

Production Calendar

Issue	PRINT EDITION			APP EDITION		Issue	PRINT EDITION			APP EDITION	
	Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due		Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due
JANUARY 10	12/1	12/2	12/3	12/17	12/28	JULY 10	5/26	5/31	6/1	6/15	6/22
JANUARY 25	12/11	12/14	12/15	1/4	1/11	JULY 25	6/20	6/21	6/12	7/7	7/14
FEBRUARY 10	12/29	12/30	1/4	1/20	1/28	AUGUST 10	7/5	7/6	7/7	7/21	7/28
FEBRUARY 25	1/13	1/14	1/19	2/3	2/10	AUGUST 25	7/18	7/19	7/20	8/3	8/10
MARCH 10	2/1	2/2	2/3	2/18	2/25	SEPTEMBER 10	7/28	7/29	8/1	8/16	8/23
MARCH 25	2/12	2/16	2/17	3/2	3/9	SEPTEMBER 25	8/11	8/12	8/16	8/30	9/8
APRIL 10	2/29	3/1	3/2	3/16	3/23	OCTOBER 10	8/26	8/29	8/30	9/15	9/22
APRIL 25	3/21	3/22	3/23	4/7	4/14	OCTOBER 25	9/20	9/21	9/22	10/6	10/13
MAY 10	4/5	4/6	4/7	4/21	4/28	NOVEMBER 10	10/4	10/5	10/6	10/20	10/27
MAY 25	4/18	4/19	4/20	5/4	5/11	NOVEMBER 25	10/13	10/14	10/17	10/31	11/7
JUNE 10	4/29	5/2	5/3	5/17	5/24	DECEMBER 10	10/27	10/28	10/31	11/14	11/21
JUNE 25	5/13	5/16	5/17	6/2	6/9	DECEMBER 25	11/9	11/10	11/11	11/30	12/7

Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
JANUARY 10	2016 Payment Outlook	
JANUARY 25	Treating the Nonadherent Patient	
FEBRUARY 10	Practice Mergers and Acquisitions	
FEBRUARY 25	Meaningful Use: Status Update and Beyond	Bonus Distribution: HIMSS—Feb. 29-March 6
MARCH 10	Quality Metrics: Good for Medicine	
MARCH 25	MOC: Consequences of skipping recertification	
APRIL 10	HIPAA: Policy Pitfalls to Avoid	
APRIL 25	“Continuing Study” results / package	Bonus Distribution: ACP—May 5-7
MAY 10	Is Urgent Care Redefining Primary Care?	
MAY 25	Putting Population Health Management into Action	
JUNE 10	Negotiating in an Age of Payer Consolidation	
JUNE 25	Innovations in Practice	

Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
JULY 10	The Money Issue	
JULY 25	HIPAA: Are Privacy Requirements Going Too Far?	
AUGUST 10	Fighting Back: Part I	
AUGUST 25	Fighting Back: Part II	
SEPTEMBER 10	Presidential Election: Effect on Healthcare	Bonus Distribution: AAFP Delegates—September 19-21
SEPTEMBER 25	Malpractice Pitfalls to Avoid	Bonus Distribution: MGMA—Oct. 30-Nov. 2
OCTOBER 10	Tech Trends	Readex Ad Test Study Issue
OCTOBER 25	EHR Survey	
NOVEMBER 10	Coding in 2017 and Beyond	
NOVEMBER 25	Picking the Ideal Practice Location	
DECEMBER 10	Alternative Practice Models	
DECEMBER 25	Top Challenges for 2017	