

2018 Print Editorial Calendar

	Special Report	List	Special Publications	Creative Due	
January	5	Hospitality	Metro Meeting Sites, Out of Area Meeting Sites, Hotels	12/29	
	12	Entrepreneurs	Equity funding Recipients	1/5	
	19	Deals of the Year	Mergers & Acquisitions	1/12	
	26	Finance	FDIC Institutions	Executive of the Year	1/19
February	2	Law	Law Firms	1/26	
	9	Accounting	Accounting Firms	2/2	
	16	Engineers	Engineering Firms, Environmental Consultants	2/9	
	23	Education	Colleges & Universities, Community Colleges	2/16	
March	2	Health Care Technology Companies	Biotech Companies	2/23	
	9	Commercial Real Estate	Commercial Real Estate Firms, Commercial Leases, Commercial Real Estate Law	3/2	
	16	Residential Real Estate	Residential Real Estate Firms, Property Management Firms, Residential Mortgage Lenders, Fastest Growing Cities	Estate & Charitable Planning (stand alone) (creative by 2/23)	3/9
	23	International Trade	Oregon International Exports, Export Countries	3/16	
	30	Credit Unions	Credit Unions	3/23	
April	6	Merger & Acquisition Law	M&A Law	Women of Influence (stand alone) (creative by 3/16)	3/30
	13	Health Care Start Ups	NIH Grant Recipients	4/6	
	20	Cannabis	Cannabis Businesses, Golf Course	4/13	
	27	Nonprofits	Nonprofits	4/20	
May	4	Commercial Insurance	Commercial Insurance Brokers	4/27	
	11	Commercial Buildings	Commercial Property Management Firms	5/4	
	18	RT: Food & Beverage	Wineries	CFO of the Year (stand alone) (creative by 5/4)	5/11
	25	Commercial Real Estate	General Contractors/Construction Companies	5/18	
June	1	Small Business	Chambers of Commerce	Small Business Awards	5/25
	8		Architectural Firms	Fastest Growing Private 100 Awards (stand alone) List: Fastest-Growing Private Companies (creative by 5/18)	6/1
	15	LGBTQ	LGBTQ Owned Businesses	Higher Education Guide Lists: Colleges and Universities, Regional MBA Programs	6/8
	22	Public Companies	Public Companies	Forty under 40	6/15
	29	Largest Companies	Largest Employers		6/22

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

Special Report Deadlines: Space: Friday, two weeks prior to publication Art: Friday, seven days prior to publication

Special Publication (Stitch & Trim) Deadlines: Space: Friday, three weeks prior to publication Art: Friday, fourteen days prior to publication or as published

Editorial Calendar (cont'd)

March 23, 2018

		Special Report	List	Special Publications	Creative Due
July	6	Restaurants	Restaurants		6/29
	13	RT: Manufacturing		Financial Services Guide (stand alone) (creative by 6/22) Lists: Stockbrokerage firms, Commercial lenders, SBA lenders, Money management firms, FDIC insured firms, Residential mortgage lenders, State chartered banks, Credit unions	7/6
	20	Health Care Law	Health Care Law		7/13
	27	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	7/20
August	3	Finance - Lending	Commercial Lenders		7/27
	10	Technology	Technology Service Providers, Hardware Companies, Software Companies		8/3
	17	Advertising & Marketing Agencies	Advertising & Marketing Agencies	HR Summit/ Healthiest Employers of Oregon	8/10
	24	Assisted Living	Assisted Living & Retirement Communities		8/17
	31	Diversity	Women Owned Companies, Minority Owned Companies		8/24
September	7	Residential Real Estate	Single Family Home Builders		8/31
	14	Footwear & Apparel	Footwear & Apparel		9/7
	21	Executive Pay	Highest Paid Executives, Corporate Directors of Public Companies	Health Care of the Future	9/14
	28	Insurance	Health & Accident Insurers, Property & Casualty Insurers, Life Insurers		9/21
October	5	Commercial Real Estate	Office Buildings		9/28
	12	Litigation	Commercial Law Suits, Litigators Law List		10/5
	19	Beverage	Breweries, Distilleries, Cideries	Corporate Philanthropy (stand alone) (creative by 9/28) Lists: Corporate Philanthropists: Small, Medium, Large Companies, Extra-Large Companies	10/12
	26				10/19
November	2	Management Consultants	Management Consultants		10/26
	9	Higher Education	Colleges & Universities	Makers & Manufacturing Awards Lists: Manufacturing Companies	11/2
	16	Hospitals	Hospitals	Book of Giving (stand alone) (creative by 10/26) List: Top Nonprofits	11/9
	23				11/16
	30			CRE Transformer Awards	11/24
December	7	Banking	Oregon Chartered Banks, SBA Lenders		11/31
	14	HR, Hiring & Employment Law	Staffing Firms, Employment Law	Oregon's Most Admired (stand alone) (creative by 11/24)	12/7
	21		MBA Programs		12/14
	28			Book of Lists (stand alone) (creative by 11/3)	

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!

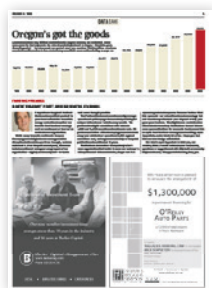


THE LIST

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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