

## Production & Editorial Calendar

Issue	PRINT EDITION			APP EDITION		EDITORIAL CALENDAR	
	Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due	Editorial Features*	Special Marketing Opportunities
<b>JANUARY</b>	12/8	12/20	12/20	12/8	12/27	2nd Annual Issues & Attitudes Survey	<b>Bonus Distribution:</b> SMFM January 23-28, 2017, Caesars Palace, Las Vegas, NV <b>Digital Edition Exposure</b>
<b>FEBRUARY</b>	1/10	1/23	1/23	1/10	1/27	Obstetric Emergencies	<b>Digital Edition Exposure</b>
<b>MARCH</b>	2/8	2/21	2/21	2/8	2/24	Gynecologic Oncology	<b>Bonus Distribution:</b> ACOG May 6-9, 2017, San Diego Convention Center, San Diego, CA <b>Digital Edition Exposure</b>
<b>APRIL</b>	3/14	3/24	3/24	3/14	3/29	Adolescent Gynecology	<b>Bonus Distribution:</b> ACOG May 6-9, 2017, San Diego Convention Center, San Diego, CA NASPAG April 20-22, 2017, Chicago, IL <b>Digital Edition Exposure</b>
<b>MAY</b>	4/11	4/21	4/21	4/11	4/26	Professional Liability	<b>Digital Edition Exposure</b>
<b>JUNE</b>	5/11	5/23	5/23	5/11	5/26	The Obesity Issue	<b>Digital Edition Exposure</b>
<b>JULY</b>	6/13	6/23	6/23	6/13	6/28	Prenatal Diagnosis	<b>Digital Edition Exposure</b>
<b>AUGUST</b>	7/13	7/25	7/25	7/13	7/28	Infectious Disease	<b>Digital Edition Exposure</b>
<b>SEPTEMBER</b>	8/10	8/23	8/23	8/10	8/28	The Menopause Issue	<b>Bonus Distribution:</b> AAGL November 12-16, 2017, Gaylord National Hotel, National Harbor, MD NAMS, October 11-14, 2017, Philadelphia, PA <b>Digital Edition Exposure</b>
<b>OCTOBER</b>	9/12	9/22	9/22	9/12	9/27	The Technology Issue	<b>Bonus Distribution:</b> ACOG District II Meeting, October 6-8, 2017, Bermuda AAGL November 12-16, 2017, Gaylord National Hotel, National Harbor, MD <b>Readex Ad Study Issue</b> <b>Digital Edition Exposure</b>
<b>NOVEMBER</b>	10/11	10/24	10/24	10/11	10/27	The Infertility Issue	<b>Bonus Distribution:</b> ASRM October 28-November 1, 2017, San Antonio, TX <b>Digital Edition Exposure</b>
<b>DECEMBER</b>	11/9	11/21	11/21	11/9	11/28	The Breast Health Issue	<b>Digital Edition Exposure</b>

ASRM = American Society for Reproductive Medicine; ICO = International Conference on Obesity; IDSOG = Infectious Diseases Society for Obstetrics and Gynecology; ISPD = International Society for Prenatal Diagnosis; SABCS = San Antonio Breast Cancer Symposium; SMFM = Society for Maternal-Fetal Medicine

\*Editorial content subject to change