



## 2016 Editorial Planning Guide

### Departments

Around the Region  
Arts & Entertainment  
Business Profile  
CEO/Leader Profile  
Economic Development  
Financial Matters  
Legal Advice  
Making a Difference  
Milestones  
Professional Advice  
Sports  
Technology  
Viewpoint

### Winter Issue | Special Focus: Healthy Workforce

*Entrepreneurial Awards*  
*Business Meetings/Conferences/Conventions*  
*Manufacturing*  
*Investments*  
*Construction/Design/Build*  
*Transportation & Safety*

**Ad Space Closing:**  
December 18, 2015  
**Ad Materials Due:**  
January 4, 2016  
**Publication Date:**  
January 30, 2016

### Spring Issue | Special Focus: Small Business

*Best of Northwest Indiana Business/Greater South Bend/Michiana*  
*Executive Health*  
*Retail Development*  
*Young Entrepreneurs*  
*Business Marketing*  
*Tourism*

**Ad Space Closing:**  
March 20, 2016  
**Ad Materials Due:**  
March 25, 2016  
**Publication Date:**  
April 30, 2016

### Summer Issue | Special Focus: Education

*Life Sciences*  
*Women In Business*  
*Business Law*  
*Environmental Health*  
*Communication Technology*  
*International Business*

**Ad Space Closing:**  
June 20, 2016  
**Ad Materials Due:**  
June 24, 2016  
**Publication Date:**  
July 30, 2016

### Fall Issue | Special Focus: Health Care Technology

*Innovation*  
*Banking & Finance*  
*Regional Growth Companies*  
*Health Insurance*  
*Commercial Real Estate/Development*  
*Executive Gift Guide*

**Ad Space Closing:**  
September 16, 2016  
**Ad Materials Due:**  
September 23, 2016  
**Publication Date:**  
October 30, 2016