

## Editorial Calendar PUBLIC

|          | Special Report | List                               | Special Publications   | Creative Due  |      |
|----------|----------------|------------------------------------|--|---|------|
| January  | 1              |                                    |  | 12/23   |      |
|          | 8              | Meetings                           | Hotels & Motels, Metro Meeting Sites, Out of Area Meeting Sites  | 12/28   |      |
|          | 15             | Start-ups                          | Tech Transfers, Incubators/Accelerators  | 1/1   |      |
|          | 22             | Deals of the Year Roundtable       | Mergers & Acquisitions, Biggest Funding Rounds   | 1/15  |      |
|          | 29             | Law                                | Law Firms  | Executive of the Year   | 1/22 |
| February | 5              | Finance                            | FDIC Institutions  | 1/29  |      |
|          | 12             | Accounting                         | Accounting Firms   | 2/5   |      |
|          | 19             | Engineering                        | Engineering Firms  | Forty under 40  | 2/12 |
|          | 26             | Health Care                        | Medical Devices  |   | 2/19 |
| March    | 4              | Education                          | Colleges, Universities, Community Colleges   | 2/26  |      |
|          | 11             | Commercial Real Estate             | Commercial Real Estate Firms, Commercial Leases  | Estate & Charitable Planning (stand alone)<br>(creative by 2/26)                                  | 3/4  |
|          | 18             | Residential Real Estate Investment | Residential Real Estate Firms, Property Management Firms, Residential Mortgage Lenders, Fastest Growing Cities |   | 3/11 |
|          | 25             | Nonprofits                         | Nonprofits   |   | 3/18 |
|          | 1              | Credit Unions                      | Credit Unions  |   | 3/25 |
| April    | 8              |                                    | Golf Courses   | BizWomen Event  | 4/1  |
|          | 15             | Health Care                        | NIH Recipients   | Women of Influence (creative by 4/1)  | 4/8  |
|          | 22             | Law                                | Bankruptcy - Largest Business Bankruptcies   |   | 4/15 |
|          | 29             | International Business Roundtable  | Export List  |   | 4/22 |
|          | 6              | Commercial Insurance               | Commercial Insurance Brokers   |   | 4/29 |
| May      | 13             | Commercial Buildings               | Commercial Property Management Firms   |   | 5/6  |
|          | 20             | Food & Beverage Roundtable         | Wineries, Breweries, Restaurants, Distilleries   | CFO of the Year (creative by 5/6)   | 5/13 |
|          | 27             | Commercial Real Estate             | General Contractors/Construction Cos   |   | 5/20 |
|          | 3              | Small Business                     | Chambers of Commerce   | CRE Awards  | 5/27 |
| June     | 10             | Architecture                       | Architecture Firms   |   | 6/3  |
|          | 17             | Nonprofit -Foundations Roundtable  | Foundations  | Fastest-Growing Private Companies<br>(creative by 6/3)<br>List: Fastest-Growing Private Companies | 6/10 |
|          | 24             | Public Companies                   | Public Companies   | Education Options Guide<br>Lists: Colleges and Universities, Regional MBA Programs                | 6/17 |

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

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|-----------|----------------|---|---|---|-------|
| July      | 1              | Largest Metro Employers                               |   | 6/24  |       |
|           | 8              | Manufacturing Roundtable                              | FSG Lists   | Financial Svcs Guide/Wealth Mgmt<br>(creative by 6/24)<br>Lists: Stockbrokerage firms, Commercial lenders, SBA lenders, Money management firms, FDIC insured firms, Residential mortgage lenders, State chartered banks, Credit unions                                  | 7/1   |
|           | 15             | Physicians Groups                                     | Physicians Groups   |   | 7/8   |
|           | 22             | Legal - Patent Law                                    | Patent List - Companies   |   | 7/15  |
|           | 29             | Secrets of the Fastest Growing Companies - Roundtable | Private Companies, CRESG Lists*   | Commercial Real Estate Services Guide<br>Lists: Commercial Real Estate Firms / Commercial Property Mgmt Firms / LEED Certified Buildings / Commercial Developers / Commercial Lenders / General Contractors / Engineering Firms / Architecture Firms / Office Buildings | 7/22  |
| August    | 5              | Finance - Lending                                     | Commercial Lenders, Advertising Agencies  |   | 7/29  |
|           | 12             | Technology  | Technology Service Providers, Hardware Software   |   | 8/5   |
|           | 19             | Automotive  | Dealers by Sales  |   | 8/12  |
|           | 26             | Health Care Roundtable                                | Assisted Living & Retirement Communities  |   | 8/19  |
| September | 2              | Succession Planning                                   | Women Owned Companies   |   | 8/26  |
|           | 9              | Residential Real Estate                               | Single Family Home Builders   |   | 9/2   |
|           | 16             | SBO Roundtable  | Footwear & Apparel  | Health Care of the Future   | 9/9   |
|           | 23             | Profiles in Power                                     | Highest Paid Executives, Corporate Directors  |   | 9/16  |
|           | 30             | Insurance   | Health & Accident Insurers, Property & Casualty Insurers, Life Insurers, Corp Phil Lists* | Healthiest Employers of Oregon  | 9/23  |
| October   | 7              | Commercial Real Estate Roundtable                     | Office Buildings  |   | 9/30  |
|           | 14             | Litigation  | Largest Commercial Law Suits  | Corporate Philanthropy Awards<br>(creative by 9/23)<br>Lists: Business Donors the Arts and Culture, Corporate Philanthropists: Small, Medium and Large Companies  | 10/7  |
|           | 21             |   |   |   | 10/14 |
|           | 29             |   | Manufacturing Companies   | Manufacturing Awards<br>Lists: Manufacturing Companies  | 10/21 |
| November  | 4              |   |   | Book of Giving (creative by 10/14)<br>List: Top Nonprofits  | 10/29 |
|           | 11             | College Presidents Roundtable                         | Colleges & Universities   | Small Business & Innovation Awards<br>(creative by 10/29)   | 11/4  |
|           | 18             | Hospitals   | Hospitals   |   | 11/11 |
|           | 25             |   |   |   | 11/18 |
| December  | 2              | Access to Capital Roundtable                          | Banks, SBA Lenders  |   | 11/25 |
|           | 9              | HR, Hiring & Employment Law                           | Staffing Firms  | Oregon's Most Admired<br>(creative by 11/25)  | 12/2  |
|           | 16             |   | MBA Programs  |   | 12/9  |
|           | 23             |   |   | Book of Lists (creative by 11/4)  | 12/16 |

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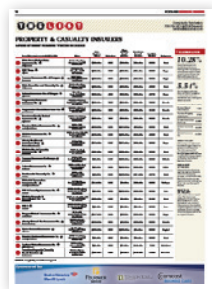
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Our newsroom works months in advance to uncover and present the most important stories in Portland and we present them every week on the front cover with eye-catching graphics and data that jump to a far forward two-page spread. Every week this piece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



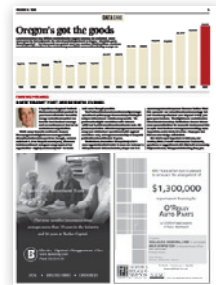
## THE LIST

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!



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## STRATEGIES

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## 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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Questions? 503.274.8733

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