

2017 MARKETING & EDITORIAL CALENDAR

DATE	CNY SPECIAL REPORTS	CNY LISTS	REGIONAL PUBLICATIONS	DEADLINE
JAN.	9	Employee Benefits/HR/Insurance/Recruiting Tool	Colleges & Universities	12/28/16
	16	Manufacturing/High-Tech/Logistics	Hotels	<i>Mohawk Valley Business Journal (List: Colleges & Universities)</i> 1/4/17
	23	Health Care Quarterly	Advertising, Marketing, PR Firms	HealthCare Digital Newsletter (List: Highest-Paid Health-Care Professions) 1/11/17
	30	2017 Lookahead/President Forecast Msgs./Sports Biz	Property & Casualty Insurers	1/18/17
FEB.	6	Banking & Credit Union Report	Cultural & Performing-Arts Organizations	<i>Southern Tier Business Journal (List: Colleges & Universities)</i> 1/25/17
	13	Education/Innovation/Startups	Commercial Printers	2/1/17
	20	Small Business/Buy Local	SBA Loans & Lenders	HealthCare Digital Newsletter (List: Skilled Nursing Homes) 2/8/17
	27	Business of Aging/Sports Biz	Urgent-Care Facilities	2/15/17
MAR.	6	CNY Construction Projects	Conference & Meeting Facilities	<i>Mohawk Valley Business Journal (List: Hotels/Conference Centers)</i> 2/22/17
	13	North Country Business/Agribusiness	Economic Development Agencies	3/1/17
	20	Energy/Environment/Sustainability	Architects/Landscape Architects	<i>Southern Tier Business Journal (List: Hotels/Conference Centers)</i> 3/8/17 HealthCare Digital Newsletter (List: Urgent Care Fac.)
	27	Law/Accounting/Taxes/Sports Biz	Lifestyle List: Craft Breweries	Book of Lists 2017 3/15/17
APR.	3	Employee Benefits/HR/Insurance	Museums	3/22/17
	10	Manufacturing Directory	Defense Contractors	3/29/17
	17	Small Business/MWOB	Certified Women-Owned Businesses	HealthCare Digital Newsletter (List: Physical Therapy Providers) 4/5/17
	24	Succession/Family Business Planning/Sports Biz	Lifestyle List: Golf Resorts/Courses	<i>Mohawk Valley Business Journal (List: Manufacturers)</i> 4/12/17
MAY	1	Banking & Credit Union Report	Largest Employers	<i>Southern Tier Business Journal (List: Manufacturers)</i> 4/19/17
	8	Employee Benefits/HR/Insurance/ Millennials	Office Equipment & Furniture Cos./ MBA Programs	4/26/17
	15	NextGen II: Cyber, Nano & Drones	Technology Companies-Products & Services	HealthCare Digital Newsletter (List: Independent Living Facilities) 5/3/17
	22	Health Care Quarterly	Independent Living Facilities	<i>Mohawk Valley Business Journal (List: Chambers of Commerce)/NextGen II</i> 5/10/17
	29	Small Business/Sports Biz	Wealthiest Zip Codes	5/17/17
JUNE	5	Energy/Environment/Sustainability	Commercial Property Management Firms	5/24/17
	12	Construction/Design/Real Estate	Environmental Firms	5/31/17
	19	Law/Accounting/Taxes	CPA Firms/Tax Preparers	<i>Southern Tier Business Journal (List: Chambers of Commerce)</i> 6/7/17 HealthCare Digital Newsletter (List: Behavioral Health Facilities)
	26	North Country Business/ Business of Food & Beverage/Sports Biz	Chambers of Commerce	6/14/17
JULY	3	Engineering/Architecture Directory	Energy Star/LEED Commercial Buildings	6/21/17
	10	Manufacturing/High-Tech/Logistics	Financial Planners	6/28/17
	17	Health Care Quarterly/Business of Aging	Employee-Benefit Consultants	<i>Mohawk Valley Business Journal (List: Wealthiest Zip Codes)</i> 7/5/17
	24	Small Business/Marketing	Web Design Companies	HealthCare Digital Newsletter (List: Nursing Programs) 7/12/17
	31	Banking & Credit Union Report/SportsBiz	Leadership & Management Consultants	7/19/17
AUG.	7	Employee Benefits/HR/Insurance	Computer/IT Consultants	<i>Southern Tier Business Journal (List: Wealthiest Zip Codes)</i> 7/26/17
	14	The Tech Pulse	Staffing Firms	8/2/17
	21	The Anniversary Issue	Lifestyle List: Wineries	<i>Mohawk Valley Business Journal (List: Largest Employers)</i> 8/9/17 HealthCare Digital Newsletter (List: Medical Equipment Providers)
	28	Construction/Real Estate/Sports Biz	Medical-Equipment Providers	8/16/17
SEPT.	4	Small Business	Engineering Firms	8/23/17
	11	Energy/Environment/Sustainability/Manufacturing	Risk-Management Providers	8/30/17
	18	Revitalize Syracuse		HealthCare Digital Newsletter (List: Home Health Care Agencies) 9/6/17
	25	Employee Benefits/HR/Insurance/Sports Biz	Document-Management Cos./ Corporate Law Firms	<i>Southern Tier Business Journal (List: Largest Employers)</i> 9/13/17
OCT.	2	North Country Business/Veteran-Owned Business	Certified Veteran Disabled Businesses	<i>Mohawk Valley Business Journal (List: Nonprofits)</i> 9/20/17
	9	Health Care Quarterly	Hospitals and Health Systems	9/27/17
	16	Gaming	Health-Insurance Providers	HealthCare Digital Newsletter (List: Hospitals & Health Systems) 10/4/17
	23	Law/Accounting/Taxes	SAT Scores by District	<i>Southern Tier Business Journal (List: Nonprofits)</i> 10/11/17
	30	Banking & Credit Union Report/Sports Biz	Banks	10/18/17
NOV.	6	Construction/Design/Real Estate	Credit Unions	10/25/17
	13	Employee Benefits/HR/Insurance	Nonprofits-Health, Human, Social Services	<i>Mohawk Valley Business Journal (List: Credit Unions/Banks)</i> 11/1/17
	20	Resources for Small Business/Education	Commercial Builders	HealthCare Digital Newsletter (List: Health Insurance Providers) 11/8/17
	27	Manufacturing & International Business/Sports Biz	Manufacturers	11/15/17
DEC.	4	Year-End Planning	Trucking, Equipment, and Logistics Companies	<i>Southern Tier Business Journal (List: Credit Unions/Banks)</i> 11/22/17
	11	Energy/Environment/Sustainability	Commercial Real-Estate Firms	11/29/17
	18	Year-End Review/Education & Training/Sports Biz	Highest-Paid Public Officials	HealthCare Digital Newsletter (List: Healthcare Guide) 12/6/17
	25/Jan. 1	Construction/Design/Real Estate/Sports Biz	Lifestyle List: Ski Resorts	12/6/17

2017 Events: Visit bizeventz.com for information on all of our events

REVISED: 6.29.17

- Book of Lists Review Party
- Nonprofit Awards
- Mohawk Valley Legacy Awards
- Best Places to Work
- Financial Executives
- Health Care Summit & Awards
- Sun Awards
- Excellence in Health Care
- 40 Under Forty



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