

2020 MARKETING & EDITORIAL CALENDAR

DATE	SPECIAL REPORTS/FEATURE PUBS	LISTS	REGIONAL DIGITAL PUBLICATIONS	AD DEADLINE	
JAN.	6	Employee Benefits/HR/Insurance	Hotels	Mohawk Valley Business Journal Alert	12/26/19
	13	Manufacturing/High-Tech/Incubators	Manufacturing	Southern Tier Business Journal Alert	1/2/20
	20	Health Care Quarterly	Advertising, Marketing, PR Firms	Mohawk Valley Business Journal Alert	1/8/20
	27	2020 Lookahead/President Forecast Messages	Property & Casualty Insurers	Southern Tier Business Journal Alert	1/15/20
FEB.	3	Banking & Credit Union Report	Tourist Destinations <i>New!</i>	Mohawk Valley Business Journal Alert	1/22/20
	10	Education/Innovation/Startups	Commercial Printers	Southern Tier Business Journal Alert	1/29/20
	17	Small Business/Buy Local	SBA Loans & Lenders	Mohawk Valley Business Journal Alert	2/5/20
	24	Hospitality/Tourism	Tax Preparers	Southern Tier Business Journal Alert	2/12/20
		Meet/Stay/Visit Feature Publication <i>New!</i>			1/20/20
MAR.	2	CNY Construction Projects	Conference & Meeting Facilities	Mohawk Valley Business Journal Alert	2/19/20
	9	North Country Business/Agribusiness	Economic Development Agencies	Southern Tier Business Journal Alert	2/26/20
	16	Energy/Environment/Sustainability	Architects/Employee Benefits & Labor Law Firms <i>New!</i>	Mohawk Valley Business Journal Alert	3/4/20
	23	Law/Accounting/Taxes	Coworking Spaces <i>New!</i>	Southern Tier Business Journal Alert	3/11/20
	30	Employee Benefits/HR/Insurance	Assisted-Living Facilities <i>New!</i>	Mohawk Valley Business Journal Alert	3/18/20
		2020 BOOK OF LISTS			2/6/20
<i>March Event Publication: Nonprofit Awards - Print Date TBA</i>					
APR.	6	Manufacturing Directory	Museums	Southern Tier Business Journal Alert	3/25/20
	13	Small Business/MWOB/Diversity & Inclusion	Certified Women-Owned Businesses	Mohawk Valley Business Journal Alert	4/1/20
					HealthCare Digital Newsletter (List: Physical Therapy Providers)
	20	Battle for Talent/Succession	Airlines	Southern Tier Business Journal Alert	4/8/20
27	Banking & Credit Union Report	Largest Employers	Mohawk Valley Business Journal Alert	4/15/20	
MAY	4	Employee Benefits/HR/Insurance/ Millennials	Office Equipment & Furniture Cos./ MBA Programs	Southern Tier Business Journal Alert	4/22/20
	11	Health Care Quarterly	Technology Companies-Products & Services	Mohawk Valley Business Journal Alert	4/29/20
	18	Mohawk Valley NextGen V Feature Publication		Southern Tier Business Journal Alert	5/6/20
	25	Small Business/Family Business	Physical Therapy Providers	Mohawk Valley Business Journal Alert	5/13/20
<i>May Event Publications: Mohawk Valley Legacy Awards / Time To Build - Print Date TBA</i>					
JUNE	1	Energy/Environment/Sustainability	Commercial Property Management Firms	Southern Tier Business Journal Alert	5/20/20
	8	Construction/Luxury Living	Environmental Firms	Mohawk Valley Business Journal Alert	5/27/20
	15	Wealth Management Supplement <i>New!</i>	Financial Planners	Southern Tier Business Journal Alert	5/20/20
					HealthCare Digital Newsletter (List: Behavioral Health Facilities)
	22	Law/Accounting/Taxes	CPA Firms/Tax Preparers	Mohawk Valley Business Journal Alert	6/10/20
29	Engineering/Architecture Directory	Minority-Owned Businesses	Southern Tier Business Journal Alert	6/17/20	
JULY	6	Cybersecurity <i>New!</i>		Mohawk Valley Business Journal Alert	6/24/20
	13	Health Care Quarterly/Business of Aging	Employee-Benefit Consultants	Southern Tier Business Journal Alert	7/1/20
	20	Manufacturing/High-Tech/Incubators/Accelerators	Web Design Companies	Mohawk Valley Business Journal Alert	7/8/20
	27	Banking & Credit Union Report	Leadership & Management Consultants	Southern Tier Business Journal Alert	7/15/20
AUG.	3	Employee Benefits/HR/Law/Accounting	Computer/IT Consultants	Mohawk Valley Business Journal Alert	7/22/20
	10	Construction/Real Estate	Staffing Firms	Southern Tier Business Journal Alert	7/29/20
	17	Anniversary Issue	Lifestyle List: Fine Dining	Mohawk Valley Business Journal Alert	8/5/20
					HealthCare Digital Newsletter (List: Medical Equipment Providers)
	24	NextGen Southern Tier	Cultural & Performing Arts Organizations	Southern Tier Business Journal Alert	8/12/20
	31	Small Business	Engineering Firms	Mohawk Valley Business Journal Alert	8/19/20
SEPT.	7	Energy/Environment/Sustainability/Manufacturing	Risk-Management Providers	Southern Tier Business Journal Alert	8/26/20
	14	Employee Benefits/HR/Insurance	Document-Management Cos./ Corporate Law Firms	Mohawk Valley Business Journal Alert	9/2/20
	21	Revitalize Syracuse Feature Publication		Southern Tier Business Journal Alert	8/12/20
	28	North Country Business/Veteran-Owned Business	Certified Disabled-Veteran Businesses	Mohawk Valley Business Journal Alert	9/16/20
<i>September Event Publication: Best Places to Work Awards - Print Date TBA</i>					
OCT.	5	Health Care Quarterly	Hospitals and Health Systems	Southern Tier Business Journal Alert	9/23/20
	12	Gaming	Health-Insurance Providers	Mohawk Valley Business Journal Alert	9/30/20
					HealthCare Digital Newsletter (List: Hospitals & Health Systems)
	19	Law/Accounting/Taxes	Behavioral Health Facilities	Southern Tier Business Journal Alert	10/7/20
26	Banking & Credit Union Report	Banks	Mohawk Valley Business Journal Alert	10/14/20	
<i>October Event Publication: Excellence In Healthcare Awards - Print Date TBA</i>					
NOV.	2	Construction/Sub-Contractors	Credit Unions	Southern Tier Business Journal Alert	10/21/20
	9	Employee Benefits/HR/Insurance	Nonprofits-Health, Human, Social Services	Mohawk Valley Business Journal Alert	10/28/20
	16	Resources for Small Business/Education	Commercial Builders/Mechanical/HVAC/ Electrical Contractors	Southern Tier Business Journal Alert	11/4/20
	23	Innovation Centers Directory	Colleges & Universities	Mohawk Valley Business Journal Alert	11/11/20
30	Manufacturing/High-Tech/Incubators	Chambers of Commerce	Southern Tier Business Journal Alert	11/18/20	
<i>November Event Publication: 40 Under Forty Awards - Print Date TBA</i>					
DEC.	7	Showcase CNY Feature Publication	Commercial Real-Estate Firms/ Trucking, Equipment, and Logistics Companies	Mohawk Valley Business Journal Alert	10/25/20
	14	Energy/Environment/Sustainability	Independent Living Facilities	Southern Tier Business Journal Alert	12/2/20
					HealthCare Digital Newsletter (List: Skilled Nursing Homes)
	21	Construction/Design/Real Estate	Lifestyle List: Ski Resorts	Mohawk Valley Business Journal Alert	12/9/20
28	CNY Legends <i>New!</i>		Southern Tier Business Journal Alert	12/16/20	
<i>December Event Publication: Family Business Awards - Print Date TBA</i>					