

# 2021 PLANNING CALENDAR

• Awards and recognition programs • Crain's Content Studio • Editorial features

	DATE	2021 FEATURES	CLOSE DATE	EVENTS		DATE	2021 FEATURES	CLOSE DATE	EVENTS
J A N U A R Y	4	• Digital special feature; Intro to Newsmaker		Secrets of the Best-Managed nonprofit webcast  Crain's Newsmaker of the Year webcast series	A P R I L	5	• Black-owned business report		Real Estate NEXT: Macomb County webcast (4/21)
	11	• <b>Crain's Newsmaker of the Year</b> • Crain's Michigan Business				12	• Crain's Michigan Business: Food Economy • <b>LIST:</b> Largest Michigan Employers		
	18	• Health Care				19	• Real Estate: Macomb County • Crain's Forum • <b>Notable in Law</b> • <b>LIST:</b> Largest General Contractors • <b>LIST:</b> Largest Real Estate Deals		
	25	• Crain's Forum • Small Business Spotlight				26	• Crain's Forum • Small Business Spotlight • <b>LIST:</b> Largest Staffing Companies		
F E B R U A R Y	1	• Real Estate: Oakland County		Real Estate NEXT: Oakland County webcast (2/3)  Crain's Newsmaker of the Year webcast series	M A Y	3	• <b>Crain's 20 in their 20s</b>		May Days of Giving  A Celebration of Crain's 20 in their 20s  Health Care Heroes
	8	• Crain's Michigan Business				10	• Crain's Michigan Business: Tourism • <b>LIST:</b> Largest Publicly Traded Companies, Southeast Mich. and Greater Mich.		
	15	• Entrepreneurship in the age of COVID				17	• Trends in residential real estate • <b>Notable Executives in DEI</b>		
	22	• Crain's Forum • <b>Finance: Biggest Deals of the Year 2020 (M&amp;A Report)</b> • <b>LIST:</b> Biggest M&A Deals • Small Business Spotlight				24	• Business Education • <b>Executive MBA Plus Guide</b> • <b>LIST:</b> Private 200: Largest Privately Held Companies in Southeast Mich. • <b>LIST:</b> Graduate Degree Programs • Crain's Forum • Small Business Spotlight		
M A R C H	1	• <b>LIST:</b> Largest Law Firms in Southeast Mich. • <b>LIST:</b> Largest Law Firms Statewide		Biggest Deals virtual event  Family-owned webcast (3/24)	J U N E	31	• Digital special feature: Health Care Heroes		HR Summit
	8	• Crain's Michigan Business: St. Clair County/Port Huron • <b>LIST:</b> Largest Michigan Insurance Agencies				7	• <b>Health Care Heroes</b> • <b>LIST:</b> Largest Physician Groups • <b>LIST:</b> Largest Hospital Systems in MI		
	15	• Suburban development spotlight				14	• <b>Nonprofit Giving Guide</b> • Crain's Michigan Business: Lansing • <b>LIST:</b> Top-paid CEOs and Other Executives		
	22	• Family-Owned Business • <b>LIST:</b> Largest Family-owned Businesses				21	• <b>Crain's Excellence in HR Awards</b> • <b>LIST:</b> Largest Accounting Firms in MI		
	29	• Crain's Forum • <b>Notable Nonprofit Board Members</b> • Small Business Spotlight				28	• Crain's Forum • Small Business Spotlight		

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	DATE	2021 FEATURES	CLOSE DATE	EVENTS		DATE	2021 FEATURES	CLOSE DATE	EVENTS
J U L Y	5	• Digital special feature			O C T O B E R	4	• Detroit Homecoming Report • <b>Notable Rising Stars in Health Care Leadership</b> • <b>LIST:</b> Largest Group Health Care Plans		Crain's Health Care Leadership Virtual Summit
	12	• Crain's Michigan Business: University Towns • <b>LIST:</b> Largest Auto Suppliers • <b>LIST:</b> Largest Manufacturers				11	• Crain's Michigan Business: Cannabis		
	19	• <b>Fast 50</b> • <b>LIST:</b> Fastest-Growing Companies in SE MI				18	• <b>LIST:</b> Largest Nonprofits • <b>LIST:</b> Largest Foundations • <b>LIST:</b> Largest Philanthropic Gifts		
	26	• <b>Most Influential Women</b> • Crain's Forum • Small Business Spotlight				25	• Crain's Forum • Small Business Spotlight		
A U G U S T	2	• Nonprofit Executive Compensation Report • <b>LIST:</b> Largest SE MI Auto Dealers • <b>LIST:</b> Top-Paid Nonprofit CEOs and other executives		Most Influential Women Cool Places To Work virtual celebration	N O V E M B E R	1	• <b>Crain's 40 under 40</b>		A Celebration of Crain's 40 under 40  Real Estate NEXT: Livingston County webcast (11/17)
	9	• Crain's Michigan Business: The Future of Downtowns				8	• Crain's Michigan Business: Michigan manufacturing beyond automotive		
	16	• Health Care				15	• <b>Notable in Real Estate</b> • Real Estate: Livingston County		
	23	• <b>Cool Places to Work</b>				22	• Digital special feature		
	30	• Crain's Forum • Small Business Spotlight				29	• Crain's Forum • Small Business Spotlight		
S E P T E M B E R	6	• <b>Notable LGBTQ</b>		Detroit Homecoming Real Estate NEXT: Ann Arbor webcast (9/29)	D E C E M B E R	6	• <b>Crain's Best-Managed Nonprofits</b> • <b>LIST:</b> Largest Banks		
	13	• Crain's Michigan Business				13	• Crain's Michigan Business: Flint • <b>Notable Women in Banking</b>		
	20	• NAIAS preview • <b>LIST:</b> Largest IP Law Firms • Mackinac Policy Conference				20	• The Book • Crain's Forum • Small Business Spotlight		
						27	• Digital special feature		
		• Real Estate: Ann Arbor							