EDITORIAL CALENDAR 2014

Reach Over 40,000 Business Leaders

THE BUSINESS OF NEW JERSEY

- Bonus Distribution, President’s Clubs, United Airlines and Delta Airlines (Newark)
- Bonus Distribution at Commerce and Industry Association of New Jersey Events
- Ad Hyperlinks Embedded in Each Ad Included in Monthly Online Issues

Now 12 Issues... including the 3rd Annual Best Practices Guide

JANUARY

(Sandy Recovery, Construction, LEED, Cancer Care)

National Aviation Month: British Airways Brings a New Accent to NJ
Construction: Pipelines, Tunnels and Underground Parking Structures
Environmental: Green Buildings, LEED Design and Solar Innovations
Utilities: Upgrades/Improvements to Infrastructure, Sandy Recovery
Law: Real Estate, Real Property, RETs, Zoning and Urban Development
Banking: Financing Building and Real Estate Projects in New Jersey
Accounting: Cost Segregation Studies, Construction Firm Financials
Technology: Anti-Hacking Devices for Healthcare Facilities/Prisons
Healthcare: State-of-the-Art Cancer Care at Top New Jersey Hospitals
Human Resources: National Mentoring Month-Programs at NJ Firms

MARCH

(Healthcare, Biotech, Pharmaceuticals, Mobile Banking)

Healthcare: Chief Medical Officer Roundtable on Key Health Issues
Pharmaceuticals: New Jersey’s Best Scientific Minds (Discoveries)
Biotechnology: The Future of New Jersey’s Life Sciences Sector
Environmental: Enviro Labs, Green Cleaning, Green Chemistry
Tax: Incentives and Opportunities for Businesses in New Jersey
Accounting: CPA Firms Help NJ Healthcare and Pharma Clients
Banking: Mobile Banking, Small Business Loans, Customer Service
Law: Doing Business with Foreign-Owned Firms or Subsidiaries
Women’s History Month: Executive Profiles and Feature Stories

FEBRUARY

(College Presidents Roundtable, Cardiac Care)

Education: Online Courses, Executive MBAs, Continuing Education
Black History Month: One Giant Step for New Jersey; A Salute to America’s Tuskegee Airmen, Sweet Unity Farms Coffee’s David Robinson
Healthcare: State-of-the-Art Cardiac Care: (American Heart Month)
Environmental: Environmental Education Programs Directory
Accounting: Diversity Programs at New Jersey CPA Firms
Banking: Teaching Kids How to Save, Financial Literacy for Seniors
Wealth Management: High-Net-Worth Clients Need Special Expertise
Law: Matrimonial and Divorce Law

APRIL

(Environmental Business, Robot-Assisted Surgery)

Brownfield Redevelopment: NJDEP and LSRP Interaction
Green Business Strategies: Environmental Audits, “Green” Marketing
Banking: Financing Economic and Urban Development in New Jersey
Law: Environmental Law Issues, Trends and Case Studies
Accounting: Family Business and Succession Planning
Healthcare: Advances in Robot-Assisted Surgery
Hospitality: 2014 Corporate Meeting & Event Planning Guide

To Advertise, Please Contact Stu Bodow
201-368-2100 • e-mail sbodow@cianj.org
MAY
(Accounting Firm Managing Partners Roundtable)

Accounting: Accounting Firm Managing Partners Roundtable
Banking: Business Plan Do's and Don'ts for Small Businesses
Law: The Do's and Don’ts of Mergers & Acquisitions
Education: Accounting Education Programs at NJ Colleges
Environmental: Landfills, Hazardous Waste, Recycling Fuel
Healthcare: Chief Nursing Officers Roundtable
HR (Recruiting APAs): Asian Pacific American Awareness Month

JUNE
(Bank/Credit Union Presidents Roundtable, Patents & Trademarks)

Banking: New Jersey Bank and Credit Union CEO Roundtable
Small Business: Financing Startups in Mature Markets
Accounting: Helping Entrepreneurs and Startups to Succeed
Law: Patents & Trademarks, New Inventions, Licensing, Royalties
Environmental: Green Marketing and Selling Sustainability
Healthcare: Cancer Care, Sleep Disorders, Ambulatory Surgery
Marketing: Branding for Industry-Specific Markets

JULY
(Law Firm Managing Partners Roundtable, M&A)

Law: New Jersey Law Firm Managing Partners Roundtable
Accounting: What Fortune 100 Clients Want from CPA Firms
Banking: High-Net-Worth Services, Private Banking, Wealth Mgt.
Healthcare: New Jersey Hospital Upgrades & Construction Projects
Environmental: Investing in NJ’s Power Grid, Natural Resources
Social Media: Twitter, LinkedIn, Facebook, Strategies for Business
Park and Recreation Month: New Jersey’s Parks and Recreation

Fall 2014
(COMMERCE’s Annual Best Practices Guide)

Featuring NJ’s Top Thought Leaders- Bonus Distribution for 1 Year

Smart People. Great Advice. Successful Companies.

- Top Business Leaders (Your CEO?)
- Best Practices by Industry (Your Ideas?)
- Special Section: Diversity as a Best Practice
- “Best of” COMMERCE Magazine from 2013-2014

The issue you cannot afford to miss.

To Advertise Contact Stu Bodow
201-368-2100 • e-mail sbodow@cianj.org
Visit us on the Web at www.commercemagnj.com