

# 2011 EDITORIAL CALENDAR



2011 FIRST QUARTER  
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www.NorthBayBusinessJournal.com

Editorial calendar is subject to change  
Effective March 1, 2011

ISSUE	AD CLOSE	MATERIALS CLOSE	REPORTS & SPECIAL PUBLICATIONS	LISTS – Wine lists in <i>italic</i>	EVENTS
<b>JANUARY 2011</b>					
Jan. 3	Dec. 20, '10	Dec. 23, '10	2011 Trends Employment Quarterly	Network solution companies	
Jan. 10	Dec. 27, '10	Dec. 30, '10	Estate & Tax Planning Technology Update	Financial Resources for Business Biotech/biomed companies	
Jan. 17	Jan. 3	Jan. 7	<i>Wine – Law</i> Business Education	<i>Cooperages/barrel brokers</i>	<b>Book of Lists Celebration</b>
Jan. 24	Nov. 1, '10	Nov. 8, '10	<b>Book of Lists</b>		 <b>Book of Lists</b> Jan. 24 Special Publication with Bonus Distribution
Jan. 31	Jan. 17	Jan. 21	Spotlight: Leaders in Comm. Banking Business Insurance	Health Clubs Insurance agencies (employee benefits)	
<b>FEBRUARY 2011</b>					
Feb. 7	Jan. 24	Jan. 28	Manufacturing Update Doing Business in Solano	Credit unions	
Feb. 14	Jan. 31	Feb. 4	Health Care Issues The Napa Business Report	HMOs / PPOs	
Feb. 21	Feb. 7	Feb. 11	<i>Wine – Banking &amp; Finance</i> Sonoma County Business Forecast	Electrical contractors	<b>SSU Outlook Conference</b>
Feb. 28	Feb. 14 Jan. 24	Feb. 18 Jan. 28	Hospitality & Tourism Accounting <b>SSU Outlook</b>	Office equipment dealers	 <b>SSU Outlook</b> February 28 Special Pull-Out Pub with Bonus Distribution
<b>MARCH 2011</b>					
Mar. 7	Feb. 21	Feb. 25	Spotlight: Law Firm Managing Partners <b>Impact Marin</b>	Law firms	<b>Impact Marin Conference</b>
Mar. 14	Feb. 28	Mar. 4	Commercial Real Estate <i>Wine – Bottles &amp; Glass</i>	Commercial real estate brokers <i>Independently owned wineries</i>	
Mar. 21	Mar. 7	Mar. 11	Construction Update Spotlight: Innovators in Green Tech.	Commercial contractors Green regulations & legislation	 <b>Impact Marin</b> March 7 Special Pull-Out Publication
Mar. 28	Mar. 14	Mar. 18	Banking & Finance Education	Residential real estate brokers Private schools	

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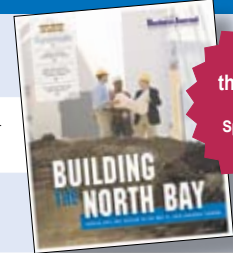
ISSUE	AD CLOSE	MATERIALS CLOSE	REPORTS & SPECIAL PUBLICATIONS	LISTS – Wine lists in <i>italic</i>	EVENTS
<b>APRIL 2011</b>					
Apr. 4	Mar. 21	Mar. 25	Spotlight: Leaders in Home Care The Green Report	North Bay nonprofit organizations	
Apr. 11	Mar. 28	Apr. 1	Employment Quarterly <i>Wine – Vineyard Management</i>	Payroll services <i>Wine label printers</i>	
Apr. 18	Apr. 4	Apr. 8	Family Succession Planning Technology update	Meeting spaces	<b>Forty under 40 Reception</b>
Apr. 25	Apr. 11	Apr. 15	<i>Wine Conference Report</i> Business Insurance <b>Forty under 40</b>	<i>Custom crush facilities</i> <i>Insurance resources for the wine industry</i> Forty under 40	<b>Wine Industry Conference</b>
<b>MAY 2011</b>					
May 2	Apr. 18	Apr. 22	Health Care/Senior Living Trends Commercial Real Estate Top Producers	Senior living communities	
May 9	Apr. 25	Apr. 29	Education <b>Building the North Bay</b>	Environmental firms	<b>Construction Conference</b>
May 16	May 2	May 6	Spotlight: SBA Lenders Law: HR, Hiring & Employment	Internet service providers	
May 23	May 9	May 13	<i>Wine – Environmental Issues</i> Investment Strategies & Wealth Mgmt.	<i>Wine companies</i> Residential mortgage lenders	
May 30	May 16 Apr. 11	May 20 Apr. 22*	Manufacturing Update The Napa Business Report <b>Financial Resource Guide</b> *Articles due April 15	Green building projects Napa building permits	
<b>JUNE 2011</b>					
June 6	May 23	May 27	Marin County Business Forecast Construction Update	Private employers in Marin County Marin County building permits	
June 13	May 30 Apr. 25	June 3 May 6*	Commercial Real Estate Business Education: Wine & Food <b>Health Care &amp; Senior Living Guide</b> *Articles due April 29	Business parks Office furniture dealers	
June 20	June 6	June 10	The Green Report Spotlight: Leaders of HR	Architectural firms Solar companies	<b>Women in Business Awards Dinner Gala</b>
June 27	June 13 May 23	June 17 June 3	<i>Spotlight: Leaders at Ind. Wineries</i> Accounting <b>Women in Business</b>	<i>Corks &amp; stoppers</i> <i>Irrigation equipment</i>	



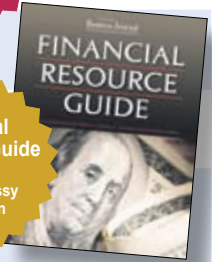
Wine Conference Report April 25 Special Pull-Out Publication



Forty under 40 April 25 Special Pull-Out Publication



Building the North Bay May 16 Special Pull-Out Publication



Financial Resource Guide May 30 Special Glossy Publication



Health Care & Senior Living Guide June 13 Special Glossy Pub With Bonus Distribution



Women in Business June 27 Special Pull-Out Pub with Bonus Distribution

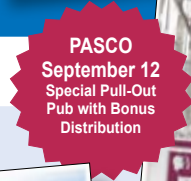
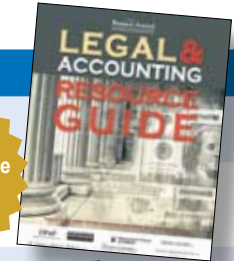
# 2011 EDITORIAL CALENDAR



2011 THIRD QUARTER  
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<b>JULY 2011</b>					
July 4	June 20	June 24	Banking & Finance Hospitality & Tourism	Banks based in the North Bay North Bay golf courses	
July 11	June 27	July 1	Business Insurance Venture Capital	Insurance agencies (property/casualty)	<b>Manufacturing Awards Reception</b>
July 18	July 4	July 8	Commercial Real Estate <i>Spotlight: Facilities Managers</i>	Sonoma County building permits	
July 25	July 11	July 15	<i>Wine – Software &amp; Direct Shipping</i> Health Care Trends	<i>Accounting resources for the wine industry</i> Occupational health programs	
<b>AUGUST 2011</b>					
Aug. 1	July 18	July 22	Construction Update Law: Taxes	Construction projects Breweries	
Aug. 8	July 25	July 29	The Green Report: Supply Chain Employment Quarterly	Telecom equipment manufacturers	
Aug. 15	Aug. 1	Aug. 5	Spotlight: CFOs Doing business in Solano County	Private employers – Solano County	<b>CFOs Awards Reception</b>
Aug. 22	Aug. 8 July 4	Aug. 12 July 15*	<i>Wine – Insurance</i> Health Care Trends <b>Legal &amp; Accounting Resource Guide</b>	<i>Wine production equipment</i> *Articles due July 8	
Aug. 29	Aug. 15	Aug. 19	Business Education <b>Impact Napa</b>	Computer training facilities Private employers – Napa County	<b>Impact Napa Conference</b>
<b>SEPTEMBER 2011</b>					
Sept. 5	Aug. 22	Aug. 26	Manufacturing Update Fast-Growing Companies	Janitorial companies Public companies	
Sept. 12	Aug. 29 Aug. 8	Sept. 2 Aug. 19*	Construction Update Accounting <b>Pasco</b> *Articles due Aug. 12	HVAC contractors Commercial landscapers	<b>Commercial Real Estate Networking Reception</b>
Sept. 19	Sept. 5	Sept. 9	<i>Wine – Packaging &amp; Design</i> Law: Estate & Trust	<i>Banks &amp; lenders for the wine industry</i>	Trust departments
Sept. 26	Sept. 12 Aug. 22	Sept. 16 Sept. 2	Health Care Trends Residential Real Estate <b>Best Places to Work</b>	Hospitals Best places to work	<b>Best Places to Work Event</b>



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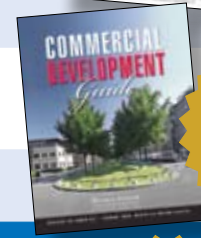
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<b>OCTOBER 2011</b>					
Oct. 3	Sept. 19	Sept. 23	Business Succession Planning Business Insurance	Shopping centers Insurance companies	
Oct. 10	Sept. 26	Sept. 30	Spotlight: Leaders in Contracting <b>Impact Sonoma</b>	Private employers – Sonoma County Small manufacturers (non-food)	<b>Impact Sonoma Conference</b>
Oct. 17	Oct. 3	Oct. 7	<i>Wine – Harvest Report</i> Business Education: MBA Programs	<i>Legal resources for the wine industry</i> Colleges & universities	
Oct. 24	Oct. 10	Oct. 14	Small Business Strategic Planning Employment Quarterly <b>Com. Dev. Guide</b> *Articles due Sept. 9	Accounting firms	
	Sept. 5	Sept. 16*			
Oct. 31	Oct. 17	Oct. 21	Banking, Finance & Wealth Mgmt. Law	Banks based elsewhere	
<b>NOVEMBER 2011</b>					
Nov. 7	Oct. 24	Oct. 28	The Napa Business Report Spotlight: Leaders in Comm. Develop. <b>Senior Living Guide</b> *Articles due Sept. 23	Commercial printers Property management companies	
	Sept. 19	Sept. 30*			
Nov. 14	Oct. 31	Nov. 4	<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. 21	Nov. 7	Nov. 11	North Bay Corporate Philanthropy Spotlight: Leaders in Accounting	Plumbing contractors Title companies	
Nov. 28	Nov. 14	Nov. 18	Laws That Impact Business Business Insurance	Business legislation Highest paid executives	
<b>DECEMBER 2011</b>					
Dec. 5	Nov. 21	Nov. 25	Small Business Finance Technology Update <b>Top Real Estate Projects</b>	SBA lenders Food processors	<b>Top RE Projects Awards Gala</b>
Dec. 12	Nov. 28	Dec. 2	<i>Wine – Industry Business Trends</i> Manufacturing Update <b>Market Fact Book</b>	<i>Nurseries</i> Staffing companies	
Dec. 19	Dec. 5	Dec. 9	Construction Update Health Care Trends	Engineering firms	
<b>JANUARY 2012</b>					
Jan. 2012	Nov. 1	Nov. 5	<b>2012 Book of Lists</b>		

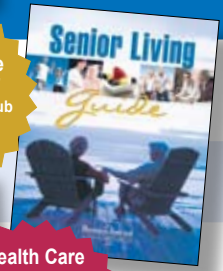


**Impact Sonoma**  
October 10  
Special Pull-Out Publication



**Comm. Development Guide**  
October 24  
Special Glossy Pub with Bonus Distribution

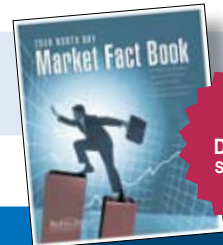
**Senior Living Guide**  
November 7  
Special Glossy Pub with Bonus Distribution



**Health Care Conference Report**  
November 14  
Special Pull-Out Publication



**Top Real Estate Projects**  
December 5  
Special Pull-Out Pub with Bonus Distribution



**Market Fact Book**  
December 12  
Special Pull-Out Publication

**2012 Book of Lists**  
January 2012  
Special Pub with Bonus Distribution

