

Production Calendar

Issue	PRINT EDITION			APP EDITION	
	Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due
JANUARY	12/4	12/16	12/17	12/15	12/22
FEBRUARY	1/6	1/20	1/21	1/19	1/27
MARCH	2/8	2/19	2/22	2/18	2/25
APRIL	3/10	3/22	3/23	3/21	3/28
MAY	4/11	4/21	4/22	4/20	4/27
JUNE	5/6	5/18	5/19	5/17	5/24
JULY	6/8	6/20	6/21	6/17	6/24
AUGUST	7/11	7/21	7/22	7/20	7/27
SEPTEMBER	8/5	8/18	8/19	8/17	8/24
OCTOBER	9/9	9/21	9/22	9/20	9/27
NOVEMBER	10/11	10/21	10/24	10/20	10/27
DECEMBER	11/14	11/16	11/17	11/15	11/22

Editorial Calendar

Issue	Cover*	Special Report*	OTC/SELFCARE*	Special Marketing Opportunities
JANUARY	Annual salary survey: Find out what you and your colleagues are making	Impact of generic drug shortages and price increases	Cough and cold	
FEBRUARY	160th anniversary of <i>Drug Topics</i> : The movers and shakers in the industry	Advances in hospital pharmacy automation	Oral care	Bonus Distribution: APHA American Pharmacists Association Annual Meeting, Mar. 4-7, Baltimore, MD
MARCH	2016 drug pipeline report: Groundbreaking therapies for this year	Pharmacy practice accreditation	Foot care	
APRIL	Team-based care: Opportunities for pharmacists to partner with other healthcare professionals, including ACOs and patient-centered medical homes	The importance of precepting pharmacy students	Pain relief	Bonus Distribution: NACDS National Association of Chain Drug Stores Annual Meeting, Apr 16-19, Palm Beach, FL 2016 Armada Specialty Pharmacy Summit: May 2-6, 2016; Wynn & Encore, Las, Vegas, NV
MAY	Telehealth and telepharmacy: What's happening and its impact on community pharmacy	Roles and responsibilities of pharmacy technicians in community and hospital pharmacies	Allergy/sinus/asthma	
JUNE	Provider status for pharmacists: Recap of actions by individual states and current status of federal legislation	Smoking cessation and the pharmacist's role	Skin care	

*Editorial content subject to change

Editorial Calendar - continued

Issue	Cover*	Special Report*	OTC/SELFCARE*	Special Marketing Opportunities
JULY	Specialty pharmacy update: Sites of service and the role for pharmacy	Medication reconciliation: Best practices	Eyes and ears	Bonus Distribution: NACDS National Association of Chain Drug Stores TSE Meeting, Aug. 6-8, Boston, MA Readex Ad Test Study
AUGUST	Technology update for the improvement of the business and professional practice of community pharmacy and health-system pharmacy	Genomics in pharmacy practice	First aid	Supplement: Generics
SEPTEMBER	Independents carve out their niches	Inpatient medication management best practices	Hair and scalp	Bonus Distribution: NCPA National Community Pharmacy Association Annual Meeting, Oct. 10-14, Washington, DC
OCTOBER	Compounding pharmacy practice: What has changed since 2012?	Public relations: How to promote your pharmacy	Unmentionables	
NOVEMBER	Healthcare reform and Medicaid expansion: What is the role for pharmacy?	Hospital service-line management and the role of the pharmacist	Lip care (fever blisters/cold sores/chapping)	Bonus Distribution: ASHP American Society of Health System Pharmacy, Dec. 4-8, Las Vegas, NV Supplement: Diabetes
DECEMBER	Business outlook for 2017	Drug abuse and the pharmacist's role	Digestives and GI agents	

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