# Production and Editorial Calendar 2019

## January Issue
- **Ad close:** December 06
- **Materials due:** December 12
- **Inserts due:** December 18

**Editorial features**: Dermatology as Big Business
  Managing Your Business in the Digital Age
  Does "patient-centered" work in practice?

**New to market**
- Physician Profile

**Bonus Distribution**:
- Maui Derm For Dermatologists Meeting, January 26-30, Kihei, Hawaii
- American Academy of Cosmetic Surgery (AACS) Annual Meeting, January 31 - February 2, Orlando, FL
- American Academy of Dermatology (AAD) Annual Meeting, March 1-5, Washington, DC

## February Issue
- **Ad close:** January 07
- **Materials due:** January 11
- **Inserts due:** January 18

**Editorial features**: Back to Basics/What’s old May be New Again/A Retrospective Review of Dermatology (coincides with Hall of Fame)
- New to market
  - Physician Profile

**Bonus Distribution**:
- American Academy of Dermatology (AAD) Annual Meeting, March 1-5, Washington, DC

## March Issue
- **Ad close:** February 05
- **Materials due:** February 11
- **Inserts due:** February 15

**Editorial features**: FDA Device Regulations
  - Evaluating and choosing among options,
  - Microneedling the new laser?

**New to market**
- Physician Profile

**Bonus Distribution**:
- American Academy of Dermatology (AAD) Annual Meeting, March 1-5, Washington, DC

## April Issue
- **Ad close:** March 07
- **Materials due:** March 13
- **Inserts due:** March 19

**Editorial features**: Nail fungus: Distinguishing among dermatophytosis
- New to market
  - Physician Profile

**Bonus Distribution**:
- Tennessee Society For Laser Medicine And Surgery (TSLMS) Symposium for Cosmetic Advances and Laser Education (SCALE), May 9-11, Nashville, TN

## May Issue
- **Ad close:** April 08
- **Materials due:** April 12
- **Inserts due:** April 18

**Editorial features**: Practical Understanding of Dermatopathology
- Pipeline products
- New to market
  - Physician Profile

**Bonus Distribution**:
- American Society for Aesthetic Plastic Surgery (ASAPS), May 16-19, New Orleans, LA
- Vegas Cosmetic Surgery Forum (VCS), June 5-9, Las Vegas, NV

## June Issue (Acne Supplement)
- **Ad close:** May 08
- **Materials due:** May 14
- **Inserts due:** May 20

**Editorial features**: Perspectives on Payers — The impact of the regulatory landscape on dermatology
  - New to market
  - Physician Profile

**Supplement**: Acne Pipeline products

**Bonus Distribution**:
- Maui Derm NP+PA Summer 2019, June 19-22, Colorado Springs, Colorado
- The Aesthetic Show 2019 (TAS), July TBD, TBD

*Editorial features subject to change.*
### JULY ISSUE
- **Ad close:** June 06
- **Materials due:** June 12
- **Inserts due:** June 18

**Editorial features***:* Cutaneous warts: Emerging procedural and prescription
New to market
Physician Profile

**Bonus Distribution:**
- The Aesthetic Show 2019 (TAS), July TBD, TBD
- DERM Foundation NPPA, TBD, TBD
- American Academy of Dermatology (AAD) Summer Meeting, July 25-28, New York, NY
- ADM, TBD, TBD

**Supplement:** Psoriasis Patient perspective and quality of life concerns

**Bonus Distribution:**
- AES, TBD, TBD

### AUGUST ISSUE (PSORIASIS SUPPLEMENT)
- **Ad close:** July 09
- **Materials due:** July 15
- **Inserts due:** July 19

**Editorial features***:* Psoriatic arthritis patient management strategies
New to market
Physician Profile

**Bonus Distribution:**
- American Society of Plastic Surgeons (ASPS) Plastic Surgery Meeting 2019, September 20-24, San Diego, CA
- Maui Derm NP+PA Fall 2019, TBD, TBD
- Fall Clinical Dermatology Conference for PAs & NPs, May 31 - June 2, Scottsdale, AZ

**Supplement:**
- Skincare Trends – What’s New in Skin Science and Technology
New to market
Physician Profile

**Bonus distribution:**
- Cosmetic Surgery Forum (CSF), TBD, TBD

### SEPTEMBER ISSUE
- **Ad close:** August 07
- **Materials due:** August 13
- **Inserts due:** August 20

**Editorial features***:* New frontiers in the treatment of melasma and vitiligo
New to market
Physician Profile

**Bonus Distribution:**
- American Society for Dermatologic Surgery Annual Meeting, October 24-27, Chicago, IL
- The Aesthetic Academy (TAA), TBD, TBD

### OCTOBER ISSUE
- **Ad close:** September 06
- **Materials due:** September 12
- **Inserts due:** September 18

**Editorial features***:* Challenges and new strategies for managing pruritis
New to market
Physician Profile

**Bonus Distribution:**
- American Society for Dermatologic Surgery Annual Meeting, October 24-27, Chicago, IL
- The Aesthetic Academy (TAA), TBD, TBD

### NOVEMBER ISSUE
- **Ad close:** October 08
- **Materials due:** October 15
- **Inserts due:** October 21

**Editorial features***:* Skincare Trends – What’s New in Skin Science and Technology
New to market
Physician Profile

**Bonus distribution:**
- Cosmetic Surgery Forum (CSF), TBD, TBD

### DECEMBER ISSUE
- **Ad close:** November 05
- **Materials due:** November 11
- **Inserts due:** November 15

**Editorial features***:* 2019 Workforce Trends
New to market
Physician Profile

*Editorial features subject to change.*