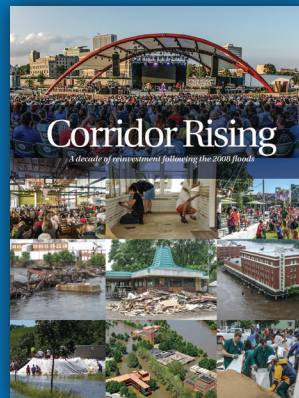
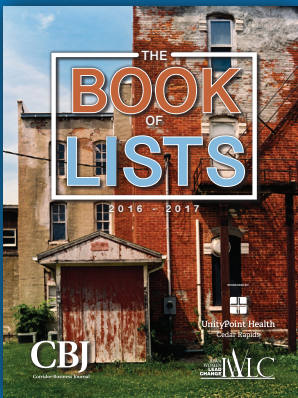


CBJ

Corridor Business Journal



2019 MARKETING SOLUTIONS

The Corridor Business Journal is the premier source of local business news and information for the Corridor's most influential executives.

Our loyal members are your prime prospects and the area's top decision makers.

2019 EDITORIAL CALENDAR



2019	FOCUS TOPIC
Jan. 7	The Year Ahead in Business
Jan. 14	Trade & Tariffs
Jan. 21	2019 Economic Forecast ECONOMIC FORECAST LUNCHEON RECAP
Jan. 28	UI Innovations
Feb. 4	SERIES LAUNCH: Workforce Realities
Feb. 11	Starting (and Surviving) in Business
Feb. 18	Engineering in the Corridor
Feb. 25	Envisioning A Healthier Region HEALTH CARE SUMMIT RECAP
March 4	BYOD, IoT and other IT Challenges
March 11	WORKFORCE SERIES: What Do Employers Want?
March 18	Commercial Real Estate Update COMMERCIAL RE LUNCHEON RECAP
March 25	Buying & Selling Businesses
April 1	Nonprofits
April 8	Farming & Food
April 15	Women of Influence WOMEN OF INFLUENCE RECAP
April 22	Greenest Companies
April 29	WORKFORCE SERIES: What Do Workers Want?
May 6	Marketing in the Mobile Age
May 13	Financial Institutions
May 20	Homegrown Tech TECHNOLOGY UNTANGLED COVERAGE
May 27	Brewing Up Business
June 3	Summer Jobs
June 10	Fastest Growing Companies FASTEST GROWING COMPANIES RECAP
June 17	WORKFORCE SERIES: What Does Work Look Like Today?
June 24	Building Projects in the Corridor

2019 EDITORIAL CALENDAR



2019	FOCUS TOPIC
July 1	Mid-Year Economic Review MID-YEAR ECONOMIC REVIEW RECAP
July 8	Best of the Corridor I
July 15	Best of the Corridor II
July 22	CBJ 15th Anniversary Issue
July 29	WORKFORCE SERIES: The Diverse Office
Aug 5	Securing Your Data CYBERSECURITY RECAP
Aug 12	Immigrants in Business
Aug 19	The Style Issue: Branding & Image
Aug 26	Cooldest Places to Work COOLEST PLACES TO WORK
Sept. 2	Back to School: MBAs and Continuing Ed
Sept. 9	WORKFORCE SERIES: Solutions & Strategies for the Future
Sept. 16	C-Suite Awards C-SUITE AWARD RECAP
Sept. 23	Retail Revival
Sept. 30	40 Ways to Get Ahead: Advice from Young Professionals
Oct. 7	Manufacturing Innovation MANUFACTURING CONFERENCE RECAP
Oct. 14	Wealth Management
Oct. 21	Forty Under 40 FORTY UNDER 40 ISSUE
Oct. 28	Bitcoin, Blockchain & Beyond
Nov. 4	New Trends in Office Design
Nov. 11	The Corridor 2.0 A PATH TO REGIONAL EXCELLENCE RECAP
Nov. 18	Homebuilding & Residential Development
Nov. 25	Philanthropy
Dec. 2	Fueling Entrepreneurship
Dec. 9	Employee-Owned Companies
Dec. 16	Getting Away: Business & Personal Travel
Dec. 23	Safe & Sound: Insuring Your Business
Dec. 30	Newsmakers

CBJ

SPECIAL SECTIONS



NATIONAL ENGINEER WEEK:

CBJ special section recognizing the contributions to society engineers make and for engineers to emphasize the importance of learning math, science and technical skills. This section features organizations that focus on developing education and careers within the engineering industry.

STORY DEADLINE: Feb. 1
PUBLISHES: Feb. 18

Industry ROUNDTABLE:

Your Event. Your Content. Your Voice.

Your Industry ROUNDTABLE is a one-hour professionally moderated and transcribed Q&A forum, where the questions come from you; meaning YOU control the content. Your company may participate as one of the topic experts, with up to 5 Leadership Seats available.

ROUNDTABLE TOPIC	ROUNDTABLE	ISSUE DATE
Commercial Real Estate	Feb. 11	March 11
Business Security	April 8	May 6
Office Design/Culture	July 22	Aug. 19
Business Tax	Nov. 18	Dec. 16

Topic Expert Benefits:

- Leadership Seat at the Table
- 4-page section in the CBJ
- 150-word expert profile within the section (includes photo & company logo)
- PDF of the section to use for internal marketing purposes
- Content formatted for website exposure

ALL STARS:

Finding talent is a challenge that has a significant impact on the region's business sectors. Who better to share the story and passion about working in these industries than employees. Profiles of thirteen (13) ALL STARS will be featured, including videotaped interviews in the e-magazine.

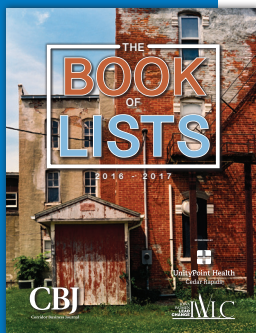
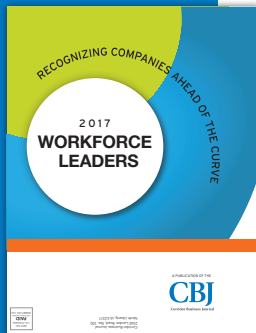
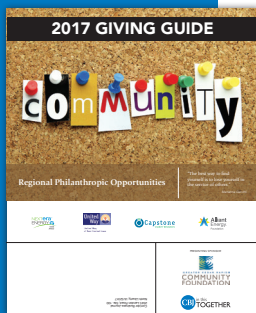
AD DEADLINE: March 4
PUBLISHES: May 13

CORPORATE EVENT & MEETING PLANNING GUIDE:

The "must have" resource guide businesses will use throughout the year for planning meetings and events in the Corridor. Venues profile their properties with meeting area schematics – from hotels, conference centers and restaurants to unique or non-traditional venues.

VENUE AD DEADLINE: April 15
VENDOR AD DEADLINE: April 26
PUBLISHES: June 3

CBJ SPECIAL SECTIONS



CELEBRATING SUCCESS:

Is your company celebrating a big anniversary or new location in 2019? Share your powerful story of success in the July 22nd Celebrating Success edition.

STORY DEADLINE: July 5
PUBLISHES: July 22

GIVING GUIDE:

A strong private sector can't exist without a vibrant nonprofit sector. The Giving Guide elevates the awareness of these worthy nonprofit organizations and helps connect them with the resources of the business community and beyond. The nonprofit profiles provide a snapshot of the key information on each organization, including volunteer opportunities and ways to give.

AD DEADLINE: July 8
PUBLISHES: Sept. 2

WEALTH MANAGEMENT:

CBJ special section spotlighting leading Corridor financial advisors that share their strategies for long-term investment success.

PROFILE DEADLINE: Oct. 3
PUBLISHES: Oct. 14

WORKFORCE LEADERS:

The magazine identifies challenges to attract and retain workers, current recruiting trends, and shares best practices of companies that are ahead of the curve in creating and maintaining their workforce talent.

AD DEADLINE: Nov. 12
PUBLISHES: Dec. 16

BOOK OF LISTS:

The definitive reference book in the area to provide specific details on the businesses and industries that make up the Corridor. The book includes 75 ranked lists offering in-depth and actionable information about individual businesses in specific sectors of the market, including locations, contact information and top executives. Also included is Corridor demographic and market information at the front of the book, giving you a better understanding of the entire Corridor's strong economy and vibrant culture.

Early Bird AD SPACE RESERVATION	Aug. 23, 2019 (discounts w/prepayment)
AD DEADLINE – Tab Sponsors:	Oct. 4, 2019
AD DEADLINE:	Oct. 7, 2019
PUBLISHES:	Jan. 30, 2020

CBJ EVENTS

Economic Forecast Luncheon – January 16

The event features a keynote speaker and panel of local business leaders who will provide insight into where the economy is heading and the biggest opportunities and challenges they see facing their industries and the region.

- 2018 Attendance: 597
- 11:30 am - 1:15 pm
- Ticket price: \$55 (register by Jan. 9)

Health Care Summit – February 8

The event examines national health policy issues and refocuses them to the regional level through speakers and panel discussions. Topics include total worker health, the opioid epidemic, and insurance plan design.

- 2018 Attendance: 217
- 7:30 am - 1:30 pm
- Ticket price: \$50 (register by Feb. 1)

Commercial Real Estate Luncheon – March 7

The CBJ's annual look into the commercial real estate market. The luncheon will provide an opportunity to network with local business professionals and real estate experts.

- 2018 Attendance: 468
- 11:30 am - 1:15 pm
- Ticket price: \$50 (register by Feb. 28)

Women of Influence – April 4

The Women of Influence award is given to women who have made a difference in the Corridor and are representative role models as leaders in their fields and communities. Honorees are chosen by the previous year's winners.

- Nomination form:
www.corridorbusiness.com/events
- Nomination deadline: Jan. 31
- 2018 Attendance: 290
- 5:00-8:00 pm
- Ticket price: \$55 (register by March 28)

90 Ideas in 90 Minutes – May 1

It only lasts 90 minutes, but attendees will walk away with the collective knowledge of nine of the Corridor's top executives. These leaders will share 10 of their most successful programs and initiatives that can be applied to any business.

- 2018 Attendance: 277
- 7:30-9:30 am
- Ticket price: \$40 (register by April 24)

Technology Untangled – May 15

This new event will breakdown and demystify technology advancements of the 21st century that everyone should understand but few people actually do. Topics include Bitcoin, augmented reality, blockchain and more.

- NEW
- 11:30 am - 1:15 pm
- Ticket price: \$40 (register by May 8)

Fastest Growing Companies – June 5

This event honors the region's 25 most dynamic companies that have made significant contributions to the strength of the local economy. Nominated companies are ranked by revenue growth over a two-year period, both dollar and percentage increases are taken into consideration. The CEO from the #1 company will share his or her story.

- Nomination form:
www.corridorbusiness.com/events
- Nomination deadline: April 16
- 2018 Attendance: 430
- 5:30-8:00 pm
- Ticket price: \$55 (register by May 29)



CBJ EVENTS



Mid-Year Economic Review – June 26

This event examines how the economy has changed since the Economic Forecast Luncheon and looks ahead to the final six months of the year.

- 2018 Attendance: 305
- 11:30 am - 1:15 pm
- Ticket price: \$50 (register by June 19)

Cybersecurity Breakfast – Aug. 1

The event invites industry experts to discuss the current cybersecurity threat landscape, incident response, and tools and tactics to mitigate risks for your company and customers.

- 2018 Attendance: 153
- 7:30 - 9:30 am
- Ticket price: \$40 (register by July 25)

Cooldest Places to Work – Aug. 20

This event honors the top 24 local companies that have created the most engaging and rewarding work environments. Self-nominated companies in Kirkwood's seven-county region are selected based on a Worker Satisfaction Survey. The CEO from the #1 Coolest Place to Work will share his or her story.

- Nomination form:
www.skywalkgroup.com/blog
- Nomination deadline: April 4
- 2018 Attendance: 290
- 5:30-8:00 pm
- Ticket price: \$55 (register by Aug. 13)

C-Suite Awards – Sept. 11

This event recognizes COOs, CFOs, CIOs, and CMOs who have made an outstanding contribution to their company's performance over the past year.

- Nomination form:
www.corridorbusiness.com/events
- Nomination deadline: June 20
- 2018 Attendance: TBD
- 11:30 am - 1:15 pm
- Ticket price: \$45 (register by Sept. 4)

Manufacturing Conference – Oct. 4

The Manufacturing Conference, which coincides with National Manufacturing Day, will address next generation engagement strategies, technology in manufacturing, safety best practices, employee retention and more.

- 2017 Attendance: 211
- 7:30 am - 3:30 pm
- Ticket price: \$95 (register by Sept. 27)

Forty Under 40 – Oct. 17

This event recognizes forty leaders under the age of 40 who are making a difference in the Corridor. Honorees are chosen by a panel of the previous year's Forty under 40 class.

- Nomination form:
www.corridorbusiness.com/events
- Nomination deadline: Aug. 15
- 2017 Attendance: 391
- 5:30-8:30 pm
- Ticket price: \$55 (register by Oct. 10)

A Path to Regional Excellence II – Nov. 8

This event will look back at the region's accomplishments and continued challenges since the first Path to Regional Excellence event was held in November 2009 and look ahead to where our region is headed in the next 10 years. Economic development officials from across the Midwest will share their perspectives.

- NEW
- 7:30-9:30 am
- Ticket price: \$50 (register by Nov. 1)

Workforce Awards – Dec. 3

The event recognizes companies that are ahead of the curve in creating and maintaining their workforce talent edge. Honorees will be recognized in seven categories ranging from most effective internship program to retention strategies.

- Nomination form:
www.corridorbusiness.com/events
- Nomination deadline: Aug. 29
- 2017 Attendance: 168
- 7:30 - 10:00 am
- Ticket price: \$45 (register by Nov. 26)

MEET OUR TEAM

Learn about all the viable advertising options available to you when you partner with the Corridor Business Journal.

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