

2020 EDITORIAL CALENDAR

JAN '20 Oshkosh Health & Wellness	FEB '20 Brown County Commercial Real Estate Trends <i>+ Anniversary Celebrations</i>	MAR '20 Fox Cities Talent <i>+ InDevelopment Conference</i> <i>+ Women of Influence Awards Event</i>
APR '20 Manitowoc County Health Care <i>+ INVITE Executive Event</i>	MAY '20 Door/Kewaunee Counties Construction <i>+ THINC! Conference/Insight Innovation Awards</i>	JUN '20 Shawano/Waupaca Counties Wealth Management <i>+ Insight Innovation Award Winners</i>
JUL '20 Fond du Lac/Green Lake/ Waushara/Marquette Counties Meetings & Conventions <i>+ New North Mid-Year Report</i>	AUG '20 Green Bay Insurance	SEP '20 Calumet County Education <i>+ United Way Fox Cities Community Campaign</i>
OCT '20 Northwoods Manufacturing <i>+ Manufacturing First Expo & Conference Preview</i>	NOV '20 Sheboygan Construction <i>+ Holiday Gift Guide + Party Planner</i>	DEC '20 Appleton Banking <i>+ New North Report to the Community</i> <i>+ Holiday Gift Guide + Party Planner</i>

Here is a sample of what you'll find in every issue:

- **Insight Insider** feature that takes a deeper dive into a particular topic or trend
- **Small Business Profiles**
- **Personalities** feature where Insight goes one-on-one with a regional professional in a Q&A style format
- **For the Love** article profiling a regional nonprofit or partnership that's making a difference
- **Pipeline** looks at how businesses are dealing with worker shortage
- **Power Lunch** — a look at the best places to meet for a business lunch in the New North
- **On the Move** section featuring the latest news on who's been hired, promoted or received accolades and news about business expansions, new locations and more

PLEASE SEND ALL NEWS RELEASES, PEOPLE NEWS AND EVENT NEWS TO: edit@insightonbusiness.com.

To make a story pitch to Insight on Business, please contact Editor MaryBeth Matzek or IOM Editor Jessica Thiel at (920) 882-0491. Issues are planned 10-12 weeks in advance of publication dates. Stories deadline on the first of each month prior to issue month.

(Items in blue are special sections or inserts for that month)

