



NorthBay biz

NorthBay biz is a monthly business-to-business magazine, covering Napa, Sonoma and Marin counties. This year, the magazine is celebrating 43 years of continuous operation. The magazine hit the stands in 1975. Known then as *Sonoma Business*, the magazine offered exclusive coverage of Sonoma County. In 2000, the magazine was up for sale and three business partners—Norm and Joni Rosinski, and her brother, John Dennis, purchased the magazine with the intention of continuing the magazine's well-established history in the business community. Two years later, the name of the magazine was changed to *NorthBay biz* to cover an expanded market.

November 9, 2017, marked another momentous event in the magazine's notable history when it was purchased by Amataro Sonoma Media Group. ASMG owns and operates a number of stations in the North Bay, including News/Talk KSRO, Froggy 92.9 FM, KHits 104.9 FM, Hot 101.7 FM and 97.7 FM The River, reaching more than 200,000 adults each week.

Today, the magazine has more than 50,000 readers. The magazine is committed to fresh ideas, supporting the vitality of the region as well as responsible reporting, in-depth analysis, top-notch and original local coverage. *NorthBay biz* is also dedicated to serving the best business interests of the community. It publishes 16 issues each year (12 monthly issues, plus four bonus issues). In recent years, the magazine underwent a complete redesign as well as featuring additional and improved content and a new tagline: Helping your business grow isn't just something we do...*It's all we do.*

As demographics change and businesses react to economic changes, the magazine's coverage adapts to highlight a new era he magazine continues to focus on some of the long-standing problems faced in the three counties such as housing costs, which continue to skyrocket at an unmanageable pace, which impacts the educational system, health care and tourism. It also features stories about the quality of life in the business world, working with a new generation of young professionals, labor shortages, workforce housing, and rebuilding efforts in the aftermath of the October 2017 firestorm.

NorthBay biz continues to be dedicated to growing your business and always welcomes new concepts and fresh perspectives on ongoing issues. As we continue to pursue journalistic excellence, we welcome your feedback—whether it's a letter to the editor or a story tip, write to us at editor@northbaybiz.com.