



NorthBay biz Magazine

NorthBay biz magazine is a monthly business-to-business publication covering Napa, Sonoma and Marin counties. This year, the magazine is celebrating 42 years of continuous operation. It originally hit the stands in 1975, when it was called *Sonoma Business*, and only covered Sonoma County. Its current owners, Norm and Joni Rosinski and John Dennis, acquired it in 2000 and changed its name to cover an expanded market. The magazine is committed to fresh ideas, supporting the vitality of the region and the overall pursuit of publishing excellence, including responsible reporting; in-depth analysis; top-notch, original, local coverage; and a dedication to serving the best business interests of the community. It publishes 16 issues annually (12 monthly and four bonus issues). In 2014, it underwent a complete redesign and features additional and improved content, presented with an updated, engaging look and a new tagline: Helping grow your business isn't just something we do... *It's all we do*. The magazine also received the 2015 Best Small Business Award by the Santa Rosa Chamber of Commerce.

As demographics changed and businesses reacted to economic upswings after the recession of 2008, our coverage also adapted to highlight a new era for businesses in the North Bay. In hiring more Millennials to the editorial and sales departments, new features focused on job retention, quality of life and workforce housing for a younger working generation emerged. Fresh ideas merged with wisdom from the veteran staff combined the best of both worlds, and new issue concepts like our "Leaders of Tomorrow" received overwhelming positivity and support from our readers.

NorthBay biz is always dedicated to growing your business, and we won't back away from new concepts or fresh perspectives on ongoing issues in the North Bay. As we continue to pursue journalistic excellence, we've taken all the feedback we received and we take it to heart: it's critical for us to know from you how we can best serve your interests. Whether it's a letter to our editor, or an email tip on the next big thing, we're always interested in your ideas and will strive to keep them in our regular coverage.