digital Packages
- Business Anniversaries Package Special Print + Digital Packages

April / May 2027

Space/Materials: 3/2/2027

Ad Approval: 3/9/2027

EDITORIAL FOCUS: Women in Leadership Issue

- Women in Leadership
- Financial Planning/Wealth Management
(Combination with *Lynchburg Living* May/June)

SPECIAL ADVERTISING SECTIONS:

- Powered by Women Profile Ads**
- Financial Planning/Wealth Management Special Packages Available
- Virginia Meeting & Banquet Guide
- Grand Opening Package Special Print + Digital Packages
- Business Anniversaries Package Special Print + Digital Packages

June / July 2027

Space/Materials: 4/30/2027

Ad Approval: 5/7/2027

EDITORIAL FOCUS: Top 20 Under 40 Issue

- Top 20 Under 40
- Best of Business Awards

SPECIAL ADVERTISING SECTIONS:

- Best of Business Winning Ad Packages that include "All New" event tickets**
- Top 20 Under 40 Congratulatory Ads**
- Grand Opening Package Special Print + Digital Packages
- Business Anniversaries Package Special Print + Digital Packages

August / September 2027

Space/Materials: 7/2/2027

Ad Approval: 7/9/2027

EDITORIAL FOCUS: Small Business & Innovation Issue

- Small Business & Innovation
- Entrepreneurship Highlights
- 2027 Most Influential People
75 Area Leaders

SPECIAL ADVERTISING SECTIONS:

- Faces of Business Category Exclusive
Full Color Format plus Digital Added Values
- 2027 Most Influential People Packages
that include "All New" Event Tickets/Tables**
- Grand Opening Package Special Print + Digital Packages
- Business Anniversaries Package Special Print + Digital Packages

October / November 2027

Space/Materials: 9/1/2027

Ad Approval: 9/8/2027

EDITORIAL FOCUS: Manufacturing Issue

- Manufacturing in Central Virginia
including an overall directory and resource guide
- Best Places to Work

SPECIAL ADVERTISING SECTIONS:

- Best Places to Work Thank You Ads**
- Businesses in Manufacturing
Special Business Advertising Opportunities for Announcements, Employment, Grand Openings, New Products, Positive PR and more.
- Grand Opening Package Special Print + Digital Packages
- Business Anniversaries Package Special Print + Digital Packages

2027 CONTESTS, EVENTS & SUPPLEMENTS

CONTESTS (VOTED/SURVEYED)

CONTEST NAME	SURVEY or VOTING POLL	ISSUE PUBLISHED	EVENT DATE
2027 Top Lawyers of Greater Lynchburg & the Roanoke Valley	July 14 – September 5, 2026	<i>Lynchburg Living & The Roanoker</i> Jan/Feb 2027 and <i>Lynchburg Business</i> Dec/Jan 2026-2027	N/A for 2027 TBA for 2028 Awardees
Best Of Readers' Choice	July 25 – September 15, 2026	<i>Lynchburg Living</i> January/February 2027	January 30, 2027 The Virginian
Legacy Awards	Sept 28, 2026 - Nov 22, 2026	<i>Lynchburg Business</i> February/March 2027	March 2027
Top Real Estate Agents of Greater Lynchburg & the Roanoke Valley	Based on Transactions	<i>Lynchburg Living & The Roanoker</i> March/April 2027	N/A
Best Of Business	January 20 - March 20, 2027	<i>Lynchburg Business</i> June/July 2027	August 2027
Top 20 Under 40	February 3 – March 17, 2027	<i>Lynchburg Business</i> June/July 2027	July 2027
Top Docs of the Roanoke Valley & Greater Lynchburg	January 11 - February 28, 2027	<i>Lynchburg Living & The Roanoker</i> July/August 2027	August 2027
Best Of Hall of Fame	Results of Winning Gold Level for Majority of Years	<i>Lynchburg Living</i> July/August 2027	N/A
Best Of Central + Southwest Virginia Weddings	April 4 – May 27, 2027	<i>Lynchburg Living</i> September/October 2027 and <i>Central + Southwest Virginia Weddings</i> 2028	March 2027
Best Places to Work	June 2 – July 14, 2027	<i>Lynchburg Business</i> October/November 2027	November 2027
Lynchburg Living Giving Back Awards	June 9 – August 4, 2027	<i>Lynchburg Living</i> November/December 2027	November 2027

STAND ALONE EVENTS

EVENT NAME	EVENT DATE(s)	LOCATION
Central + Southwest Virginia Weddings Showcase	March 2027	TBA
Lynchburg Living Battle of the Burgers	April 2027	TBA
Powered by Women Luncheon	April 2027	TBA
Lynchburg Restaurant Week	June 12-19, 2027	Local Area Restaurants
Most Influential People	August 2027	TBA

SUPPLEMENT PUBLICATION

PUBLICATION	
2028 Central + Southwest Virginia Weddings	
PUBLISHED	
March 2028	

MULTI-PUBLICATION INSERTS



INSERT (Print + Digital Newsletter)	ISSUE PUBLISHED	<i>Lynchburg Living</i>	<i>Lynchburg Business</i>	<i>The Roanoker</i>	<i>Blue Ridge Country</i>	<i>Coastal Virginia Magazine</i>	<i>CoVaBiz Magazine</i>
Smith Mountain Lake Living	May/June	✓		✓			
Virginia College Guide	July/August	✓		✓		✓	
Mid-Atlantic Ski & Snowboard Guide	Nov/Dec	✓		✓	✓	✓	
RetireVA	Nov/Dec	✓		✓			
Virginia Cocktail Guide	Spring/Summer/ Fall/Winter	✓		✓		✓	
Virginia Meeting & Banquet Guide	LB & CoVaBiz: April/May <i>The Roanoker</i> : May/June		✓	✓			✓