



2021 Advertising Planning Calendar*

In Every Issue:

■ Healthcare ■ Accounting ■ Banking ■ Law ■ Higher Education ■ Environmental ■ Business & Lifestyle

JANUARY

- Supply Chain & Logistics
- Construction & Real Estate
- Cancer Care at Top Hospitals
- Workforce of the Future/Automation

FEBRUARY

- College/University Presidents Roundtable
- Diversity & Inclusion (Black History Month)
- Cardiac Care (American Heart Month)

MARCH

- Annual Accounting Issue
Managing Partner's Roundtable
- Women's Health Section
- Pharma & Life Sciences

APRIL

- Energy
- Environmental Leadership Awards
- Mobile Banking Apps
- Recycling/Waste Management
- Farming in the Garden State

MAY

SPECIAL ISSUE

- *Companies That Care*
- National Nurses Month
- Chief Nursing Officers Roundtable
- Nursing Education at NJ Colleges

JUNE

- Annual Banking Issue
- President/CEO Roundtable
- Data Management & Cybersecurity Technology
- Hiring The Next Generation

JULY

- Tourism/Hospitality/Retail
- Law Firm Managing Partners Roundtable
- Bariatric/Weight-Loss Surgery

AUGUST

SPECIAL FALL ISSUE

- *Annual Best Practice Awards*
- CEOs Honored for
Winning Business Strategies

SEPTEMBER

- Ovarian/Prostate Cancer
- Online/Continuing Education
- Food & Beverages

OCTOBER

- Hispanic Heritage Month
- Special Focus on Manufacturing
- Healthcare CEO Roundtable

NOVEMBER

- Annual Environmental Issue
- Telemedicine/Telehealth Care
- Transportation & Infrastructure
- Human Resources: Hiring Veterans

DECEMBER

SPECIAL ISSUE

- *2022 Predictions*
CEOs Discuss the Year Ahead

*All articles and sections are subject to change.

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