

2021 SPECIAL PRODUCTS CALENDAR

■ Special Report ■ Feature Publications ■ Events

V2-10/30/20

ISSUE	SPECIAL REPORTS / FEATURE PUBLICATIONS / EVENTS	THE LISTS	AD SPACE DEADLINE	MATERIALS DEADLINE
JANUARY				
Jan. 1	Health Care	Engineering Firms	12/23	12/24
Jan. 8	Banking & Finance	Software Developers	12/31	1/4
Jan. 15	Business of Cannabis	Commercial Insurance Firms	1/7	1/8
Jan. 22	Senior Living	Real Estate Developers	1/14	1/15
Jan. 29	Rochester Giving Sustainable Energy, Construction, Innovation	Grant Makers IP Law Firms	1/4 1/21	1/11 1/22
FEBRUARY				
Feb. 5	Commercial Real Estate Lending	Residential Real Estate Firms	1/28	1/29
Feb. 12	Cybersecurity	Internet Service Providers	2/4	2/5
Feb. 19	Higher Education	Home Mortgage Lenders	2/11	2/12
Feb. 26	Real Estate & Construction Diversity & Inclusion Summit (Event 2/23)	Private Schools	2/18	2/19
MARCH				
March 5	Litigation	Workforce Training Programs	2/25	2/26
March 12	Commercial Insurance Guide to Wealth Management	Employee Benefit Administrators	3/4 2/16	3/5 2/19
March 19	Women in Business: Women Who Lead	Women-owned Businesses	3/11	3/12
March 26	Manufacturing & Distribution	HVAC, Plumbing	3/18	3/19
APRIL				
April 2	Mergers & Acquisitions	Retirement Communities	3/25	3/26
April 9	Technology & Innovation State of Real Estate in Rochester Summit	Graduate Degree Programs	4/1 3/16	4/2 3/19
April 16	Financial Planning & Investing	Wealthiest Finger Lakes ZIP codes	4/8	4/9
April 23	Senior Living	Home Builders	4/15	4/16
April 30	Small Business	Downtown Rental Properties	4/22	4/23
MAY				
May 7	RBJ 75 Health Care: Women's Health	Top 75 Employers Marketing & Communications Firms	4/13 4/29	4/16 4/30
May 14	Health Care Heroes (Event 5/11) Banking & Finance	Physician Group Practices Physical Therapy and Sports Rehab Practices	4/20 5/6	4/23 5/7
May 21	Human Resources & Employee Benefits	MBA Programs	5/13	5/14
May 28	Legal & Accounting Services Women of Excellence (Event 5/25)	Food & Beverage Manufacturing	5/20 4/26	5/21 4/29
JUNE				
June 4	Wealth Management Wealth of Health Awards (Event 6/9)	Architectural Firms	5/27 5/20	5/28 5/28
June 11	Diversity & Inclusion Summit Explore Greater Rochester	Minority-owned Businesses	6/3 3/26	6/4 4/9
June 18	Schools Report Card Health Care: Men's Health	Class A & B Office Parks	6/1 6/10	6/4 6/11
June 25	Real Estate & Construction: Downtown Rochester Growth Corporate Counsel & Excellence in Law (Event 6/21)	Employee Placement Firms	6/17 5/25	6/18 5/28

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JULY				
July 2	Small Business	Electrical Contractors	6/24	6/25
July 9	Senior Living & Elder Care	Skilled Nursing Providers	7/1	7/2
July 16	Reader Rankings (Event 7/13) Banking & Finance	Family-owned Businesses	6/15 7/8	6/18 7/9
July 23	Insurance & Risk Management Financial Leaders (Event 7/21)	Law Firms	7/15 6/25	7/16 6/30
July 30	Health Care: Heart Care Best Companies NY (event 7/28)	Property Management Firms	7/22 5/27	7/23 6/1
AUGUST				
Aug. 6	Business of Cannabis	Urgent Care Centers	7/29	7/30
Aug. 13	Financial Planning & Investing	Manufacturers	8/5	8/6
Aug. 20	Higher Education	Highest-Paid Public Employees	8/12	8/13
Aug. 27	Food & Beverage Manufacturing Rochester's Coolest Spaces	Credit Unions	8/19 8/10	8/20 8/17
SEPTEMBER				
Sept. 3	Legal & Accounting Services	Highest Paid Public School Officials	8/26	8/27
Sept. 10	Health Care: Technology and Research	Private Companies	9/2	9/3
Sept. 17	Small Business	Public Companies	9/9	9/10
Sept. 24	Planning for Retirement Women's Leadership Summit (Event 9/28) Largest Law Firms	Banquet & Event Facilities	9/16 8/24 8/31	9/17 8/27 9/3
OCTOBER				
Oct. 1	Construction & Development	CPA Firms	9/23	9/24
Oct. 8	Private Schools	Commercial Builders	9/30	10/1
Oct. 15	Commercial and Personal Insurance Rochester Business Hall of Fame (Event TBD)	Highest-Paid Elected Officials	10/7 9/21	10/8 9/24
Oct. 22	Cybersecurity	Banks	10/14	10/15
Oct. 29	Higher Education: Health Care Excellence in Construction & Real Estate (Event 10/27) Best Lawyers	Brokerage Firms	10/21 9/28 10/14	10/22 10/1 10/15
NOVEMBER				
Nov. 5	Wealth Management & Taxes Senior Living & Long Term Care Resource Technology & Manufacturing Awards (Event 11/3)	Veteran-owned Businesses Assisted Living Facilities / Independent Living Communities	10/28 10/12 10/8	10/29 10/15 10/12
Nov. 12	Commercial Real Estate & Lending	SBA Lenders	11/4	11/5
Nov. 19	Health Care: Cancer Care Forty Under Forty Awards (Event 11/16) Attorneys of the Year (Event 11/18)	Optics & Imaging Firms	11/11 10/15 10/19	11/12 10/19 10/22
Nov. 26	Corporate Law	Ontario County Employees	11/17	11/18
DECEMBER				
Dec. 3	Banking & Finance	Home Care Agencies	11/24	11/29
Dec. 10	Real Estate & Construction Icon Honors Awards (Event TBD)	Nonprofits	12/2 11/9	12/3 11/12
Dec. 17	Trusts & Estates	Colleges & Universities	12/9	12/10
Dec. 24	Diversity & Inclusion	Environmental Services Providers	12/16	12/17
Dec. 31	Legislative Preview Book of Lists	Lobbyists	12/23 11/8	12/24 11/12