# 2027 CONTENT CALENDAR

TCB
TWIN CITIES BUSINESS




## FEB/MAR

### SMALL BUSINESS

**SPECIAL SECTIONS**
- Small Business
- Faces Of Business
- Meetings & Events

**INSIGHTS**
- Outsourcing for Small Business
- SBA Financing

**NOTABLE LEADERS**
- General Counsel
- Recruitment & Talent

**EVENTS**
- 2027 Industry Forecast (Feb)
- TCB Talks: Small Business (Mar)

**DEADLINES**
**Space: 12/20/26**
**Ads: 1/6/27**
**Published: 2/3/27**




## APR/MAY

### WOMEN IN BUSINESS

**SPECIAL SECTIONS**
- Census of Women in Corporate Leadership
- Women to Watch

**INSIGHTS**
- AI in Business
- Women and Wealth

**NOTABLE LEADERS**
- Women in Banking & Wealth Services
- Women in Marketing

**EVENTS**
- TCB Talks: Women in Leadership (Apr)
- TCB Talks: (May)

**DEADLINES**
**Space: 3/1/27**
**Ads: 3/4/27**
**Published: 4/1/27**




## JUN/JUL

### LEADERSHIP

**SPECIAL SECTIONS**
- Best of Business Awards
- HR Thrive Awards
- Meetings & Events

**INSIGHTS**
- Workforce Strategies
- Estate Planning for Business Owners

**NOTABLE LEADERS**
- Partners in Law
- Construction & Commercial Real Estate

**EVENTS**
- Best of Business Awards (Jun)
- Minnesota Business Hall of Fame (Jul)

**DEADLINES**
**Space: 4/30/27**
**Ads: 5/5/27**
**Published: 6/3/27**




## AUG/SEP

### INNOVATION & ENTREPRENEURSHIP

**SPECIAL SECTIONS**
- Entrepreneur of the Year
- MN Super Lawyers

**INSIGHTS**
- The Experience Economy
- Exit Planning

**NOTABLE LEADERS**
- Health Innovation & Care
- M&A

**EVENTS**
- TCB Talks (Aug)
- MN Family Business Awards (Sep)

**DEADLINES**
**Space: 7/1/27**
**Ads: 7/8/27**
**Published: 8/4/27**




## OCT/NOV

### BUSINESS FOR GOOD

**SPECIAL SECTIONS**
- Business for Good
- Giving Guide
- Meetings & Events
- Commercial Real Estate CREDA Awards

**INSIGHTS**
- Brand & Reputation
- CRE: Financial Solutions & Market Trends

**NOTABLE LEADERS**
- Nonprofit Board Members
- Higher Education

**EVENTS**
- Outstanding Directors Awards (Oct)
- Community Impact Awards (Nov)

**DEADLINES**
**Space: 9/1/27**
**Ads: 9/7/27**
**Published: 10/4/27**




## DEC/JAN

### PERSON OF THE YEAR + TCB 100

**SPECIAL SECTIONS**
- Minnesota Cup
- Five Star Wealth Managers

**INSIGHTS**
- Educating for the Skills Gap
- Prioritizing Family Philanthropy

**NOTABLE LEADERS**
- Emerging Leaders
- CTOs, & CIOs

**EVENTS**
- Person of the Year + TCB 100 (Dec)
- Notable 2027 Alumni Network (Jan)

**DEADLINES**
**Space: 10/29/27**
**Ads: 11/3/27**
**Published: 12/7/27**

# 2027 ISSUES

**TCB reaches executive readers seeking meaningful journalism and industry insights. We go beyond the headlines to explore business opportunities and solutions — focusing on the industries and people who make it all happen. Align your brand with our content.**




## FEB/MAR
### SMALL BUSINESS
How do Minnesota's small businesses turn ambition into staying power? We dig into the decisions that define growth: managing cash flow, hiring smart, sharpening leadership, and competing with confidence. Through candid stories and expert advice, we explore what really moves a business forward. Plus, our annual Faces profiles spotlight those standing out in their industries.




## APR/MAY
### WOMEN IN BUSINESS
What does it take to move gender parity from goal to reality in Minnesota business? Each year, we spotlight women leaders and the companies advancing equity in the workplace. We'll also unveil the highly anticipated Minnesota Census of Women in Corporate Leadership by St. Catherine University, highlighting trends and naming public companies that exceed industry standards for female representation in executive offices and on boards of directors.




## JUN/JUL
### LEADERSHIP
What does it really take to lead in Minnesota today? We explore the qualities that shape strong leaders: developing talent, growing careers, and guiding teams through change with clarity. This edition also celebrates five visionary leaders by inducting them into the esteemed Minnesota Business Hall of Fame, plus unveils the results of the *Best of Business* readers' choice poll.




## AUG/SEP
### INNOVATION + ENTREPRENEURSHIP
What does it take to build a business or reshape an entire industry? Through the Minnesota Family Business Awards and EY's Entrepreneur of the Year Awards, we introduce you to the founders, families, and innovators leading Minnesota's most successful enterprises, driving fresh ideas, and fueling economic growth across a diverse range of sectors.




## OCT/NOV
### BUSINESS FOR GOOD
Can a company chase profit and purpose at the same time? We showcase Minnesota businesses that blend the two through inventive philanthropy and socially responsible practices. We also celebrate the Outstanding Directors Awards, honoring leaders who drive change through board service, and the Community Impact Awards, spotlighting nonprofit and corporate partnerships making a real difference across the state.




## DEC/JAN
### PERSON OF THE YEAR + TCB 100
Who moved Minnesota business forward this year? We close the year by spotlighting one leader whose vision drove measurable success and left a lasting mark on the community. Then we unveil our most anticipated feature: the TCB 100, our annual list of 100 people in Minnesota business poised to make news and drive change in the year ahead.

# LIVE EVENTS CALENDAR

TCB TWIN CITIES BUSINESS

## Sponsorship will boost brand visibility and promote engagement with key influencers.

### FEB & MAR

**TCB Insights: The State of Businesses (Feb)**
A lineup of seasoned executives share candid insights into the evolving landscape of business. Hear first-hand how they are approaching the challenges, market shifts, and growth opportunities shaping the future—and take away perspectives you won't find anywhere else.

**Small Business (Mar)**
Small businesses drive economic and community progress by creating jobs, developing talent, advancing innovation, strengthening supply chains, and supporting local initiatives. Business owners will share candid lessons on growth, setbacks, strategic pivots, and the leadership practices that foster long-term resilience.

### APR & MAY

**Women in Leadership (Apr)**
A panel discussion with a powerhouse panel of top executives offers a candid perspective on what it takes to lead today. Plus, results from St. Catherine University's annual MN Census of Women in Corporate Leadership.

**TCB Talks: (May)**
We'll bring together a dynamic panel of industry experts for an open conversation on the realities shaping the future of work, strategy, and leadership.

### JUN & JUL

**Best of Business Reader Choice Awards (Jun)**
We poll our readers and business community to votes for the top companies to do business with in Minnesota. This event reveals the winner and celebrates companies that exemplify true excellence.

**Minnesota Business Hall of Fame (Jul)**
Annual we induct five business leaders into the who have made lifetime contributions to Minnesota business.

### AUG & SEP

**Entrepreneurs & Innovators (Aug)**
This annual event highlights the path to entrepreneurship in Minnesota – sharing stories from founders to advise those in the ecosystem of investors, educators, and boosters of Minnesota's startup community.

**MN Family Business Awards (Sep)**
Minnesota celebrates outstanding family-owned businesses and the value they add to Minnesota's economy and quality of life.

### OCT & NOV

**Outstanding Directors Awards (Oct)**
The Outstanding Directors Awards recognize accomplished members of local for-profit business boards.

**Community Impact Awards (Nov)**
Recognition and celebration of the nonprofits and businesses whose efforts are moving the needle and making a significant difference in our state.

### DEC & JAN

**Person of the Year + TCB 100 (Dec)**
TCB celebrates our choice for Person of the Year along with the TCB 100. A reception celebrates these honorees and provides the opportunity to meet and mingle with people you need to know.

**Notable Alumni Network (Jan)**
Throughout the year, TCB recognizes best-in-class executives across 12 industries. This event brings them all together to meet and network.