

COMMERCE

THE BUSINESS OF NEW JERSEY

COMMERCE MAGAZINE EDITORIAL CALENDAR 2018

**12 Issues, Please Don't Miss Our
Companies that Care Awards Issue (March),
Annual CEO Best Practices Guide (Fall 2018)**

- 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, CONSTRUCTION/REAL ESTATE)

COVER STORY: The Future of Banking (E-Banking, Mobile Banking)
HEALTHCARE: State-of-the-Art Cancer Care at NJ's Top Hospitals
HIGHER EDUCATION: STEM-Related Construction Projects
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)

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 (COMPANIES THAT CARE AWARDS, WOMEN'S HEALTH)

COVER STORY: CIANJ/COMMERCE's "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: 2018 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



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JUNE (BANK CEO ROUNDTABLE, MBA PROGRAMS, CANCER CARE)

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: Succession Planning for Future Leadership
HEALTHCARE: Cancer Care Success Stories from NJ's Top Hospitals
ENVIRONMENTAL: 126th Anniversary of the NJ Div. of Fish & Wildlife

JULY (MOBILE BANKING, LAW FIRM MANAGING PARTNERS, MATERNITY CARE)

LAW: Annual Law Firm Managing Partners Roundtable
BANKING: Mobile Banking and Cashless Transactions
HIGHER EDUCATION: Continuing Education for Legal Professionals
HEALTHCARE: Maternity Care at NJ's Top Hospitals
ACCOUNTING: *Fortune 100* Clients, Large Company Finances
HIGHER EDUCATION: Continuing Education for Executives
ENVIRONMENTAL: Solar, NJ's Power Grid, Natural Resources

FALL 2018 (2018 ANNUAL LEADERSHIP & INNOVATION AWARDS)

Best Practices, Top Thought Leaders, NJ's Best CEOs

Bonus Distribution for 1 Year

- Best Practices by Industry from New Jersey's Leading Companies
- Top CEO Awards for Thought Leadership/Individual Achievement
- "Best of" Awards from the Pages of *COMMERCE* from 2017-2018

FRESH IDEAS, WINNING STRATEGIES, EXCELLENCE

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



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, SPECIAL CEO PROFILES SECTION)

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: 2018 Holiday Meeting & Event Planning Guide

NOVEMBER (ANNUAL ENVIRONMENTAL ISSUE, 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
WEALTH MANAGEMENT: Special Section for High-Net-Worth Investors
WELLNESS: Creating Cost-Saving Workplace Healthcare Programs

DECEMBER (2019 FORECAST, NONPROFITS, COLD TEMPERATURE MEDICINE)

2019 FORECAST/OUTLOOK: CEOs Offer Industry/Economic Predictions
HEALTHCARE: Innovations in Cancer Care, Cardiac Care, Diabetes
HIGHER EDUCATION: Caring Careers—From Nursing to Social Service
ACCOUNTING: Managing Nonprofit Finances, Client Success Stories
BANKING: Community Redevelopment Financing, Charitable Giving
LAW: Noteworthy Pro Bono Work at New Jersey's Top Law Firms
ENVIRONMENTAL: NJDEP Initiatives for Students/Young Professionals
2019 LEGISLATIVE REPORT: : CIANJ's Legislative Priorities for 2019

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