

2021 EDITORIAL CALENDAR

January **HEALTHCARE**

Business is all about acquiring assets, but our health is the most valuable asset we have.

RESERVE SPACE 11/9/20 AD DUE 11/23/20

February **WORKPLACE CULTURE**

Culture — when people are promoted, recognized, and rewarded — is an important part of any business.

RESERVE SPACE 12/7/20 AD DUE 12/28/20

March **WEALTH & FINANCE**

Regardless of how much money you have in your portfolio, it is important to know how to handle it and maximize your returns.

RESERVE SPACE 1/11/21 AD DUE 1/25/21

April **WOMEN IN BUSINESS**

Female entrepreneurs are plentiful on the Eastside. We will introduce you to some of them.

RESERVE SPACE 2/8/21 AD DUE 2/22/21

May **SECRETS OF SUCCESS**

We find out the do's and don'ts before you begin your business endeavor.

RESERVE SPACE 3/8/21 AD DUE 3/22/21

June **CRAFTSMANSHIP**

We take you outside the cubicle to highlight those among us who work in interesting and unique professions.

RESERVE SPACE 4/5/21 AD DUE 4/26/21

July **MARKETING AND CUSTOMER SERVICE**

Word of mouth is important, and that importance starts with customer satisfaction.

RESERVE SPACE 5/10/21 AD DUE 5/24/21

August **TECH**

Everyone knows the Eastside is a tech hub. But what are the latest trends and innovations in the field? We'll show you.

RESERVE SPACE 6/7/21 AD DUE 6/28/21

September **30 UNDER 30**

Our annual list of the best and brightest young leaders and visionaries under the age of 30 will be highlighted in this issue of 425 Business.

RESERVE SPACE 7/12/21 AD DUE 7/26/21

October **GAME CHANGERS**

We'll take a look at some of the most successful startups in our area, and zero in on what they think might be the next big thing.

RESERVE SPACE 8/9/21 AD DUE 8/30/21

November **PHILANTHROPY**

We highlight some of our area's top givers and talk with them about how and why they do what they do.

RESERVE SPACE 9/13/21 AD DUE 9/27/21

December **IDEA AWARDS**

We take an end-of-the-year look at the CEOs, startups, marketers, office spaces, and more that our panel of judges decided were the best our area had to offer this year.

RESERVE SPACE 10/12/21 AD DUE 10/25/21

