



Drug Topics[®] 2018

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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Voice of the Pharmacist

Editorial Calendar

Issue	Cover Story	Featured Article or Section	Short-Form CE Article (proposed)	Special Marketing Opportunities
JANUARY	Top Challenges Facing Pharmacists in 2018 <u>Side bar:</u> <i>Generic Launch Update</i>	Cardiovascular Counseling: <i>Medication & Lifestyle</i>	RPH role in lactation	
FEBRUARY	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	
MARCH	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	Bonus Distribution: APhA Annual Meeting and Exposition March 16-19, 2018, Nashville, TN http://aphameeting.pharmacist.com/
APRIL	DIR Fees: <i>Update</i>	OTC Remedies: Preferred <i>Physician</i> Recommendations	Antiplatelet Therapy	Bonus Distribution: NACDS Annual Meeting 2018 April 21-24, Palm Beach, FL The Breakers Palm Beach http://annual.nacds.org/ Bonus Distribution: asembia Specialty Pharmacy Summit April 29-May 2, 2018 Wynn & Encore Las Vegas, NV http://www.asembia.com/
MAY	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	
JUNE	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: 02/12/2018



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Voice of the Pharmacist

Editorial Calendar - continued

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

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

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

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