

2021 // Editorial Calendar

| ISSUE | EDITORIAL FOCUS | DESCRIPTION | DEADLINES |
|--|-----------------------------|--|---|
| Winter <i>February 2021</i> | Health Care | The health care industry is undergoing rapid change on many fronts, from consolidation among health care providers, to a shift toward consumer-friendly communication and services. The COVID-19 pandemic has accelerated the industry's evolution and spotlighted new opportunities for M&A and value creation. | Content: 10/19/20 Ad: 1/15/2021 Mails: 2/19/2021 |
| Special Edition <i>April 2021</i> | Middle Market Growth Awards | This special edition features profiles of the winners and finalists of the Middle Market Growth Awards across four corporate categories – Growth Engine, Innovation, Workplace and Job Creation/Retention – along with the Young Professionals Award winners. | Content: 1/26/21 Ad: 3/10/21 Mails: 4/16/21 |
| Spring <i>May 2021</i> | Technology | Tech was among the industries to thrive in 2020, thanks in part to the growing use of content streaming, grocery delivery and online meetings during the pandemic. This issue explores the types of tech businesses that are ripe for M&A, and strategies for growth post-acquisition. | Content: 2/8/21 Ad: 4/20/21 Mails: 5/27/21 |
| Summer <i>July 2021</i> | Consumer Products | U.S. economic growth is driven in large part by consumer spending, so consumer behavior will no doubt be under close scrutiny throughout 2021. Business leaders and investors will also be watching and placing bets about which product categories will be in highest demand in the post-pandemic world. | Content: 3/29/21 Ad: 5/21/21 Mails: 6/28/21 |
| Special Edition <i>August 2021</i> | Future of Work | Telework, automation and inclusivity are among the forces shaping the future of work. This special edition explores how work will look different for financial services professionals and the businesses they support, and the types of investment opportunities that will emerge from the workplace evolution underway. | Content: 5/7/21 Ad: 7/13/21 Mails: 8/20/21 |
| Fall <i>October 2021</i> | Industrial & Manufacturing | The industrial and manufacturing sector has been impacted in recent years by public policy decisions, global trade issues and workforce challenges, among others. This issue examines how investors and strategic acquirers view the sector's challenges and opportunities, and how they're shaping M&A decisions and growth strategies. | Content: 6/7/21 Ad: 8/20/21 Mails: 9/27/21 |
| Special Edition <i>December 2021</i> | 2022 Outlook Report | As 2021 comes to a close, <i>Middle Market Growth</i> surveys deal-makers about their predictions for M&A activity, investment opportunities and business growth in the year ahead. Their insights and expectations are highlighted in <i>MMG's</i> 2022 Outlook Report. | TBD |



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