

Production & Editorial Calendar

Issue	PRINT EDITION			APP EDITION		Editorial Features*	Special Marketing Opportunities
	Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due		
JANUARY	12/7	12/13	12/19	1/5	1/11	<i>Editorial Focus:</i> Maternal mortality <i>Maternal Mortality Topic:</i> Cardiac disease	Bonus Distribution: Society for Maternal-Fetal Medicine (SMFM), January 29- February 3, 2018; Dallas, TX Digital Edition Exposure
FEBRUARY	1/10	1/17	1/23	2/7	2/13	<i>Editorial Focus:</i> Issues & Attitudes <i>Maternal Mortality Topic:</i> Update	Digital Edition Exposure
MARCH	2/8	2/14	2/21	3/7	3/13	<i>Editorial Focus:</i> GYN Oncology <i>Maternal Mortality Topic:</i> Hemorrhage	Bonus Distribution: American College of Obstetricians and Gynecologists (ACOG), April 27-30, 2018; Austin, TX Digital Edition Exposure
APRIL	3/13	3/19	3/23	4/6	4/12	<i>Editorial Focus:</i> Contraception <i>Maternal Mortality Topic:</i> Update	Bonus Distribution: American College of Obstetricians and Gynecologists (ACOG), April 27-30, 2018; Austin, TX Digital Edition Exposure
MAY	4/11	4/17	4/23	5/5	5/11	<i>Editorial Focus:</i> Practice matters/standards <i>Maternal Mortality Topic:</i> Hypertension <i>Other:</i> Preseason Zika analysis for 2018	Digital Edition Exposure
JUNE	5/11	5/17	5/23	6/7	6/13	<i>Editorial Focus:</i> Genomic techniques <i>Maternal Mortality Topic:</i> Update	Digital Edition Exposure
JULY	6/13	6/19	6/25	7/6	7/12	<i>Editorial Focus:</i> Fertility <i>Maternal Mortality Topic:</i> Sepsis, septic shock* <i>Other:</i> Welcome Interns, Residents	Digital Edition Exposure
AUGUST	7/13	7/19	7/25	8/4	8/10	<i>Editorial Focus:</i> Adolescent care <i>Maternal Mortality Topic:</i> Cardiac arrest* <i>Other:</i> Welcome Interns, Residents	Digital Edition Exposure
SEPTEMBER	8/10	8/17	8/23	9/6	9/12	<i>Editorial Focus:</i> Govt health plan + other updates <i>Maternal Mortality Topic:</i> Mental health, substance abuse* <i>Other:</i> Welcome Interns, Residents	Bonus Distribution: > American Association of Gynecologic Laparoscopists (AAGL), November 11-15, Las Vegas, NV > North American Menopause Society (NAMS), October 3-6, San Diego, CA Digital Edition Exposure
OCTOBER	9/12	9/18	9/24	10/5	10/11	<i>Editorial Focus:</i> Technology <i>Maternal Mortality Topic:</i> Update	Bonus Distribution: > American Association of Gynecologic Laparoscopists (AAGL), November 11-15, Las Vegas, NV > American College of Obstetricians and Gynecologists (ACOG), District II Meeting October 19-21, New York City, NY Digital Edition Exposure
NOVEMBER	10/12	10/18	10/24	11/6	11/10	<i>Editorial Focus:</i> GYN surgery <i>Maternal Mortality Topic:</i> Embolus, AFE*	Digital Edition Exposure
DECEMBER	11/9	11/15	11/21	12/6	12/12	<i>Editorial Focus:</i> Breast health <i>Maternal Mortality Topic:</i> Systems wrap-up	Digital Edition Exposure

*Maternal Mortality topic subject to change