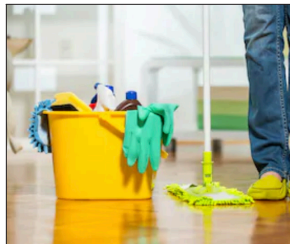


FranchiseConnect®

EDITORIAL CALENDAR

"A MAN WHO STOPS ADVERTISING TO SAVE MONEY IS LIKE A MAN WHO STOPS A CLOCK TO SAVE TIME."

– Henry Ford



JAN/FEB – WINTER 2021

Home Services / Home Base Franchises

Editorial/Space: Dec 23

Advertising Due: Dec 30

- ▶ **TOP 100 Home Services Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



MAR/APR – SPRING 2021

Meow. Woof. Chirp. Peep. Squeak.

Pet Franchises

Editorial/Space: Feb 14

Advertising Due: Feb 24

- ▶ **TOP 100 Pet Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



MAY/JUN – LATE SPRING 2021

Education Franchises

Children's Products and Services

Editorial/Space: Apr 15

Advertising Due: Apr 24

- ▶ **TOP 100 Education Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



JUL/AUG – SUMMER 2021

Senior Care and Healthcare Franchises

Editorial/Space: Jun 15

Advertising Due: Jun 22

- ▶ **TOP 100 Senior Care Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



SEP/OCT – FALL 2021

Food and Drink Franchises + Restaurant

Editorial/Space: Aug 17

Advertising Due: Aug 24

- ▶ **TOP 100 Food Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



NOV/DEC – LATE FALL 2021

Sports and Fitness Franchises

Editorial/Space: Oct 16

Advertising Due: Oct 26

- ▶ **TOP 100 Fitness Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles