

2015 Print Editorial Calendar

**PORTLAND
BUSINESS JOURNAL**

December 17, 2014, Patty

| | Special Report | List | Special Publications | Creative Due | |
|----------|----------------|--|--|---|------|
| January | 2 | | | 12/19 | |
| | 9 | Spin-offs | University spinoffs, Software/Hardware Companies | 12/26 | |
| | 16 | Deals of the Year | Mergers & Aquisitions | 1/2 | |
| | 23 | Meetings | Hotels & Motels, Metro & Out of Area Meeting Sites | 1/9 | |
| | 30 | Law | Law Firms | CEO of the Year (pullout) | 1/16 |
| February | 6 | Finance | FDIC Institutions | 1/23 | |
| | 13 | Accounting | Accounting Firms | 1/30 | |
| | 20 | Engineering | Engineering Firms | Forty Under 40 (pullout) Event: 2/19 | 2/6 |
| | 27 | Health Care | Coordinated Care Organizations | | 2/13 |
| March | 6 | Commercial Real Estate | Comm. Real Estate Firms, Comm. Leases | 2/20 | |
| | 13 | Education | College / Universities / Community Colleges | 2/27 | |
| | 20 | Residential Real Estate Investment | Residential Real Estate Firms, Residential Property Management Firms, Residential Mortgage Lenders, Fastest Growing Cities | 3/6 | |
| | 27 | | Nonprofits | Estate & Charitable Planning (stand alone) | 3/13 |
| | 3 | Finance | Credit Unions | | 3/20 |
| April | 10 | Executive Leisure | Golf Courses | 3/27 | |
| | 17 | Healthcare (Technology) Roundtable | NIH Recipients | Women of Influence (stand alone) Event: 4/16 | 4/3 |
| | 24 | Law / SBO (Built Environment) Roundtable | Largest Business Bankruptcies | | 4/10 |
| | 1 | Insurance | Commercial Insurance Brokers | | 4/17 |
| May | 8 | Nonprofit Roundtable | Foundations | 4/24 | |
| | 15 | Commercial Buildings | Commercial Property Management Firms | CFO of the Year (stand alone) Event: 5/14 | 5/1 |
| | 22 | Food & Beverage Roundtable | Wineries, Breweries, Restaurants, Distilleries | | 5/8 |
| | 29 | Commercial Real Estate | General Contractors & Construction Companies, Commercial Remodelers | | 5/15 |
| | 5 | Small Business | Chambers of Commerce | Better Bricks (pullout) Event: 6/4 | 5/22 |
| June | 12 | Architecture | Architecture Firms | 5/29 | |
| | 19 | Incubators & Accelerators | Incubators & Accelerators | Fastest-Growing Private 100 Companies (stand alone) Event: 6/17 List: Fastest-Growing Private 100 Companies | 6/5 |
| | 26 | Public Companies | Public Companies | Education Options Guide (pullout) Lists: Colleges and Universities, Regional MBA Programs | 6/12 |

Main News Deadlines: Space: nine days prior to publication Art: Friday, seven days prior to publication

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2015 Print Editorial Calendar (cont'd)

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|-----------|----------------|--|---|---|-------|
| July | 3 | Biz Birthdays | | 6/19 | |
| | 10 | Largest Metro Employers / Manufacturing Roundtable | Largest Metro Employers | 6/26 | |
| | 17 | Divorce Law | Divorce Law | Financial Services Guide/Wealth Management <small>(stand alone) Lists: Stockbrokerage firms, Commercial lenders, SBA lenders, Money management firms, FDIC insured firms, Residential mortgage lenders, State chartered banks, Credit unions</small> | 7/3 |
| | 24 | Resorts | Resorts & Casinos, Golf Courses | | 7/10 |
| | 31 | Private Companies | Private Companies | Commercial Real Estate Services Guide <small>(pullout)</small> <small>Lists: Commercial Real Estate Firms / Commercial Property Mgmt Firms / LEED Certified Buildings / Commercial Developers / Commercial Lenders / General Contractors / Engineering Firms / Architecture Firms / Office Buildings</small> | 7/17 |
| August | 7 | Marketing | List: Top 50 Advertising & Marketing Firms | 7/24 | |
| | 14 | Technology | Technology Service Providers | 7/31 | |
| | 21 | Boomers / Health Care (Policy) Roundtable | Assisted Living & Retirement Communities | 8/7 | |
| | 28 | Finance | Commercial Lenders | 8/14 | |
| September | 4 | Diversity in the Workplace / SBO (Policy) RT | Women-owned Companies, Minority Business | 8/21 | |
| | 11 | Residential Real Estate Super Section | Single Family Home Builders, Residential Remodelers, Wealthiest Zip Codes | 8/28 | |
| | 18 | Apparel / Retail Roundtable | Largest Footwear & Apparel Companies | Health Care of the Future <small>(pullout)</small> Event: 9/17 | 9/4 |
| October | 25 | Profiles in Power | Highest Paid Executives, Corporate Directors | 9/11 | |
| | 2 | Commercial Real Estate Roundtable | Office Buildings, Commercial Developers | Corporate Philanthropy Awards <small>(stand alone) Event: 10/1</small> <small>Lists: Business Donors the Arts and Culture, Corporate Philanthropists: Small, Medium and Large Companies</small> | 9/18 |
| | 9 | Insurance | Health & Accident Insurers, Property & Casualty Insurers, Life Insurers | 9/25 | |
| | 16 | Litigation | Largest Commercial Law Suits | 10/2 | |
| | 23 | | | HR Summit & Healthiest Employer Awards <small>(pullout) Event: 10/22</small> | 10/9 |
| | 30 | International Business Roundtable | Export List | Manufacturing Awards <small>(pullout)</small> Event: 10/29 | 10/16 |
| November | 6 | Management Consulting | Management Consulting Firms | Book of Giving <small>(stand alone)</small> <small>List: Top Nonprofits</small> | 10/23 |
| | 13 | Higher Education Roundtable | Colleges & Universities | SBO Awards <small>(pullout)</small> | 10/30 |
| | 20 | Health Care | Hospitals | 11/6 | |
| | 27 | | | 11/13 | |
| December | 4 | Banking Roundtable | Banks, SBA Lenders | 11/20 | |
| | 11 | HR, Hiring & Employment | Staffing Firms | Oregon's Most Admired <small>(stand alone)</small> Event: 12/10 | 11/27 |
| | 18 | Outlook 2016 (Advertorial) | MBA Programs | 12/4 | |
| | 25 | | | Book of Lists <small>(stand alone)</small> | 11/13 |

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Every week in PBJ

CENTERPIECE

Our newsroom works months in advance to uncover and present the most important stories in Portland and we present them every week on the front cover with eye-catching graphics and data that jump to a far forward two-page spread. Every week this piece grabs our executive reader's attention and holds them. This is a great place to get in front of them!

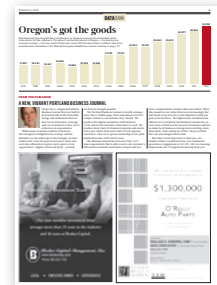


THE LIST

The Business Journal's lists are pure, exclusive economic intelligence. The List has always been one of our most highly read pieces in the paper and now we're expanding them every issue to pull out critical data, trends, news stories and profiles from the list that will make it that much harder to put down.

DATABANK

The Data Bank is our page three gateway into the paper. Every week features an in-depth, graphic-oriented look at a key Oregon industry, with an emphasis on its importance to the state or regional economy. Location is everything and this feature's got it!



REPORTER PAGES

Our reporters spend each day collecting information so they can relay it to Business Journal subscribers. They're subject matter experts. Our readers are able to do a deep dive on the industry segments they care most about. Be there with them!



STRATEGIES

The best way to learn is by doing, and the best people to learn from are those who have done it themselves. Our Strategies pages give our executive readers a behind-the-scenes look at the marketing, HR, finance, and growth strategies that drive some of our most successful businesses. This is a great place to be in front of readers as they think about building their business.



THE PBJ INTERVIEW

Business is all about people. The PBJ Interview is our weekly last page exit from the paper profiling some of the most successful, charismatic and interesting individuals in regional business. Our readers love it. Share the love!



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