

# Drug Topics<sup>®</sup> 2018

Voice of the Pharmacist

## Print Media Information

### Production Calendar

Issue	PRINT EDITION		
	Ad Close	Ad Materials Due	Inserts Due At Printer
JANUARY	12/12	1/2	1/2
FEBRUARY	1/18	2/2	2/2
MARCH	2/15	3/2	3/2
APRIL	3/19	4/3	4/3
MAY	4/17	5/2	5/2
JUNE	5/18	6/4	6/4
JULY	6/18	7/2	7/2
AUGUST	7/19	8/2	8/2
SEPTEMBER	8/20	9/4	9/4
OCTOBER	9/14	9/28	9/28
NOVEMBER	10/18	11/1	11/1
DECEMBER	11/16	12/4	12/4

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### Editorial Calendar

Issue	Cover Story	Featured Article or Section	Short-Form CE Article (proposed)	Special Marketing Opportunities
<b>JANUARY</b>	Top Challenges Facing Pharmacists in 2018 <u>Side bar:</u> <i>Generic Launch Update</i>	Cardiovascular Counseling: <i>Medication &amp; Lifestyle</i>	RPH role in lactation	
<b>FEBRUARY</b>	Dietary Supplements & Nutraceuticals: <i>What pharmacists need to know and what they should tell patients</i>	Technology and Diabetes Management: <i>Update</i>	Effective Cardiovascular Counseling	
<b>MARCH</b>	Role of the Pharmacist in Pain Counseling <u>Side bar:</u> <i>Opioid Crisis</i>	Constipation: <i>Counseling Patients Toward Appropriate Remedies</i> <u>Side bar:</u> <i>Opioid Induced Constipation</i>	GI/IBS/GERD	<b>Bonus Distribution:</b> APhA Annual Meeting and Exposition March 16-19, 2018, Nashville, TN <a href="http://aphameeting.pharmacist.com/">http://aphameeting.pharmacist.com/</a>
<b>APRIL</b>	DIR Fees: <i>Update</i>	OTC Remedies: Preferred <i>Physician</i> Recommendations	Antiplatelet Therapy	<b>Bonus Distribution:</b> NACDS Annual Meeting 2018 April 21-24, Palm Beach, FL The Breakers Palm Beach <a href="http://annual.nacds.org/">http://annual.nacds.org/</a> <b>Bonus Distribution:</b> asembia Specialty Pharmacy Summit April 29-May 2, 2018 Wynn & Encore Las Vegas, NV <a href="http://www.asembia.com/">http://www.asembia.com/</a>
<b>MAY</b>	New Patient Care Models: <i>Growing areas of employment for pharmacists</i>	Counseling Skills: <i>Positioning Pharmacists as Integral Members of HCP Care Teams</i>	Asthma	
<b>JUNE</b>	High Cost of Drugs: <i>What does it mean for the community pharmacist?</i>	Dermatology Update: <i>Counseling</i>	TBD	

\*Editorial content subject to change

Ideas that Deliver Results

Last revised: 10/27/2017



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### Editorial Calendar - continued

Issue	Cover Story	Featured Article or Section	Short-Form CE Article (proposed)	Special Marketing Opportunities
<b>JULY</b>	Pharmacist-Physician Relationship in the New Health Care Environment	TBD	TBD	
<b>AUGUST</b>	Medical Marijuana: <i>State-by-state look; Pharmacists need to know their state law</i>	Generic/Biosimilar Report <b>Supplement Edition to Drug Topics</b>	TBD	<b>Bonus Distribution:</b> NACDS Total Store Expo 2018 August 25-27, Denver, CO Colorado Convention Center <a href="http://tse.nacds.org/">http://tse.nacds.org/</a>
<b>SEPTEMBER</b>	ACA Impact on Pharmacies/ Pharmacists	TBD	TBD	<b>Bonus Distribution:</b> NCPA Annual Convention October 6-10, 2017, Boston, MA <a href="http://www.ncpanet.org/meetings/annual-convention">http://www.ncpanet.org/meetings/annual-convention</a>
<b>OCTOBER</b>	Pharmacogenomics: <i>The role of the community pharmacist</i>	TBD	TBD	
<b>NOVEMBER</b>	Telehealth Healthcare IT: <i>Update</i>	<u>Special Report:</u> <i>Diabetes</i> <u>Feature story:</u> <i>Oncology Counseling</i>	TBD	
<b>DECEMBER</b>	Salary Survey	TBD	TBD	

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

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