

Production Calendar

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

Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
JANUARY	The Medical Legal Issue	Digital Edition Exposure
FEBRUARY	Metabolic Syndrome	Bonus Distribution: The National Association of Pediatric Nurse Practitioners (NAPNAP): March 16 - March 19, Denver, Colorado Digital Edition Exposure
MARCH	Respiratory (Spring Issue)	Digital Edition Exposure
APRIL	The Special Needs Child	Digital Edition Exposure
MAY	Emergency Medicine	Digital Edition Exposure
JUNE	Nutrition	Digital Edition Exposure
JULY	Infectious Disease/Immunization	Bonus Distribution: American Academy of Pediatrics (AAP): September 16-September 19, Chicago, Illinois Digital Edition Exposure
AUGUST	Annual Back-to-School Issue	Bonus Distribution: American Academy of Family Practitioners (AAFP): September 12-September 16, San Antonio, Texas Bonus Distribution: American Academy of Pediatrics (AAP): September 16-September 19, Chicago, Illinois Readex Research Ad Performance Study Issue Digital Edition Exposure
SEPTEMBER	Clinical Frontiers in Pediatrics—Today's Promise, Tomorrow's Practice	Digital Edition Exposure
OCTOBER	Dermatology	Digital Edition Exposure
NOVEMBER	<i>Contemporary Pediatrics</i> ' Annual Conference Club Issue—News and Views from the American Academy of Pediatrics 2017 Annual Meeting	Digital Edition Exposure
DECEMBER	<i>Contemporary Pediatrics</i> ' Annual Pediatricians' Issues & Attitudes Survey	Digital Edition Exposure

*Editorial content subject to change