

# 2024 EDITORIAL & ADVERTISING PLANNING CALENDAR

	ISSUE DATE	SPACE/ COPY DEADLINE	EDITORIAL FOCUS	COMMUNITY SPOTLIGHT	LISTS	EVENTS & FEATURE PUBS
JAN	8	12.22	Economic Outlook 2024, Cannabis, Employment, Law, <b>Rehabilitation**</b> , <i>Professional Development Series</i>	Agawam	Employment Agencies, PT/Outpatient Rehabilitation	<b>HCN</b> FEATURE
	22	1.5	Top Entrepreneur, Banking & Finance, Cybersecurity, Commercial Real Estate, <i>Where Are They Now?</i>	Lee	Credit Unions, Telecom/Voice/Data Providers	
FEB	5	1.19	Architecture, <b>Fitness &amp; Nutrition**</b> , Insurance, Creative Economy, <i>Professional Development Series</i>	Chicopee	Fitness Centers	<b>HCN</b> FEATURE
	19	2.2	<b>Difference Makers Announcement Issue*</b> , Accounting & Tax Planning, Education, Commercial Real Estate, <i>Faces of Construction</i>	Northampton	Accounting Firms, Architecture Firms	
MARCH	4	2.16	Entrepreneurship, Home Improvement/Home Show, Law, <b>Memory Care**</b> , Wineries & Breweries, <i>Professional Development Series</i>	Holyoke	Breweries, Skilled Nursing Facilities	<b>HCN</b> FEATURE
	18	3.1	Banking & Finance, Commercial Real Estate, Franklin County, Modern Office, Technology, <i>Nonprofit Spotlight</i>	Deerfield	Banks, Office Equipment Dealers	
APRIL	1	3.15	<b>Allergies &amp; Asthma**</b> , Auto Sales, Cannabis, Sports & Leisure, Women in Business, <i>Professional Development Series</i>	Palmer	Cannabis Dispensaries, Golf Courses	<b>HCN</b> FEATURE
	15	3.29	Construction, Creative Economy, Energy, Tourism & Hospitality, Wealth Management, <i>Where Are They Now?</i>	Greenfield	Landscape Architecture Firms, Tourist Attractions	<b>*DIFFERENCE MAKERS EVENT</b>
	29	4.12	<b>40 Under Forty Announcement Issue*</b> , Business of Aging, Commercial Real Estate, Marketing & Communications	Amherst	Commercial Real Estate Brokers	
MAY	13	4.26	<b>BusinessWest 40th Anniversary Issue*</b> , <b>Behavioral Health**</b> , Law, <i>Professional Development Series</i>	Southwick	Behavioral Health Services	<b>HCN</b> FEATURE
	27	5.10	Banking & Finance, Commercial Real Estate, Education, Restaurants, Technology, <i>Faces of Education</i>	Hadley	Audio-visual/Multimedia Companies, Restaurants	
JUNE	10	5.24	Alumni Achievement Award Finalists, Building Trades, <b>Healthcare Workforce**</b> , Insurance, Summer Happenings, <i>Professional Development Series</i>	Lenox	Colleges with Health Programs, Insurance Agencies	<b>HCN</b> FEATURE
	24	6.7	Accounting & Tax Planning, Commercial Real Estate, DEI, Engineering, Transportation, <i>Nonprofit Spotlight</i>	East Longmeadow	Commercial Moving Companies, Engineering Firms	<b>*40 UNDER 40 EVENT</b>
JULY	8	6.21	Cannabis, Commercial Printing, Employment, Law, <b>Salute to Nurses**</b> , <i>Professional Development Series</i>	Westfield	Commercial Printers, Home Care Services	<b>HCN</b> FEATURE
	22	7.5	Banking & Finance, Commercial Real Estate, Construction, Creative Economy, Cybersecurity, <i>Where Are They Now?</i>	Monson	General Contractors, Commercial Real Estate Managers	
AUG	5	7.19	<b>Senior Planning Guide*</b> , Auto Sales, Wineries & Breweries, Women in Business, <i>Professional Development Series</i>	Springfield	Wineries	<b>HCN</b> FEATURE
	19	8.2	Architecture, Commercial Real Estate, Education, Tourism, <i>Faces of Finance</i>	Easthampton	Colleges, Hotels	
SEPT	2	8.16	<b>Healthcare Heroes Announcement Issue*</b> , Home Improvement, Law, Technology, <i>Professional Development Series</i>	West Springfield	Home Builders	<b>HCN</b> FEATURE
	16	8.30	Berkshire County, Business Management, Manufacturing, Sports & Leisure, Wealth Management, <i>Nonprofit Spotlight</i>	Great Barrington	Financial Services & Brokerage Firms, Largest Manufacturers	
	30	9.13	Commercial Real Estate, Entrepreneurship, Food & Lifestyle, Insurance, Modern Office	Wilbraham	Health & Dental Plans, Office Furniture Dealers	
OCT	14	9.27	<b>Women of Impact Announcement Issue*</b> , <b>Cancer Care**</b> , Cannabis, Construction, <i>Professional Development Series</i>	North Adams	HVAC Companies	<b>HCN</b> FEATURE
	28	10.11	Commercial Real Estate, Education, Law, Super 60, Technology, <i>Where Are They Now?</i>	Ludlow	Colleges with MBA Programs, Law Firms	<b>*HEALTHCARE HEROES EVENT</b>
<b>DEADLINE 11.1</b>						
<b>2025 BOOK OF LISTS**</b>						
NOV	11	10.25	Accounting & Tax Planning, <b>Addiction**</b> , Employment, Holiday Party Planning, Shop Local Gift Guide, <i>Professional Development Series</i>	Pittsfield	Addiction Services, Banquet Facilities	<b>HCN</b> FEATURE
	25	11.8	<b>Annual Giving Guide*</b> , Banking & Finance, Commercial Real Estate, Marketing & Communications, <i>Faces of Healthcare</i>	Sturbridge	Commercial Real Estate Managers	
DEC	9	11.22	Auto Sales, Creative Economy, Engineering, <b>Healthcare Outlook 2025**</b> , Insurance, <i>Professional Development Series</i>	Longmeadow	Auto Dealers, Senior Living Facilities	<b>HCN</b> FEATURE
	23	12.6	Building Trades, Commercial Real Estate, Cybersecurity, Education, Wealth Management, <i>Nonprofit Spotlight</i>	South Hadley	Computer Network/IT Firms, Electrical Contractors	<b>*WOMEN OF IMPACT EVENT</b>

\*Events \*\*Special Publications (Sponsorship opportunities available for all events and special publications) \*\*\*HCN Feature Editorial Content Publisher reserves the right to change editorial content without notice.