



Drug Topics[®] 2017

Voice of the Pharmacist

Print Media Information

Production Calendar

| Issue | PRINT EDITION | | | APP EDITION | |
|------------------|---------------|------------------|------------------------|-------------|------------------|
| | Ad Close | Ad Materials Due | Inserts Due At Printer | Ad Close | Ad Materials Due |
| JANUARY | 12/8 | 12/20 | 12/20 | 12/8 | 12/27 |
| FEBRUARY | 1/10 | 1/23 | 1/23 | 1/10 | 1/27 |
| MARCH | 2/8 | 2/21 | 2/21 | 2/8 | 2/24 |
| APRIL | 3/14 | 3/24 | 3/24 | 3/14 | 3/29 |
| MAY | 4/11 | 4/21 | 4/21 | 4/11 | 4/26 |
| JUNE | 5/11 | 5/23 | 5/23 | 5/11 | 5/26 |
| JULY | 6/12 | 6/22 | 6/22 | 6/12 | 6/27 |
| AUGUST | 7/13 | 7/25 | 7/25 | 7/13 | 7/28 |
| SEPTEMBER | 8/10 | 8/23 | 8/23 | 8/10 | 8/28 |
| OCTOBER | 9/12 | 9/22 | 9/22 | 9/12 | 9/27 |
| NOVEMBER | 10/11 | 10/24 | 10/24 | 10/11 | 10/27 |
| DECEMBER | 11/9 | 11/21 | 11/21 | 11/9 | 11/28 |



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Editorial Calendar

| Issue | Cover* | Supplements | Special Marketing Opportunities |
|-----------------|--|-------------|---|
| JANUARY | Transition of care | | |
| FEBRUARY | Medication errors | | |
| MARCH | 2017 drug pipeline report: Groundbreaking therapies for this year | | Bonus Distribution: APhA Annual Meeting and Exposition March 24-27, 2017, San Francisco, CA http://aphameeting.pharmacist.com/ |
| APRIL | Team-based care: Opportunities for pharmacists to partner with other healthcare professionals, including ACOs and patient-centered medical homes | | Bonus Distribution: NACDS 2017 April 22-25, Scottsdale, AZ The Phoenixian http://annual.nacds.org/ Asembia (Formerly the Armada Specialty Pharmacy Summit) April 30-May 3, 2017 Wynn & Encore Las Vegas, NV http://www.asembia.com/ |
| MAY | Telehealth and telepharmacy: What's happening and its impact on community pharmacy | | |
| JUNE | Provider status for pharmacists: Recap of actions by individual states and current status of federal legislation | | |

*Editorial content subject to change

Ideas that Deliver Results

Last revised: 08/30/2017





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Editorial Calendar - *continued*

| Issue | Cover* | Supplements | Special Marketing Opportunities |
|------------------|--|---------------------------------|--|
| JULY | Specialty pharmacy update: Sites of service and the role for pharmacy | | |
| AUGUST | Technology update for the improvement of the business and professional practice of community pharmacy and health system pharmacy | Generics/biosimilars supplement | Bonus Distribution: NACDS Total Store Expo 2017 August 19-22, San Diego, CA San Diego Convention Center http://tse.nacds.org/ |
| SEPTEMBER | Evolution of the GPO models | | Bonus Distribution: NCPA October 14-18, 2017, Orlando, FL http://www.ncpanet.org/meetings/annual-convention |
| OCTOBER | Supply chain in pharmacy | | |
| NOVEMBER | Healthcare reform and Medicaid expansion: What is the role for pharmacy? | Diabetes supplement | |
| DECEMBER | Salary survey | | |

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Issues & Trends; Professional; Clinical; Community; Technology;

Product Updates; FDA Safety; OTC Products; New Products; Specialty Pharmacy

Ideas that Deliver Results



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