

2012 PLANNING CALENDAR EDITORIAL & ADVERTISING

BusinessWest

The Business Journal of Western Massachusetts

ISSUE DATE	CLOSING DATE	EDITORIAL FOCUS	GETTING DOWN TO BUSINESS***	LIST	EVENTS & SPECIAL PUBLS
JAN	2	12.23	Education • Career Dev. • Health Care • <i>40 Under 40 Preview</i> • Top Entrepreneur 2011	EDC of Western Mass.	Office Furniture Retailers • Private Schools
	16	1.6	Banking & Finance • Law • Insurance • Restaurants	Northampton Area Young Professionals	Insurance Agencies • Chambers of Commerce
	30	1.20	Commercial R.E. • Construction Services • Architects • Property Mgmt. & Security	ACCGS	Security Co's. • Office Buildings
FEB	13	2.3	Health Care • Auto Sales • Accounting & Tax Planning • <i>Difference Makers**</i>	Southern Berkshire Chamber	Health Plans • Behavioral Health Centers
	27	2.17	Commercial R.E. • Green Business • Manufacturing • Building Trades	Franklin County Chamber	Largest Manufacturers • HVAC Services
MAR	12	3.2	Banking & Finance • Technology • Landscape Design • Home Builders	Amherst Area Chamber	Home Builders • Office Equipment Dealers
	26	3.16	Commercial R.E. • Construction Services • Enviro. & Engineering • Bio Sciences	Three Rivers Chamber	General Contractors • Environmental Firms
APR	9	3.30	Health Care • Elder Care • Wealth Building • Annual Golf Preview	Berkshire Chamber	Hospitals • Golf Courses
	23	4.13	Commercial R.E. • Entrepreneurship • Law • <i>40 Under Forty**</i>	YPS of Greater Springfield	Regional Demographics • Largest Employers
MAY	7	4.27	Education • Career Dev. • Banking & Finance • Annual Restaurant Guide	Northampton Chamber	Restaurants • Transportation Co's.
	21	5.11	Commercial R.E. • Construction Services • Green Business • Employment	Employers Association of the Northeast	Employment Agencies • Telecom/Voice/Data Providers
JUN	4	5.25	Health Care • Travel & Tourism • Insurance • Technology	Greater Holyoke Chamber	Computer Network/IT • Tourist Attractions
	18	6.8	Commercial R.E. • Sales & Marketing • The Modern Office • Architects	Chicopee Chamber	Architecture Firms • Advertising/Marketing Firms
JUL	2	6.22	Education • Law • Workforce Development • Philanthropy	Better Business Bureau	Business & Econ. Dev. Resources • Law Firms
	16	7.6	Commercial R.E. • Banking & Finance • Construction Services • Enviro. & Engineering	Quaboag Hills Chamber	Commercial Real Estate Brokers • Credit Unions
	30	7.20	2012/13 ANNUAL RESOURCE GUIDE**		<i>RG/Book of Lists**</i>
AUG	13	8.3	Education • Career Development • Health Care • Elder Care	Westfield Chamber	Colleges • Dental Services
	27	8.17	Commercial R.E. • Green Business • Home Builders • Landscape Design	South Hadley / Granby Chambers	Landscape Design Co's. • Renewable Energy Co's.
SEP	10	8.31	Banking & Finance • Travel & Tourism • Holiday Party Planner • Meetings & Conventions	Greater Spfld. Convention & Visitors Bureau	Hotels & Meeting Facilities • Banquet Facilities
	24	9.14	Commercial R.E. • Construction Services • Manufacturing • Auto Sales	West of the River Chamber	Auto Dealers • Commercial Real Estate Managers
OCT	8	9.28	Health Care • Non-Profit Management • Law • <i>WMBExpo</i> • Super 60	Mass. Chamber of Business & Industry	Non-Profit Organizations • Retirement Communities
	22	10.12	Commercial R.E. • Enviro. & Engineering • Architects • Building Trades	Easthampton Chamber	Engineering Firms • Industrial Parks
NOV	5	10.26	Banking & Finance • Insurance • Accounting & Tax Planning • Wealth Building	East of the River Chamber	Accounting Firms • Banks in Western Mass
	19	11.9	Commercial R.E. • Construction Services • Green Business • Technology	Associated Industries of Mass.	Audio Visual/Multi Media Co's. • Computer Retailers
DEC	3	11.23	Education • Career Dev. • Entrepreneurship • <i>Difference Makers Preview</i>	Latino Chamber	Early Ed. & Child Care • Commercial Printers
	17	12.7	Health Care • Elder Care • Employment • The Modern Office	Professional Women's Chamber	Home Health/Skilled Nursing Services • Comm. Moving Co's.
	31	12.21	Commercial R.E. • Sales & Marketing • Succession Planning • Economic Outlook 2012	Springfield Chamber	Web Dev. Co's. • Financial Services/Brokerage Firms

*Events

**Special Publications

(Sponsorship opportunities available for all events and special publications)

***Profiles of Regional Economic Development Agencies