North Bay Business Journal

In addition to offering the only weekly business-to-business news and commentary in the North Bay as well as 80 comprehensive industry lists, the Business Journal has a thriving lineup of more than 20 events that keep business people connected and informed.

They range from content-driven conferences on local issues in Sonoma, Napa and Marin as well as on challenges facing industries such as health care, construction and wine. And they include highly competitive awards such as Best Places to Work, Women in Business, Top Manufacturers and Forty-under-40. Each year begins with the Book of Lists networking celebration in January.

We also provide high-quality custom events on issues such as business succession planning and finance and special publications for organizations such as the Sonoma County Alliance, Child Parent Institute and Sonoma County Winegrowers.

"At the most basic level, we connect the business community," said Business Journal Publisher Brad Bollinger.

Our website and breaking news alerts and traffic to northbaybusinessjournal.com continue to set records and we recently launched a fully digital edition of the newspaper and three electronic newsletters. Between the print and digital products, we now reach four times the readers we once did.

An independent survey of our readership by Readex Research once again found that Business Journal maintains a strong relationship with readers.

The survey found more than two-thirds of Business Journal readers are an owner or partner in their company. Sixty-three percent said the Journal is their primary source of business news.

"If you want to reach decision-makers in companies, we would argue the Journal is the place to do it," Bollinger said.

In addition, we are active in the community, serving on leading business organizations and many non-profits.

In late 2012 the Business Journal, Santa Rosa Press Democrat and Petaluma Argus-Courier returned to local ownership with their purchase by Sonoma Media Investments LLC.