

# 2021 MARKETING & EDITORIAL CALENDAR

DATE	SPECIAL REPORTS/FEATURE PUBS	LISTS	REGIONAL DIGITAL PUBLICATIONS	AD DEADLINE	
JAN.	4	Employee Benefits/HR/Insurance	Hotels	Mohawk Valley Business Journal Alert	12/23/20
	11	Manufacturing/High-Tech/Incubators	Manufacturing	Southern Tier Business Journal Alert	12/30/20
	18	Health Care Quarterly	Advertising, Marketing, PR Firms	Mohawk Valley Business Journal Alert	1/6/21
	25	2021 Lookahead/President Forecast Messages	Property & Casualty Insurers	Southern Tier Business Journal Alert	1/13/21
FEB.	1	Banking & Credit Union Report	Tourist Destinations	Mohawk Valley Business Journal Alert	1/20/21
	8	Education/Innovation/Startups	Colleges & Universities	Southern Tier Business Journal Alert	1/27/21
	15	Small Business/Buy Local	SBA Loans & Lenders	Mohawk Valley Business Journal Alert	2/3/21
	22	Innovation/Entrepreneur Resource Directory	Tax Preparers	Southern Tier Business Journal Alert	2/10/21
MAR.	1	Law/Accounting/Taxes	Conference & Meeting Facilities	Mohawk Valley Business Journal Alert	2/17/21
	8	North Country Business/Agribusiness	Economic Development Agencies	Southern Tier Business Journal Alert	2/24/21
	15	Energy/Environment/Sustainability	Architects	Mohawk Valley Business Journal Alert	3/3/21
	22	CNY Construction Projects	Coworking Spaces	Southern Tier Business Journal Alert	3/10/21
	29	Employee Benefits/HR/Insurance <b>2021 BOOK OF LISTS</b>	Employee Benefits and Labor Law	Mohawk Valley Business Journal Alert	3/17/21 <b>2/4/21</b>
APR.	5	Manufacturing Directory	Museums	Southern Tier Business Journal Alert	3/24/21
	12	Small Business/MWOB/Diversity & Inclusion	Office Equipment & Furniture Cos.	Mohawk Valley Business Journal Alert	3/31/21
	19	Battle for Talent/Succession	Certified Women-Owned Businesses	Southern Tier Business Journal Alert	4/7/21
	26	Banking & Credit Union Report	Airports <b>NEW</b>	Mohawk Valley Business Journal Alert	4/14/21
MAY	3	Employee Benefits/HR/Insurance/ Millennials	MBA Programs	Southern Tier Business Journal Alert	4/21/21
	10	Health Care Quarterly	Technology Companies	Mohawk Valley Business Journal Alert	4/28/21
	17	NY Forward/Pandemic Recovery <b>NEW</b>	Security & Alarm Companies	Southern Tier Business Journal Alert	5/5/21
	24	Small Business/Family Business	Commercial Property Mgt. Firms	Mohawk Valley Business Journal Alert	5/12/21
	31	Energy/Environment/Sustainability	Environmental Firms	Southern Tier Business Journal Alert	5/19/21
JUNE	7	Construction/Luxury Living	Engineering Firms	Mohawk Valley Business Journal Alert	5/26/21
	14	Wealth Management	Financial Planners	Southern Tier Business Journal Alert	6/2/21
	21	Law/Accounting/Taxes	CPA Firms	Mohawk Valley Business Journal Alert	6/9/21
	28	Engineering/Architecture Directory	Minority-Owned Businesses	Southern Tier Business Journal Alert	6/16/21
JULY	5	Cybersecurity	Largest Employers	Mohawk Valley Business Journal Alert	6/23/21
	12	Health Care Quarterly/Business of Aging	Employee-Benefit Consultants	Southern Tier Business Journal Alert	6/30/21
	19	Manufacturing/High-Tech/Incubators/Accelerators	Web Design Companies	Mohawk Valley Business Journal Alert	7/7/21
	26	Banking & Credit Union Report	Leadership & Management Consultants	Southern Tier Business Journal Alert	7/14/21
AUG.	2	<b>Revitalize Mohawk Valley Feature Publication</b>		Mohawk Valley Business Journal Alert	<b>7/6/21</b>
	9	Construction/Real Estate	Staffing Firms	Southern Tier Business Journal Alert	7/28/21
	16	Anniversary Issue	Janitorial Services <b>NEW</b>	Mohawk Valley Business Journal Alert	8/4/21
	23	Small Business	Cultural & Performing Arts Organizations	Southern Tier Business Journal Alert	8/11/21
	30	Law, Accounting & Taxes	Computer/IT Consultants	Mohawk Valley Business Journal Alert	8/18/21
SEPT.	6	Energy/Environment/Sustainability/Manufacturing	Risk-Management Providers	Southern Tier Business Journal Alert	8/25/21
	13	Employee Benefits/HR/Insurance	Document-Management Cos./ Corporate Law Firms	Mohawk Valley Business Journal Alert	9/1/21
	20	<b>Revitalize Syracuse Feature Publication</b>		Southern Tier Business Journal Alert	<b>8/11/21</b>
	27	North Country Business/Veteran-Owned Business	Certified Disabled-Veteran Businesses	Mohawk Valley Business Journal Alert	9/15/21
OCT.	4	Health Care Quarterly	Hospitals and Health Systems	Southern Tier Business Journal Alert	9/22/21
	11	Gaming	Health-Insurance Providers	Mohawk Valley Business Journal Alert	9/29/21
	18	Law/Accounting/Taxes	Health Care Manufacturing	Southern Tier Business Journal Alert	10/6/21
	25	Banking & Credit Union Report	Banks	Mohawk Valley Business Journal Alert	10/13/21
NOV.	1	Construction/Sub-Contractors	Credit Unions	Southern Tier Business Journal Alert	10/20/21
	8	Labor & Employment Law	Nonprofits-Health, Human, Social Services	Mohawk Valley Business Journal Alert	10/27/21
	15	Resources for Small Business/Education	Commercial Builders/Mechanical/HVAC/ Electrical Contractors	Southern Tier Business Journal Alert	11/3/21
	22	Hospitality/Tourism	Commercial Printers	Mohawk Valley Business Journal Alert	11/10/21
	29	Manufacturing/High-Tech/Incubators	Chambers of Commerce	Southern Tier Business Journal Alert	11/17/21
DEC.	6	Employee Benefits/HR/Insurance	Commercial Real-Estate Firms/ Trucking, Equipment, and Logistics Companies	Mohawk Valley Business Journal Alert	11/24/21
	13	Energy/Environment/Sustainability	Independent Living Facilities	Southern Tier Business Journal Alert	12/1/21
	20	Construction/Design/Real Estate	Lifestyle List: Ski Resorts	Mohawk Valley Business Journal Alert	12/8/21
	27	CNY Legends		Southern Tier Business Journal Alert	12/15/21

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For advertising information, call Dony Bardenett: (315) 579-3901 or Kelly Bailey: (315) 579-3924, or visit [www.cnybj.com/advertising](http://www.cnybj.com/advertising)

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