

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 |
| JANUARY 10 | 11/30 | 12/6 | 12/9 | 11/30 | 12/14 | JULY 10 | 5/26 | 6/2 | 6/7 | 5/26 | 6/12 |
| JANUARY 25 | 12/13 | 12/19 | 12/22 | 12/13 | 12/29 | JULY 25 | 6/12 | 6/16 | 6/21 | 6/12 | 6/26 |
| FEBRUARY 10 | 12/28 | 1/5 | 1/10 | 12/28 | 1/13 | AUGUST 10 | 7/3 | 7/10 | 7/13 | 7/3 | 7/18 |
| FEBRUARY 25 | 1/12 | 1/19 | 1/24 | 1/12 | 1/30 | AUGUST 25 | 7/17 | 7/21 | 7/26 | 7/17 | 7/31 |
| MARCH 10 | 1/30 | 2/3 | 2/8 | 1/30 | 2/13 | SEPTEMBER 10 | 7/28 | 8/3 | 8/8 | 7/28 | 8/11 |
| MARCH 25 | 2/13 | 2/17 | 2/23 | 2/13 | 2/28 | SEPTEMBER 25 | 8/11 | 8/18 | 8/23 | 8/11 | 8/28 |
| APRIL 10 | 2/28 | 3/6 | 3/9 | 2/28 | 3/14 | OCTOBER 10 | 9/1 | 9/8 | 9/13 | 9/1 | 9/18 |
| APRIL 25 | 3/21 | 3/27 | 3/29 | 3/21 | 4/4 | OCTOBER 25 | 9/15 | 9/21 | 9/26 | 9/15 | 9/29 |
| MAY 10 | 4/3 | 4/7 | 4/11 | 4/3 | 4/17 | NOVEMBER 10 | 9/29 | 10/6 | 10/11 | 9/29 | 10/16 |
| MAY 25 | 4/17 | 4/21 | 4/26 | 4/17 | 5/2 | NOVEMBER 25 | 10/16 | 10/23 | 10/26 | 10/16 | 10/31 |
| JUNE 10 | 4/28 | 5/5 | 5/10 | 4/28 | 5/15 | DECEMBER 10 | 10/27 | 11/2 | 11/7 | 10/27 | 11/10 |
| JUNE 25 | 5/15 | 5/19 | 5/24 | 5/15 | 5/30 | DECEMBER 25 | 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 | Bonus Distribution: HIMSS - Feb. 20-23, Orlando |
| FEBRUARY 10, 2017 | Cybersecurity and Small Practices | Bonus Distribution: HIMSS - Feb. 20-23, Orlando |
| FEBRUARY 25, 2017 | The Rise of Direct Pay | Bonus Distribution: ACP - Mar. 30- Apr. 1, San Diego |
| MARCH 10, 2017 | Exploring Alternate Revenue Streams | Bonus Distribution: 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

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| 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) | Bonus Distribution: AAFP - Sep. 14-16, San Antonio |
| AUGUST 25, 2017 | Prescription Drug Prices & MACRA | Bonus Distribution: AAFP - Sep. 14-16, San Antonio |
| SEPTEMBER 10, 2017 | Malpractice Guide | Bonus Distribution: MGMA - Oct. 8-10, Anaheim |
| SEPTEMBER 25, 2017 | Opioids and Physicians | Bonus Distribution: 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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