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# COMMERCE

**THE BUSINESS OF NEW JERSEY**

## COMMERCE MAGAZINE EDITORIAL CALENDAR 2017



**12 Issues, Don't Miss the  
6th Annual CEO Best Practices Guide,  
90th Anniversary Issue in October 2017,  
PLUS: NEW CEO PROFILES SECTION**

- Bonus Distribution, President's Clubs, Newark Liberty Airport
- Banner Ads, Advertorials and Print/Online Sponsorships Available
- Ad Hyperlinks Embedded in Each Ad Included in Monthly Online Issues
- Bonus Distribution at Commerce and Industry Association of New Jersey Events

### JANUARY (BANKING, CANCER CARE, CYBER, LAND USE)

**COVER STORY:** The Future of Banking (E-Banking, Mobile Banking)  
**HEALTHCARE:** State-of-the-Art Cancer Care at NJ's Top Hospitals  
**HIGHER EDUCATION:** Healthcare/Cybersecurity Degree Programs  
**CYBERSECURITY:** Emerging Threats to Business and Industry  
**BANKING:** A Digital Revolution is Changing Banks and Banking  
**CONSTRUCTION/REAL ESTATE:** Trends, Diners, High-Net-Worth Living  
**ACCOUNTING:** Cost Segregation Studies for Construction/Real Estate  
**LAW:** New Jersey Legal Use Trends, Case Studies and Success Stories  
**ENVIRONMENTAL:** The Role of LSRPs in Land Use, Redevelopment

### FEBRUARY (COLLEGE PRESIDENTS ROUNDTABLE, CARDIAC CARE)

**COVER STORY:** Higher Education, Creating a Diverse Workforce  
**HIGHER EDUCATION:** College Presidents Roundtable (Diversity)  
**BLACK HISTORY MONTH:** Special Tribute to African-American Success  
**HEALTHCARE:** State-of-the-Art Cardiac Care (American Heart Month)  
**LEADERSHIP:** What NFL Quarterbacks Can Teach Business Leaders  
**ACCOUNTING/LAW:** Winning Advice for NJ Healthcare Clients  
**BANKING:** Training the Next Generation of Banking Leaders  
**ENVIRONMENTAL:** NJDEP Update, Urban Farming, HVAC Efficiency

### MARCH (WOMEN'S HEALTH, CORPORATE PHILANTHROPY)

**COVER STORY:** Corporate Giving: NJ "Companies that Care" Awards  
**HIGHER EDUCATION:** Nursing, Medical, Biotech and Pharma Careers  
**HEALTHCARE:** Women's Health: A Chief Medical Officers Roundtable  
**ACCOUNTING/LAW:** Advice for Healthcare and Pharma Clients  
**BANKING:** Financing Healthcare Businesses and Properties  
**ENVIRONMENTAL:** Special LSRP Best Practices Section  
**\*WOMEN'S HISTORY MONTH:** Executive Profile Advertorial Section

### APRIL (ANNUAL ENVIRONMENTAL ISSUE, ROBOT-ASSISTED SURGERY)

**ENVIRONMENTAL:** NJDEP, LSRPs, Brownfields, Environmental Law  
**HEALTHCARE:** State-of-the-Art Robot-Assisted Surgery at NJ Hospitals  
**ACCOUNTING:** Protecting Clients from Tax Mistakes and Miscues  
**BANKING:** Financing Land Redevelopment in New Jersey  
**LAW:** Saving Businesses from Costly Environmental Litigation  
**HIGHER EDUCATION:** Global Business Degrees for Professionals  
**HOSPITALITY:** 2017 Corporate Meeting & Event Planning Guide

### MAY (CPA FIRM MANAGING PARTNERS ROUNDTABLE, M&A, EDUCATION)

**ACCOUNTING:** Accounting Firm Managing Partners Roundtable  
**HIGHER EDUCATION:** Accounting Education Programs at NJ Colleges  
**BANKING:** Financing Strategies for NJ Small Businesses/Entrepreneurs  
**LAW:** Mergers & Acquisitions: Key Challenges and Opportunities  
**ENVIRONMENTAL:** Landfills, Recycling and Sustainability  
**HEALTHCARE:** Chief Nursing Officers Roundtable



# COMMERCE MAGAZINE EDITORIAL CALENDAR



## JUNE (BANK CEO ROUNDTABLE, MBA PROGRAMS, CANCER CAREE)

**BANKING:** New Jersey Bank and Credit Union CEO Roundtable  
**SMALL BUSINESS:** How to Talk with Your Bank or Credit Union  
**HIGHER EDUCATION:** EMBA and MBA Programs & Directory  
**ACCOUNTING/LAW:** Advice for Family Businesses, Exit Planning, Etc.  
**HEALTHCARE:** Cancer Care Success Stories from NJ's Top Hospitals  
**ENVIRONMENTAL:** Solar, Alternative Energy, Hybrid Truck Fleets

## JULY (LAW FIRM MANAGING PARTNERS ROUNDTABLE, CEO PROFILES)

**LAW:** New Jersey Law Firm Managing Partners Roundtable  
**HIGHER EDUCATION:** New Jersey Law Schools Update/Review  
**HEALTHCARE:** New Jersey Hospital Upgrades & Growth Projects  
**BANKING:** High-Net-Worth Services, Private Banking, Wealth Mgt.  
**ACCOUNTING:** *Fortune 100* Clients, High-Net-Worth Executives  
**ENVIRONMENTAL:** Solar, NJ's Power Grid, Natural Resources

## FALL 2017 (CIANJ/COMMERCE'S ANNUAL BEST PRACTICES AWARDS ISSUE)

### FEATURING NEW JERSEY'S TOP THOUGHT LEADERS BONUS DISTRIBUTION FOR 1 YEAR



- Top CEOs Offer Best Practices
- Best Practices by Industry
- "Best of" *COMMERCE* from 2016-2017

*The biggest, most important issue of the year.*



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## SEPTEMBER (COLLEGE PRESIDENTS ROUNDTABLE, FORENSIC ACCOUNTING, OVARIAN AND PROSTATE CANCER, BROWNFIELD CASE STUDIES)

**HIGHER EDUCATION:** New Jersey College and University Presidents Roundtable  
**HISPANIC HERITAGE MONTH:** Hispanic Business Success Stories in New Jersey  
**ACCOUNTING:** Forensic Accounting, White Collar Crime, Background Checks  
**SECURITY:** Business Continuity, Office Security, Cybersecurity, CEO Security  
**BANKS:** Saving for College, Paying for Executive and Continuing Education  
**LAW:** Protecting Intellectual Property, Collaborations with Colleges/Universities  
**HEALTHCARE:** National Ovarian and Prostate Cancer Month-Prevention/Treatment  
**ENVIRONMENTAL:** HAZMAT, Recycling, Vapor Intrusion and Remediating Sites

## OCTOBER (HOSPITAL CEO ROUNDTABLE, NJDEP, MEETING PLANNING)

### **SPECIAL 90TH ANNIVERSARY ISSUE, PLUS CEO PROFILES\***

**HEALTHCARE:** New Jersey Hospital CEO Roundtable (Breast Cancer)  
**ACCOUNTING/BANKING/LAW:** Healthcare & Pharma Practice Leaders  
**HIGHER EDUCATION:** Healthcare Certificates and Degree Programs  
**NATIONAL CYBER-SECURITY MONTH:** Data Centers, Protecting Your Data  
**ENVIRONMENTAL:** NJDEP Commissioner's Business Report Card  
**HOSPITALITY:** 2017 Holiday Meeting & Event Planning Guide  
**CIANJ'S 90TH ANNIVERSARY:** Bonus Distribution at Our Biggest Event  
**\*CEO PROFILES: Q&A WITH NEW JERSEY'S TOP CEOs (ADVERTORIAL)**

## NOVEMBER (ENVIRONMENTAL FOCUS, FAMILY BUSINESSES, BARIATRIC SURGERY)

**ENVIRONMENTAL BUSINESS:** LSRPs, Brownfields, Green Buildings, LEED  
**ACCOUNTING/BANKING/LAW:** Business Best Practices for Family Businesses  
**HIGHER EDUCATION:** Special College/University Programs for Veterans  
**HEALTHCARE:** Bariatric Surgery, Surgical Options for Weight Loss  
**WELLNESS:** Creating Cost-Saving Workplace Healthcare Programs

## DECEMBER (2018 FORECAST, NONPROFITS, COLD TEMPERATURE MEDICINE)

**2018 OUTLOOK:** New Jersey CEOs Offer Predictions for Their Industries  
**HEALTHCARE:** Cardiac Care and Cold Temperature Medicine  
**HIGHER EDUCATION:** Caring Careers—From Nursing to Social Service  
**ACCOUNTING/BANKING/LAW:** Lessons from Nonprofit Success Stories  
**ENVIRONMENTAL:** USEPA and NJDEP Initiatives to Impact Business  
**WEALTH MANAGEMENT:** Special Section for High-Net-Worth Investors  
**HUMAN RESOURCES:** Darts & Laurels for Pending HR Bills/Legislation

*\*All articles and sections are subject to change.*