THE ROANOKER
2027 Editorial Calendar

IN EVERY ISSUE: Strange Days of Roanoke • Southern Spoonful • Do You Know...? • In the 'Noke • Events Calendar • Then & Now • Home & Dining Features

January / February 2027
Space/Materials: 12/4/2026 **Ad Approval:** 12/11/2026

EDITORIAL FOCUS: Insiders & Newcomers Guide
- Top Lawyers of the Roanoke Valley & Greater Lynchburg**
- 40 Under 40**
- Local Experts' Insights

SPECIAL ADVERTISING SECTIONS:
- **The Menu** Overprinted as standalone publication and inserted into Visit Virginia's Blue Ridge Visitors Guide
- **Top Lawyers** Special Advertising Packages
- **40 Under 40** Recognition Ads

March / April 2027
Space/Materials: 1/28/2027 **Ad Approval:** 2/4/2027

EDITORIAL FOCUS: Women & Health Heroes
- Health Heroes**

SPECIAL ADVERTISING SECTIONS:
- **Women of Influence**
- **Outbound** An adventure guide insert in conjunction with Blue Ridge Country
- **Healthcare Heroes** Recognition Packages

May / June 2027
Space/Materials: 4/2/2027 **Ad Approval:** 4/9/2027

EDITORIAL FOCUS: Best of Roanoke, SML Living
- Best of Roanoke**
- Top Real Estate Agents of the Roanoke Valley & Greater Lynchburg**

SPECIAL ADVERTISING SECTIONS:
- **Best of Roanoke** Multi-level Winner Packages
- **Top Real Estate Agents** Special Advertising Packages
- **Virginia Meeting & Banquet Planner Guide**

July / August 2027
Space/Materials: 5/28/2027 **Ad Approval:** 6/4/2027

EDITORIAL FOCUS: Top Docs, Family, & Education
- Top Docs of the Roanoke Valley & Greater Lynchburg**
- JASWVA 18 Under 18

SPECIAL ADVERTISING SECTIONS:
- **Top Docs** Special Advertising Packages in conjunction with *Lynchburg Living*
- **Faces Of Virginia's Blue Ridge**
- **Virginia College Guide**
- **Vinton Visitor Guide** (insert)

September / October 2027
Space/Materials: 7/28/2027 **Ad Approval:** 8/5/2027

EDITORIAL FOCUS: Most Influential People, Homes, Arts & Culture
- 100 Most Influential People**

SPECIAL ADVERTISING SECTIONS:
- **100 Most Influential People** Special Advertising Packages
- **Ask the Home Experts**
- **Arts, Culture, & Entertainment Guide**
- **Virginia Cocktail Guide** Fall Edition

November / December 2027
Space/Materials: 10/1/2027 **Ad Approval:** 10/8/2027

EDITORIAL FOCUS: Dining Awards & Holidays
- 2028 Dining Awards
- Finance Coverage

SPECIAL ADVERTISING SECTIONS:
- **Holiday Gift Guide** with a Digital 12 Ways To Give Program
- **Financial Profiles**
- **Mid-Atlantic Ski & Snowboard Guide**
- **Virginia Cocktail Guide** Winter Edition
- **Retire VA** (insert)

MULTI-PUBLICATION INSERTS

INSERT (Print + Digital Newsletter)	ISSUE PUBLISHED	*Lynchburg Living*	*Lynchburg Business*	*The Roanoker*	*Blue Ridge Country*	*Coastal Virginia Magazine*	*CoVaBiz Magazine*
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 *The Roanoker:* May/June		✔	✔			✔

Indicates Event or Contest (Page 2)

The Roanoker 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 – Sept 5, 2026	*Lynchburg Living* & *The Roanoker* Jan/Feb 2027 and *Lynchburg Business* Dec/Jan 2026-2027	N/A for 2027 TBA for 2028 Awardees
40 Under 40	Sept 1 - Oct 4, 2026	*The Roanoker* January/February 2027	February 2027
Healthcare Heroes	Based on Nominations Nov 1 - Dec 4, 2026	*The Roanoker* March/April 2027	April 2027
Top Real Estate Agents of Greater Lynchburg & the Roanoke Valley	Based on Transactions	*Lynchburg Living & The Roanoker* March/April 2027	N/A
Best Of Readers' Choice	Nov 9 - Jan 31, 2027	*The Roanoker* May/June 2027	May 2027
Top Docs of the Roanoke Valley & Greater Lynchburg	Jan 11 - Feb 28, 2027	*Lynchburg Living* & *The Roanoker* July/Aug 2027	August 2027
100 Most Influential People	Editorial	*The Roanoker* Sept/Oct 2027	September 2027

STAND ALONE EVENTS

EVENT NAME	EVENT DATE(s)	LOCATION
Best of Central + Southwest Virginia Weddings Showcase	March 2027	TBA
The Roanoker's Food and Winefest	March 6, 2027	The Berglund Center
Roanoker's Battle of the Burger	Fall 2027	TBA

STAND ALONE SUPPLEMENTS



The Menu

Published January 2027 and included in the Jan/Feb issue + Virginia Blue Ridge Visitors Guide

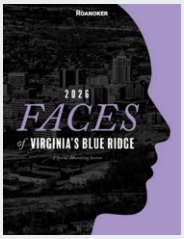
Ad Space Deadline: 11/20/2026
Ad Approval Deadline: 11/30/2026



Central & Southwest VA Weddings (2028 Edition)

Published March 2027

Ad Space Deadline: 1/15/2027
Ad Approval Deadline: 1/22/2027



FACES of Virginia's Blue Ridge

Published July 2027 and included in the July/Aug issue

Ad Space Deadline: 5/28/2027
Ad Approval Deadline: 6/4/2027



Vinton Visitors Guide (2027-28 Edition)

Published July 2027 and included in the July/Aug issue

Ad Space Deadline: 5/14/2027
Ad Approval Deadline: 5/21/2027



Retire-VA

Published November 2027 and included in the Nov/Dec issue + Lynchburg Living

Ad Space Deadline: 9/15/2027
Ad Approval Deadline: 9/22/2027