

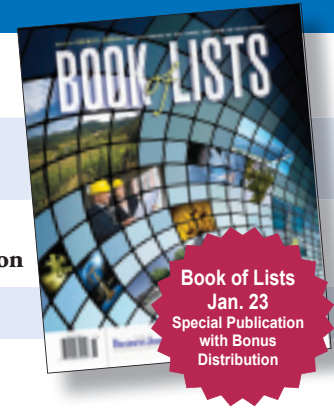
2012 EDITORIAL CALENDAR



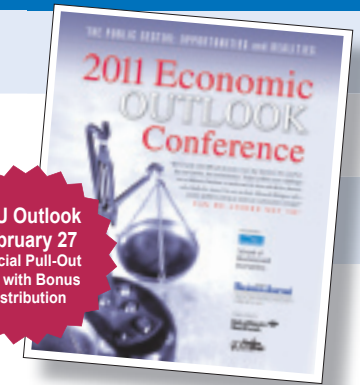
2012 FIRST QUARTER
707-521-5270 • Fax 707-521-5269
www.NorthBayBusinessJournal.com

Editorial calendar is subject to change
Effective January 1, 2012

ISSUE	AD CLOSE	MATERIALS CLOSE	REPORTS & SPECIAL PUBLICATIONS	LISTS – Wine lists in italic	EVENTS
JANUARY 2012					
Jan. 2	Dec. 19, '11	Dec. 23, '11	2011 Trends Employment Quarterly	Network solution companies	
Jan. 9	Dec. 26, '11	Dec. 30, '11	Estate & Tax Planning Technology Update	Financial Resources for Business Biotech/biomed companies	
Jan. 16	Jan. 2	Jan. 6	<i>Wine – Law</i> Business Education	<i>Cooperages/barrel brokers</i>	Book of Lists Celebration
Jan. 23	Nov. 1, '11	Nov. 8, '11	Book of Lists		
Jan. 30	Jan. 16	Jan. 20	Spotlight: Leaders in Comm. Banking	Credit unions	
FEBRUARY 2012					
Feb. 6	Jan. 23	Jan. 27	Business Insurance Manufacturing Update	Insurance agencies (employee benefits) Health Clubs	
Feb. 13	Jan. 30	Feb. 3	Sonoma County Business Forecast The Napa Business Report	Electrical contractors	
Feb. 20	Feb. 6	Feb. 10	<i>Wine – Banking & Finance</i> Health Care Issues	Wealth Management Companies HMOs / PPOs	SSU Outlook Conference
Feb. 27	Feb. 13	Feb. 17	Hospitality & Tourism Accounting SSU Outlook	Office equipment dealers	
	Jan. 23	Jan. 27			
MARCH 2012					
Mar. 5	Feb. 20	Feb. 24	Spotlight: Law Firm Managing Partners Impact Marin	Economic development agencies Law firms	Impact Marin Conference
Mar. 12	Feb. 27	Mar. 2	Commercial Real Estate <i>Wine – Bottles & Glass</i>	Commercial real estate brokers <i>Independently owned wineries</i>	
Mar. 19	Mar. 5	Mar. 9	Construction Update Spotlight: Innovators in Green Tech.	Commercial contractors	
Mar. 26	Mar. 12	Mar. 16	Banking & Finance Education	Residential real estate brokers Private schools	



Book of Lists
Jan. 23
Special Publication
with Bonus
Distribution



SSU Outlook
February 27
Special Pull-Out
Pub with Bonus
Distribution



Impact Marin
March 5
Special
Pull-Out
Publication

2012 EDITORIAL CALENDAR



2012 SECOND QUARTER
707-521-5270 • Fax 707-521-5269
www.NorthBayBusinessJournal.com

Editorial calendar is subject to change
Effective January 1, 2012

ISSUE	AD CLOSE	MATERIALS CLOSE	REPORTS & SPECIAL PUBLICATIONS	LISTS – Wine lists in italic>	EVENTS
APRIL 2012					
Apr. 2	Mar. 19	Mar. 23	Spotlight: Leaders in Home Care The Green Report	North Bay nonprofit organizations	
Apr. 9	Mar. 26	Mar. 30	Employment Quarterly <i>Wine Conference Report</i>	Payroll services <i>Wine label printers</i>	Wine Industry Conference
Apr. 16	Apr. 2	Apr. 6	Family Succession Planning Technology update	<i>Meeting spaces</i>	
Apr. 23	Apr. 9	Apr. 13	<i>Wine – Vineyard Management</i> Business Insurance Forty under 40	<i>Custom crush facilities</i> <i>Insurance resources for the wine industry</i> Forty under 40	Forty under 40 Gala
Apr. 30	Apr. 16	Apr. 20	Health Care/Senior Living Trends Commercial Real Estate Largest Deals	Senior Living Communities	
MAY 2012					
May 7	Apr. 23	Apr. 27	Education Building the North Bay	Environmental firms	Construction Conference
May 14	Apr. 30	May 4	Spotlight: SBA Lenders Law: HR, Hiring & Employment	Internet service providers Farmers Market	
May 21	May 7	May 11	<i>Wine – Environmental Issues</i> Investment Strategies & Wealth Mgmt.	<i>Wine companies</i> Residential mortgage lenders	
May 28	May 14	May 18	Manufacturing Update The Napa Business Report Financial Resource Guide *Articles due April 20	Green building projects Napa building permits	
	Apr. 16	Apr. 27*			
JUNE 2012					
June 4	May 21	May 25	Marin County Business Forecast Construction Update	Private employers – Marin County Marin County building permits	Facilities Manager Awards
June 11	May 28	June 1	Commercial Real Estate Business Education: Wine & Food Health Care & Senior Living Guide *Articles due May 4	Business parks Office furniture dealers	
	Apr. 30	May 11*			
June 18	June 4	June 8	The Green Report: Environ. Law Spotlight: Leaders of HR	Architectural firms Solar companies	Women in Business Awards Dinner Gala
June 25	June 11	June 15	<i>Spotlight: Leaders at Ind. Wineries</i> Accounting Women in Business	<i>Corks & stoppers</i> <i>Irrigation equipment</i>	
	May 21	June 1			



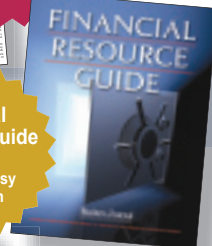
Wine Conference Report April 9
Special Pull-Out Publication



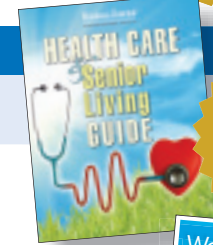
Forty under 40 April 23
Special Pull-Out Publication



Building the North Bay May 7
Special Pull-Out Publication



Financial Resource Guide May 28
Special Glossy Publication



Health Care & Senior Living Guide June 11
Special Glossy Pub With Bonus Distribution



Women in Business June 25
Special Pull-Out Pub with Bonus Distribution

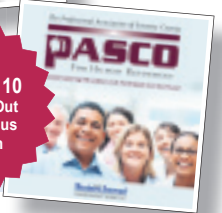
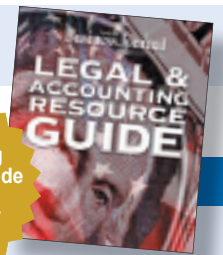
2012 EDITORIAL CALENDAR



2012 THIRD QUARTER
707-521-5270 • Fax 707-521-5269
www.NorthBayBusinessJournal.com

Editorial calendar is subject to change
Effective January 1, 2012

ISSUE	AD CLOSE	MATERIALS CLOSE	REPORTS & SPECIAL PUBLICATIONS	LISTS – Wine lists in italic	EVENTS
JULY 2012					
July 2	June 18	June 22	Banking & Finance Hospitality & Tourism	Banks based in the North Bay North Bay golf courses	Top Manufacturers Awards July 16 Special Pull-Out Publication
July 9	June 25	June 29	Business Insurance Business and the Arts	Insurance agencies (property/casualty)	
July 16	July 2	July 6	Commercial Real Estate Top Manufacturers Awards report	Sonoma County building permits	Manufacturing Awards Reception
July 23	July 9	July 13	<i>Wine – Software & Direct Shipping</i> Health Care Trends	<i>Accounting resources for the wine industry</i> Occupational health programs	Legal & Accounting Resource Guide Aug. 20 Special Glossy Publication
July 30	July 16	July 20	Construction Update Law	Construction projects Breweries	
AUGUST 2012					
Aug. 6	July 23	July 27	The Green Report: Supply Chain Employment Quarterly	Telecom equipment manufacturers	Impact Napa August 27 Special Pull-Out Publication
Aug. 13	July 30	Aug. 3	Spotlight: CFO Recognition Awards Doing business in Solano County	Private employers – Solano County	
Aug. 20	Aug. 6 July 9	Aug. 10 July 20*	<i>Wine – Insurance</i> Health Care Trends Legal & Accounting Resource Guide	<i>Wine production equipment</i> Olive oil producers <i>*Articles due July 13</i>	Impact Napa Conference
Aug. 27	Aug. 13	Aug. 17	Business Education Impact Napa	Computer training facilities Private employers – Napa County	
SEPTEMBER 2012					
Sept. 3	Aug. 20	Aug. 24	Manufacturing Update Fast-Growing Companies	Janitorial companies Public companies	Impact Solano September 17 Special Pull-Out Publication
Sept. 10	Aug. 27 Aug. 6	Aug. 31 Aug. 17*	Construction Update Accounting Pasco <i>*Articles due Aug. 10</i>	HVAC contractors Commercial landscapers	
Sept. 17	Sept. 3	Sept. 7	<i>Wine – Packaging & Design</i> Law: Estate & Trust Impact Solano	<i>Banks & lenders for the wine industry</i> Trust departments	Impact Solano Conference
Sept. 24	Sept. 10 Aug. 20	Sept. 14 Aug. 31	Health Care Trends Residential Real Estate Best Places to Work	Hospitals Best places to work	Best Places to Work Event



2012 EDITORIAL CALENDAR



2012 FOURTH QUARTER
707-521-5270 • Fax 707-521-5269
www.NorthBayBusinessJournal.com

Editorial calendar is subject to change
Effective January 1, 2012

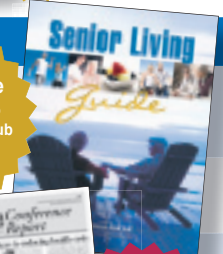
ISSUE	AD CLOSE	MATERIALS CLOSE	REPORTS & SPECIAL PUBLICATIONS	LISTS – Wine lists in italic	EVENTS
OCTOBER 2012					
Oct. 1	Sept. 17	Sept. 21	Business Succession Planning Business Insurance	Shopping centers Insurance companies	Commerical Real Estate Networking Reception
Oct. 8	Sept. 24	Sept. 28	Spotlight: Leaders in Contracting Impact Sonoma	Private employers – Sonoma County Small manufacturers (non-food)	Impact Sonoma Conference
Oct. 15	Oct. 1	Oct. 5	<i>Wine – Harvest Report</i> Business Education: MBA Programs	<i>Legal resources for the wine industry</i> Colleges & universities	
Oct. 22	Oct. 8	Oct. 12	Small Business Strategic Planning Employment Quarterly	Accounting firms	
Oct. 29	Oct. 15 Sept. 17	Oct. 19 Sept. 28*	Banking, Finance & Wealth Mgmt. Law: Health Care Com. Dev. Guide *Articles due Sept. 21	Banks based elsewhere	
NOVEMBER 2012					
Nov. 5	Oct. 22 Sept. 24	Oct. 26 Oct. 5*	The Napa Business Report Spotlight: Leaders in Comm. Develop. Senior Living Guide *Articles due Sept. 28	Commercial printers Property management companies	
Nov. 12	Oct. 29	Nov. 2	<i>Wine – Wine Lending</i> Health Care Conference Report	<i>Bottles & wine packaging</i> Software & video game developers	Healthiest Companies Awards & Conference
Nov. 19	Nov. 5	Nov. 9	Business and the Arts Spotlight: Leaders in Accounting Book of Charitable Events	Plumbing contractors Title companies	
Nov. 26	Nov. 12	Nov. 16	Laws That Impact Business Business Insurance	Business legislation Highest paid executives	
DECEMBER 2012					
Dec. 3	Nov. 19	Nov. 23	Small Business: Finance Technology Update – Startups Top Real Estate Projects	SBA lenders Food processors	Top RE Projects Awards Gala
Dec. 10	Nov. 26	Nov. 30	<i>Wine – Industry Business Trends</i> Manufacturing Update Market Fact Book	<i>Nurseries</i> Staffing companies	
Dec. 17	Dec. 3	Dec. 7	Construction Update Health Care Trends	Engineering firms	
JANUARY 2013					
Jan. 2013	Nov. 3	Nov. 7	2013 Book of Lists		



**Impact
Sonoma
October 8
Special Pull-Out
Publication**



**Comm.
Development
Guide
October 29
Special Glossy Pub
with Bonus
Distribution**



**Senior
Living Guide
November 5
Special Glossy Pub
with Bonus
Distribution**



**Health Care
Conference
Report
November 12
Special Pull-Out
Publication**



**Top Real
Estate Projects
December 3
Special Pull-Out
Pub with Bonus
Distribution**



**Market
Fact Book
December 10
Special Pull-Out
Publication**

**2013
Book of Lists
January 2013
Special Pub with
Bonus
Distribution**

