

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

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