

THE BUSINESS NEWSPAPER OF METRO GRAND RAPIDS, HOLLAND, MUSKEGON & WEST MICHIGAN

# Grand Rapids Business Journal



## 2010 Editorial Calendar



ISSUE DATE Journal Focus  
CLOSE DATE/COPY DATE

## JANUARY

- NOV 23/NOV 30 JANUARY HEALTH QUARTERLY\*
- JAN 4** Real Estate: Urban Development & Renovation  
DEC 23/DEC 28 List: Largest West Michigan Public Improvement Projects
- JAN 11** Finance: Corporate Financial Planning  
DEC 30/JAN 4 List: Top Area CPA Firms
- JAN 18** Health: Life Sciences & Innovation  
JAN 6/JAN 11 List: Top Area Life Sciences Support Firms
- JAN 25** GRBJ: NEWSMAKER OF THE YEAR  
JAN 13/JAN 18 (Economic Club of Grand Rapids Jan. Meeting)  
List: Top Newsmaker Nominees

## FEBRUARY

- FEB 1** Eldercare  
JAN 20/JAN 25 List: Top Area Home Healthcare Service Providers
- JAN 13/JAN 18** Journal Extra: Commercial Quarterly: Construction & Development  
Lists: Top General Contractors/  
Top Specialty Contractors
- FEB 8** Education: Top Area College &  
JAN 27/FEB 1 University Specialty Programs  
List: Top Area Specialty Degree Programs
- FEB 15** Film Industry in Michigan  
FEB 3/FEB 8 List: Top area Film Production Companies
- FEB 22** Marketing: Advertising & Public Relations  
FEB 10/FEB 15 List: Top Area Advertising Firms  
Bonus List: Top Area PR Firms

## MARCH

- MAR 1** Real Estate: Residential Real Estate  
FEB 17/FEB 22 List: Top Area Residential Builders  
Bonus List: Top Area Interior Designers
- FEB 10/FEB 15** Journal Extra: GRBJ 50 Most Influential  
Women in West Michigan\*
- FEB 17/FEB 22** Journal Extra: Legal Quarterly
- MAR 8** Finance: Your Money  
FEB 24/MAR 1 List: Top Area Stock Brokerage Firms
- MAR 15** Insurance: Employee Benefits  
MAR 3/MAR 8 List: Top Area Employee Benefit Consultants  
FEB 24/MAR 1 Journal Extra: Spring issue-  
Zest for Life: Senior Health\*
- MAR 22** Real Estate: Engineering  
MAR 10/MAR 15 List: Top Area Engineering Firms  
Bonus List: Top Area Brownfield Projects
- MAR 29** Small Business and Entrepreneurship  
MAR 17/MAR 22 in West Michigan  
List: Entrepreneurial Resources

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## APRIL

- FEB 22/MAR 1 APRIL HEALTH QUARTERLY\*
- APR 5** Finance: Wealth Management  
MAR 24/MAR 29 List: Top Area Certified Financial Planners
- APR 12** Real Estate: Office Buildings  
MAR 31/APR 5 List: Top Area Office Buildings  
Bonus List: Top Area Office Cleaning Companies
- APR 19** Energy & Environment "Green Business"  
APR 7/APR 12 List: Resources for Sustainable Business
- APR 26** Law Week  
APR 14/APR 19 List: Top Area Law Firms  
Journal Extra: Best & Brightest Companies

## MAY

- MAY 3** Agribusiness  
APR 21/APR 26 List: Top Area Agriculture related Businesses  
Bonus List: Top West Michigan Agricultural Land Owners
- APR 14/APR 19** Journal Extra: Commercial Quarterly: Commercial Brokerage  
List: Top Area Commercial Real Estate Brokers
- MAY 10** Global Business  
APR 28/MAY 3 List: Top Area Import/Export Companies  
Bonus List: Top Area Global Businesses
- MAY 17** Hospitality  
MAY 5/MAY 10 List: Top Area Hotels  
Bonus List: Top Area Resorts  
Journal Extra: G.R. Area Chamber E.P.I.C Awards
- MAY 24** Finance: Banking  
MAY 12/MAY 17 List: Top Area Banks  
Bonus List: Top Area Credit Unions

## JUNE

- JUN 1** Real Estate: LEED Certified & Green Built  
MAY 19/MAY 24 Projects  
List: Top Area LEED Architects  
Bonus List: Top Area "LEED Certified" Buildings  
Journal Extra: Legal Quarterly
- JUN 7** Furniture: NEOCON: Office Environments  
MAY 26/JUNE 1 List: Top Area Office Furniture Dealers  
Bonus List: Top Area Office Furniture Manufacturers
- JUN 14** Health: Acute Care  
JUN 2/JUN 7 List: Top Area Hospitals
- JUN 21** Top Public Companies  
JUN 9/JUN 14 List: Top Paid Public CEOs  
Bonus List: Top Performing Local Stocks
- JUN 28** Finance: Insurance & Risk Management  
JUN 16/JUN 21 List: Top Area Business Insurance Agencies  
Bonus List: Top Area Risk Management Companies  
MAY 10/MAY 27 Journal Extra: Parade of Senior Living\*

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## JULY

**MAY 25/MAY 31** JULY HEALTH QUARTERLY\*

**JUL 6** The Small Business Issue  
**JUN 23/JUN 28** List: Area Small Business Grant/  
Funding Programs

**JUL 12** Retirement Living  
**JUN 30/JUL 6** List: Top Area Senior Residential Communities

**JUL 19** Real Estate: Industrial Development  
**JUL 7/JUL 12** List: Top Area Industrial Real Estate Brokers

**JUL 26** Health Care: Health Benefits  
**JUL 14/JUL 19** List: Top Area Health Benefit Providers  
(HMOs, PPOs, etc.)

## AUGUST

**AUG 2** Technology: Emerging Trends  
**JUL 27/JUL 28** List: Top Area Software Developers  
Bonus List: Top Area Office Equipment Dealers  
**JUL 14/JUL 19** Journal Extra: Commercial Quarterly:  
Commercial Real Estate Development  
List: Commercial Real Estate Developers

**AUG 9** Finance: Commercial Lending  
**JUL 28/AUG 2** List: Top Area Commercial Real Estate Lenders

**AUG 16** Lake Shore Special Edition  
**AUG 4/AUG 9** List: Largest Lakeshore Based Manufacturers

**AUG 23** Innovation in Manufacturing  
**AUG 11/AUG 16** List: Leaders Manufacturing Change

**AUG 30** Education: Colleges & Universities  
**AUG 18/AUG 23** List: Top Area Colleges and Universities

## SEPTEMBER

**SEP 7** Hospitality: Meeting & Convention Planner  
**AUG 25/AUG 30** List: Top Area Meeting and Convention Venues  
Bonus List: Top Area Caterers  
Journal Extra: Legal Quarterly

**SEP 13** Aerospace  
**SEP 1/SEP 7** List: Top Area Aerospace Related Businesses  
Bonus List: Top Area Defense Contractors

**SEP 20** Finance: Capital Sources for Business  
**SEP 8/SEP 13** List: Top Area SBA Lenders  
**JUL 28/AUG 2** Journal Extra: Fall issue-  
Zest for Life: Energizing  
Retirement Guide\*

**SEP 26** Real Estate: Property Management  
**SEP 15/SEP 20** List: Top Area Property Management Firms

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## OCTOBER

**AUG 30/SEP 7** OCTOBER HEALTH QUARTERLY\*

**OCT 4** Real Estate: Architecture, Construction &  
Design  
**SEP 22/SEP 27** List: Top Area Architectural Firms  
Bonus List: Top Area Commercial Maintenance  
& Service Companies

**OCT 11** Education: Health Care Education  
**SEP 29/OCT 4** List: Top Area Health Care Education Programs

**OCT 18** Finance: Philanthropy & Planned Giving  
**OCT 6/OCT 11** List: Top Area Estate Planners  
Bonus List: Top Area Foundations

**OCT 25** Diversity in Business  
**OCT 13/OCT 18** List: Top Area Minority Owned Businesses

## NOVEMBER

**NOV 1** Sustainability in Business  
**OCT 20/OCT 25** List: Area Sustainability Education Programs  
**OCT 13/OCT 18** Journal Extra: Commercial Quarterly:  
Sustainability  
List: Top Area LEED Companies with  
Accredited Professionals on Staff

**NOV 8** Human Resources: Corporate Training  
**OCT 27/NOV 1** List: Corporate Training Services

**NOV 15** Education: Advanced Degrees  
**NOV 3/NOV 8** List: Top Area Graduate Business Degree  
Programs

**NOV 22** Healthcare: Technology  
**NOV 10/NOV 15** List: Top Area Health Technology Providers

**NOV 29** Finance: Mortgage Lending  
**NOV 17/NOV 22** List: Top Area Mortgage Lenders

## DECEMBER

**DEC 6** Real Estate: Warehousing, Distribution &  
Logistics  
**NOV 24/NOV 29** List: Top Area Warehousing & Distribution  
Facilities  
Bonus List: Top Area Freight Brokers  
Journal Extra: Legal Quarterly

**DEC 13** HR: Trendsetting in the Workplace  
**DEC 1/DEC 6** List: Top Area Employment Agencies

**DEC 20** Health Care: Pharmaceutical Technology  
**DEC 8/DEC 13** List: Top West Michigan Pharmaceutical  
Companies

**DEC 27** YEAR IN REVIEW  
**DEC 15/DEC 20** List: Top Ten Commercial Property Taxpayers

**DECEMBER** 2011 Book Of Lists\*  
**NOV 8/NOV 8**



## AD SIZES

Minimum depth in inches must be equal to or greater than the number of columns used. Bleed pages not available. Odd size ads less than full column height must allow at least 3" at top for publication use.

Page Size Unit	Col. Width	Col. Height	Col. Total
Full page	10" (10.0)	12 7/8" (12.875)	52"
3/4 page	7 7/16" (7.4375)	12 7/8" (12.875)	39"
1/2 page H	10" (10.0)	6 3/8" (6.375)	26"
1/2 page V	4 7/8" (4.875)	6 3/8" (6.375)	26"
1/4 page H	4 7/8" (4.875)	6 3/8" (6.375)	13"
1/4 page V	2 3/8" (2.375)	6 3/8" (6.375)	13"
1/6 page	4 7/8" (4.875)	4 3/16" (4.1875)	8.5"

# HEALTH QUARTERLY

Health Quarterly is published to provide greater reporting and depth of information in regard to the issues and business of health care.

## PROFILES OF LEADERS IN HEALTH CARE

## COMPELLING FEATURES

## INSIGHT INTO THE HEALTHCARE INDUSTRY

**January HQ:** Space Reservations  
November 23, 2009

**April HQ:** Space Reservations  
February 22, 2010

**July HQ:** Space Reservations  
May 25, 2010

**October HQ:** Space Reservations  
August 30, 2010

## Journal Extras

GRBJ Journal Extras are unique editorial features that give "extra" attention to specific topics, industry sectors, and special event coverage.

**Commercial Quarterly:** Space Reservations- Jan. 13, April 14, July 14 & Oct. 13

**50 Most Influential Women Event:** Space Reservations- Feb. 10

**Legal Quarterly:** Space Reservations- Feb. 17, May 19, Aug. 25 & Nov. 24

**101 Best & Brightest Companies:** Space Reservations- April 14

**Parade of Senior Living:** Space Reservations- May 27

## Book Of Lists 2011

THE RIGHT PLACE.

THE BEST POSITION. ALL YEAR LONG

The 2011 Book of Lists is an indispensable resource that is referenced thoroughly and repeatedly throughout the year, providing maximum return for intelligent single advertisement placement. Simple, Effective, Valuable

Publish Date: 12/31/2010

Reservation Deadline: 11/8/2010

## Special Supplements:

Magazine-style special inserts 2010

\*Zest for Life, Senior Health  
space reservation Feb. 24

GRBJ Special Reports TBD

Zest for Life, Energizing Retirement Guide  
space reservation July 28

