

Editorial Calendar

	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	1/16
February	6	Finance	FDIC Institutions	1/23	
	13	Accounting	Accounting Firms	1/30	
	20	Engineering	Engineering Firms	Forty Under 40 Event: 2/19	2/6
	27	Health Care	Coordinated Care Organizations	Start Run Grow	2/13
March	6	Commercial Real Estate	Comm. Real Estate Firms, Comm. Leases	GOSH	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	3/13
April	3	Finance	Credit Unions		3/20
	10	Executive Leisure	Golf Courses		3/27
	17	Healthcare (Technology) Roundtable	NIH Recipients	Women of Influence Event: 4/16	4/3
	24	Law / SBO (Built Environment) Roundtable	Largest Business Bankruptcies		4/10
May	1	Insurance	Commercial Insurance Brokers		4/17
	8	Nonprofit Roundtable	Foundations		4/24
	15	Commercial Buildings	Commercial Property Management Firms	CFO of the Year 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
June	5	Small Business	Chambers of Commerce	Better Bricks Event: 6/4	5/22
	12	Architecture	Architecture Firms		5/29
	19	Incubators & Accelerators	Incubators & Accelerators	Fastest-Growing Private 100 Companies Event: 6/17 List: Fastest-Growing Private 100 Companies	6/5
	26	Public Companies	Public Companies	Education Options Guide Lists: Colleges and Universities, Regional MBA Programs	6/12

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	Special Report	List	Special Publications	Creative Due	
July	3	Biz Birthdays		6/19	
	10	Largest Metro Employers / Manufacturing Roundtable	Largest Metro Employers	6/26	
	17	Divorce Law	Divorce Law	Financial Svcs Guide/Wealth Mgmt Lists: Stockbrokerage firms, Commercial lenders, SBA lenders, Money management firms, FDIC insured firms, Residential mortgage lenders, State chartered banks, Credit unions	7/3
	24	Resorts	Resorts & Casinos, Golf Courses		7/10
	31	Private Companies	Private Companies	Commercial Real Estate Services Guide Lists: Commercial Real Estate Firms / Commercial Property Mgmt Firms / LEED Certified Buildings / Commercial Developers / Commercial Lenders / General Contractors / Engineering Firms / Architecture Firms / Office Buildings	7/17
August	7	Marketing	List: Top 50 Advertising & Marketing Firms		7/24
	14	Technology	Technology Service Providers	Best Places to Work	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 Event: 9/17	9/4
	25	Profiles in Power	Highest Paid Executives, Corporate Directors		9/11
October	2	Commercial Real Estate Roundtable	Office Buildings, Commercial Developers	Corporate Philanthropy Awards (stand alone) Event: 10/1 Lists: Business Donors the Arts and Culture, Corporate Philanthropists: Small, Medium and Large Companies	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 Event: 10/22	10/9
	30	International Business Roundtable	Export List	Manufacturing Awards Event: 10/29 Lists: Manufacturing Companies	10/16
November	6	Management Consulting	Management Consulting Firms	Book of Giving (stand alone) List: Top Nonprofits	10/23
	13	Higher Education Roundtable	Colleges & Universities	SBO Awards	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 Event: 12/10	11/27
	18	Outlook 2016 (Advertorial)	MBA Programs		12/4
	25			Book of Lists	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!

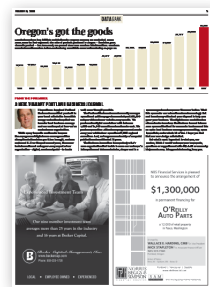


THE LIST

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!



Main News/ROP Deadlines

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