

NORTH BAY BUSINESS JOURNAL AND WINE INDUSTRY BUSINESS JOURNAL  
**2010 EDITORIAL CALENDAR**



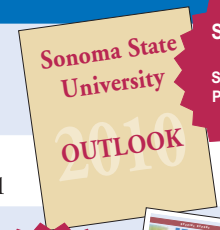
2010 FIRST QUARTER  
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02-24-10

ISSUE	AD CLOSE	MATERIALS CLOSE	REPORTS & SPECIAL PUBLICATIONS	LISTS – <i>Wine lists in italic</i>	EVENTS
<b>JANUARY 2010</b>					
Jan. 4	Dec. 21, '09	Dec. 24, '09	2010 Trends Employment Quarterly	Network solution companies	
Jan. 11	Dec. 28, '09	Dec. 31, '09	Estate & Tax Planning Technology Update: Health Tech	Financial Resources for Business Health clubs	
Jan. 18	Jan. 4	Jan. 8	<i>Wine – Law</i> Business Education: Trends		
Jan. 25	Nov. 1, '09	Nov. 8, '09	<b>Book of Lists</b>		<b>Book of Lists Celebration – January 20</b>
<b>FEBRUARY 2010</b>					
Feb. 1	Jan. 18	Jan. 22	Business Insurance Spotlight: Innovators in Green Tech.	Insurance agencies (life/disability) Green regulations & legislation	
Feb. 8	Jan. 25	Jan. 29	Accounting Series: Most Influential Top Executives	Biotech/biomed companies	
Feb. 15	Feb. 1	Feb. 5	Construction Update The Napa Business Report	Electrical contractors	
Feb. 22	Feb. 8	Feb. 12	<i>Wine – Banking &amp; Finance</i> Health Care Issues	<i>Cooperages/barrel brokers</i> HMOs / PPOs	<b>SSU Outlook Conference – February 25</b>
<b>MARCH 2010</b>					
Mar. 1	Feb. 15 Jan. 25	Feb. 19 Jan. 29	Technology Update: Solar Investment Strategies & Wealth Mgmt. <b>SSU Outlook</b>	Office equipment dealers	<b>SSU Outlook March 1 Special Pull-Out Pub with Bonus Distribution</b>
Mar. 8	Feb. 22	Feb. 26	<i>Wine – Bottles &amp; Glass</i> <b>Impact Marin</b>	<i>Independently owned wineries</i> Law firms	<b>Impact Marin Conference – March 11</b>
Mar. 15	Mar. 1	Mar. 5	Commercial Real Estate Business Insurance	Commercial real estate brokers	
Mar. 22	Mar. 8	Mar. 12	Construction Update Spotlight: Leaders in Comm. Banking	Commercial contractors, part 1 Credit unions	
Mar. 29	Mar. 15	Mar. 19	Spotlight: Litigation Attorneys/Mediators Education: Private Schools	Residential real estate brokers Private schools	<b>Impact Marin March 8 Special Pull-Out Pub with Bonus Distribution</b>



**Book of Lists**  
 Jan. 25  
 Special Publication  
 with Bonus  
 Distribution



**Sonoma State  
 University**  
**OUTLOOK**  
**SSU Outlook  
 March 1  
 Special Pull-Out  
 Pub with Bonus  
 Distribution**



**Impact Marin  
 March 8  
 Special Pull-Out  
 Pub with Bonus  
 Distribution**

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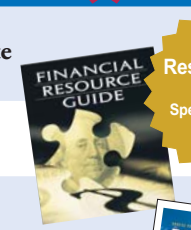
ISSUE	AD CLOSE	MATERIALS CLOSE	REPORTS & SPECIAL PUBLICATIONS	LISTS – <i>Wine lists in italic</i>	EVENTS
<b>APRIL 2010</b>					
Apr. 5	Mar. 26	Mar. 26	Spotlight: Health Care Leaders The Green Report	Commercial contractors, part 2 North Bay nonprofit organizations	
Apr. 12	Mar. 29	Apr. 2	Employment Quarterly <b>Wine Conference Report</b>	Payroll services <i>Insurance resources for the wine industry</i>	<b>Wine Industry Conference</b>
Apr. 19	Apr. 5	Apr. 9	<i>Wine – Vineyard Management</i> Business Insurance	<i>Wine label printers</i> <i>Custom crush facilities</i>	
Apr. 26	Apr. 12	Apr. 16	Family Succession Planning Tech. Update: Business Social Networking <b>Forty under 40</b>	Meeting space Forty under 40	<b>Forty under 40 Gala</b>
<b>MAY 2010</b>					
May 3	Apr. 19	Apr. 23	Health Care/Senior Living Trends Commercial Real Estate Top Producers The Napa BusinessReport	Senior living communities Napa building permits	<b>Commercial Real Estate Networking Reception</b>
May 10	Apr. 26	Apr. 30	Spotlight: Education Leaders HR, Hiring & Employment Law	Green building projects HR consulting firms	
May 17	May 3	May 7	Spotlight: SBA Lenders <b>Building the North Bay</b>	Environmental firms	<b>Construction Conference</b>
May 24	May 10	May 14	<i>Wine – Environmental Issues</i> Accounting Series: Most Influential Top Executives	<i>Wine companies</i> Residential mortgage lenders	
May 31	May 17 Apr. 12	May 21 Apr. 23*	Business Insurance Bankruptcy, Foreclosure & Credit Law <b>Financial Resource Guide</b> *Articles due April 16	Private employers – Mendocino County	
<b>JUNE 2010</b>					
June 7	May 24	May 28	Marin County Business Forecast Construction Update	Private employers – Marin County Marin County building permits	
June 14	May 31 Apr. 26	June 4 May 7*	Commercial Real Estate Business Education: Wine & Food <b>Health Care &amp; Senior Living Guide</b> *Articles due April 30	Business parks Office furniture dealers	<b>Health Care &amp; Senior Living Guide June 14</b> Special Glossy Pub With Bonus Distribution
June 21	June 7	June 11	The Green Report: Green Building Environmental Law Spotlight: Leaders of HR	Architectural firms Solar companies	<b>Women in Business 10<sup>th</sup> Anniversary Gala</b>
June 28	June 14 May 24	June 18 June 4	<i>Spotlight: Leaders at Independent Wineries</i> Accounting <b>Women in Business – 10 Year Retrospective</b>	<i>Corks &amp; Stoppers</i> <i>Irrigation equipment</i>	<b>Women in Business June 28</b> Special Pull-Out Pub with Bonus Distribution



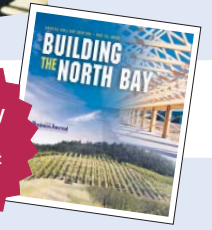
**Wine Conference Report**  
 April 12  
 Special Pull-Out Pub with Bonus Distribution



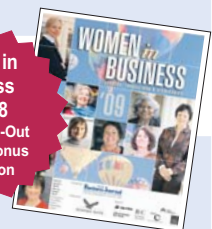
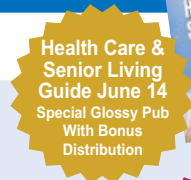
**Forty under 40**  
 April 26  
 Special Pull-Out Pub with Bonus Distribution



**Financial Resource Guide**  
 May 31  
 Special Glossy Pub With Bonus Distribution



**Building the North Bay**  
 May 17  
 Special Pull-Out Pub with Bonus Distribution



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<b>JULY 2010</b>					
July 5	June 21	June 25	Banking & Finance Hospitality & Tourism	Banks based in the North Bay North Bay golf courses	
July 12	June 28	July 2	Business Insurance	Insurance agencies (property/casualty)	
July 19	July 5	July 9	Commercial Real Estate	Sonoma County building permits	
July 26	July 12	July 16	<i>Wine – Corks &amp; Stoppers</i> Health Care Trends	<i>Accounting resources for the wine industry</i> Occupational health programs	
<b>AUGUST 2010</b>					
Aug. 2	July 19	July 23	Construction Update Land Use & Construction Law	Construction projects – part 1 Breweries	
Aug. 9	July 26	July 30	The Green Report Employment Quarterly	Telecom equipment manufacturers	
Aug. 16	Aug. 2	Aug. 6	Spotlight: Leaders in Contracting Doing business in Solano County	Construction projects – part 2 Private employers – Solano County	
Aug. 23	Aug. 9 July 5	Aug. 13 July 16*	<i>Wine – Insurance</i> Health Care Trends <b>Executive Legal &amp; Accounting Guide</b>	<i>Production equipment</i> Private employers – Napa County <i>*Articles due July 9</i>	 <p>Executive Legal &amp; Accounting Guide - Aug. 23 Special Glossy Pub with Bonus Distribution</p>
Aug. 30	Aug. 16	Aug. 20	Business Education: Green Programs <b>Impact Napa</b>	Computer training facilities	 <p>Impact Napa August 30 Special Pull-Out Pub with Bonus Distribution</p> <p>Impact Napa Conference</p>
<b>SEPTEMBER 2010</b>					
Sept. 6	Aug. 23	Aug. 27	Accounting Fast-Growing Companies	Janitorial companies Public companies	
Sept. 13	Aug.30 Aug. 9	Sept. 3 Aug. 20*	Construction Update Series: Most Influential Top Executives <b>Pasco</b> *Articles due Aug. 13	HVAC contractors Commercial landscapers	 <p>PASCO September 13 Special Pull-Out Pub with Bonus Distribution</p>
Sept. 20	Sept. 6	Sept.10	<i>Wine – Packaging &amp; Design</i> Business Law & Litigation	<i>Banks &amp; lenders for the wine industry</i> Shopping centers	
Sept. 27	Sept. 13 Aug. 23	Sept. 17 Sept. 3	Health Care Trends Residential Real Estate <b>Best Places to Work</b>	Hospitals Best places to work	 <p>Best Places to Work September 27 Special Pull-Out Pub with Bonus Distribution</p> <p>Best Places to Work Event</p>

# 2010 EDITORIAL CALENDAR



2010 FOURTH QUARTER  
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<b>OCTOBER 2010</b>					
Oct. 4	Sept. 20	Sept. 24	Business Succession Planning <b>Going Green Conference Report</b>	Private employers – Sonoma County Trusts departments	<b>Going Green Conference</b>
Oct. 11	Sept. 27	Oct. 1	Business Insurance Small Manufacturing: Food & Products	Insurance companies Small manufacturers (non-food)	
Oct. 18	Oct. 4	Oct. 8	<i>Wine – Harvest Report</i> Business Education: MBA Programs	<i>Legal resources for the wine industry</i> Colleges & universities	
Oct. 25	Oct. 11 Sept. 7	Oct. 15 Sept. 17*	Marketing & Small Business Development <b>Com. Dev. Guide</b> *Articles due Sept. 10	Web development firms Accounting firms	
<b>NOVEMBER 2010</b>					
Nov. 1	Oct. 18	Oct. 22	Banking, Finance & Wealth Mgmt. Law: Green Practices & Environment North Bay Nonprofits & Charitable Events	Banks based elsewhere Internet service providers	
Nov. 8	Oct. 25 Sept. 20	Oct. 29 Oct. 1*	Construction Update Spotlight: Leaders in Comm. Develop. <b>Senior Living Guide</b> *Articles due Sept. 24	Plumbing contractors Property management companies	
Nov. 15	Nov. 1	Nov. 5	<i>Wine – Wine Lending</i> <b>Health Care Conference Report</b>	<i>Bottles &amp; wine packaging</i> Software & video game developers	<b>Health Care Conference</b>
Nov. 22	Nov. 8	Nov. 12	The Napa Business Report Employment Quarterly Spotlight: Leaders in Accounting	Highest paid executives Commercial printers	
Nov. 29	Nov. 15	Nov. 19	Laws That Impact Business Estate & Tax Planning	Business legislation Title companies	
<b>DECEMBER 2010</b>					
Dec. 6	Nov. 22	Nov. 26	Small Business: Finance Technology Update: Office <b>Top Real Estate Projects</b>	SBA lenders Food processors	<b>Top RE Projects Awards Gala</b>
Dec. 13	Nov. 29	Dec. 3	<i>Wine – Industry Business Trends</i> The Green Report <b>Market Fact Book</b>	<i>Nurseries</i> Staffing companies	
Dec. 20	Dec. 6	Dec. 10	Construction Update Health Care Trends Series: Most Influential Top Executives	Engineering firms	
<b>JANUARY 2011</b>					
Jan. 2011	Nov. 1	Nov. 5	<b>2011 Book of Lists</b>		