

### Production Calendar

Issue	PRINT EDITION			APP EDITION		Issue	PRINT EDITION			APP EDITION	
	Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due		Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due
<b>JANUARY 10</b>	11/30	12/6	12/9	11/30	12/14	<b>JULY 10</b>	5/26	6/2	6/7	5/26	6/12
<b>JANUARY 25</b>	12/13	12/19	12/22	12/13	12/29	<b>JULY 25</b>	6/12	6/16	6/21	6/12	6/26
<b>FEBRUARY 10</b>	12/28	1/5	1/10	12/28	1/13	<b>AUGUST 10</b>	7/3	7/10	7/13	7/3	7/18
<b>FEBRUARY 25</b>	1/12	1/19	1/24	1/12	1/30	<b>AUGUST 25</b>	7/17	7/21	7/26	7/17	7/31
<b>MARCH 10</b>	1/30	2/3	2/8	1/30	2/13	<b>SEPTEMBER 10</b>	7/28	8/3	8/8	7/28	8/11
<b>MARCH 25</b>	2/13	2/17	2/23	2/13	2/28	<b>SEPTEMBER 25</b>	8/11	8/18	8/23	8/11	8/28
<b>APRIL 10</b>	2/28	3/6	3/9	2/28	3/14	<b>OCTOBER 10</b>	9/1	9/8	9/13	9/1	9/18
<b>APRIL 25</b>	3/21	3/27	3/29	3/21	4/4	<b>OCTOBER 25</b>	9/15	9/21	9/26	9/15	9/29
<b>MAY 10</b>	4/3	4/7	4/11	4/3	4/17	<b>NOVEMBER 10</b>	9/29	10/6	10/11	9/29	10/16
<b>MAY 25</b>	4/17	4/21	4/26	4/17	5/2	<b>NOVEMBER 25</b>	10/16	10/23	10/26	10/16	10/31
<b>JUNE 10</b>	4/28	5/5	5/10	4/28	5/15	<b>DECEMBER 10</b>	10/27	11/2	11/7	10/27	11/10
<b>JUNE 25</b>	5/15	5/19	5/24	5/15	5/30	<b>DECEMBER 25</b>	11/10	11/16	11/21	11/10	11/28

**Editorial Calendar**

Issue	Editorial Features*	Special Marketing Opportunities
JANUARY 10, 2017	2017 Payment Outlook	
JANUARY 25, 2017	Healthcare Under the New President	<b>Bonus Distribution:</b> HIMSS - Feb. 20-23, Orlando
FEBRUARY 10, 2017	Cybersecurity and Small Practices	<b>Bonus Distribution:</b> HIMSS - Feb. 20-23, Orlando
FEBRUARY 25, 2017	The Rise of Direct Pay	<b>Bonus Distribution:</b> ACP - Mar. 30- Apr. 1, San Diego
MARCH 10, 2017	Exploring Alternate Revenue Streams	<b>Bonus Distribution:</b> ACP - Mar. 30- Apr. 1, San Diego
MARCH 25, 2017	Inaugural Payer Perspectives Survey Results	
APRIL 10, 2017	Telemedicine: Today and Tomorrow	
APRIL 25, 2017	88th Physician Report Results	
MAY 10, 2017	Enhancing Team-based Care	
MAY 25, 2017	Post-ACA Operations for Physicians	
JUNE 10, 2017	Why Can't Healthcare Achieve Interoperability?	
JUNE 25, 2017	Tort Reform / Malpractice Strategies	

\*Editorial content subject to change  
Please contact your sales representative for the most current editorial calendar topics

**Editorial Calendar**

Issue	Editorial Features*	Special Marketing Opportunities
JULY 10, 2017	The True Cost of Maintenance of Certification	
JULY 25, 2017	2017 Coding Guide	
AUGUST 10, 2017	Fighting Back (Taking on Value-based Care)	<b>Bonus Distribution:</b> AAFP - Sep. 14-16, San Antonio
AUGUST 25, 2017	Prescription Drug Prices & MACRA	<b>Bonus Distribution:</b> AAFP - Sep. 14-16, San Antonio
SEPTEMBER 10, 2017	Malpractice Guide	<b>Bonus Distribution:</b> MGMA - Oct. 8-10, Anaheim
SEPTEMBER 25, 2017	Opioids and Physicians	<b>Bonus Distribution:</b> MGMA - Oct. 8-10, Anaheim
OCTOBER 10, 2017	Picking the Right Practice Benefits	
OCTOBER 25, 2017	2017 EHR Report Card	
NOVEMBER 10, 2017	The Money Issue	
NOVEMBER 25, 2017	ACOs: Weighing Risk vs. Reward	
DECEMBER 10, 2017	Social Determinants of Health & Quality Metrics	
DECEMBER 25, 2017	Top Challenges for 2018	

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