

**Production Calendar**

Issue	PRINT EDITION		
	Ad Close	Ad Materials Due	Inserts Due At Printer
JANUARY 10	11/28	12/6	12/7
JANUARY 25	12/11	12/19	12/20
FEBRUARY 10	12/27	1/8	1/9
FEBRUARY 25	1/11	1/22	1/23
MARCH 10	1/29	2/6	2/7
MARCH 25	2/12	2/21	2/22
APRIL 10	3/5	3/13	3/14
APRIL 25	3/19	3/27	3/28
MAY 10	4/2	4/10	4/11
MAY 25	4/16	4/24	4/25
JUNE 10	4/27	5/8	5/9
JUNE 25	5/14	5/22	5/23

Issue	PRINT EDITION		
	Ad Close	Ad Materials Due	Inserts Due At Printer
JULY 10	6/4	6/12	6/13
JULY 25	6/18	6/26	6/27
AUGUST 10	7/2	7/11	7/12
AUGUST 25	7/16	7/24	7/25
SEPTEMBER 10	7/27	8/6	8/7
SEPTEMBER 25	8/10	8/21	8/22
OCTOBER 10	8/30	9/10	9/11
OCTOBER 25	9/14	9/24	9/25
NOVEMBER 10	9/27	10/9	10/10
NOVEMBER 25	10/15	10/23	10/24
DECEMBER 10	10/25	11/2	11/5
DECEMBER 25	11/9	11/19	11/20

### Editorial Calendar

Issue	Editorial Features*	Special Marketing Opportunities
<b>JANUARY 10, 2018</b>	2018 Payment Outlook	
<b>JANUARY 25, 2018</b>	Interoperability & Value-based Care	
<b>FEBRUARY 10, 2018</b>	Making Chronic Care Management Work for Your Practice	<b>Bonus Distribution:</b> HIMSS - Mar. 5-9, Las Vegas, NV
<b>FEBRUARY 25, 2018</b>	2018 ChangeMakers in Medicine	<b>Bonus Distribution:</b> HIMSS - Mar. 5-9, Las Vegas, NV
<b>MARCH 10, 2018</b>	Managing Uninsured Patients	
<b>MARCH 25, 2018</b>	When Evidence-Based Medicine Clashes with P4P	<b>Bonus Distribution:</b> ACP Internal Medicine Meeting, Apr.19-21, New Orleans, LA
<b>APRIL 10, 2018</b>	Practical Approaches to Telemedicine	<b>Bonus Distribution:</b> ACP Internal Medicine Meeting, Apr.19-21, New Orleans, LA
<b>APRIL 25, 2018</b>	89th Physician Report Results	
<b>MAY 10, 2018</b>	Post-Millennial Medicine: How Do Practices Adapt?	
<b>MAY 25, 2018</b>	Cybersecurity: How to Adequately Protect Patient Data	
<b>JUNE 10, 2018</b>	The Effect of Opioid Legislation on Physicians	
<b>JUNE 25, 2018</b>	2018 Payer Scorecard	

\*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, 2018	The Mixed Bag of Patient Portals	
JULY 25, 2018	2017 Coding Guide	
AUGUST 10, 2018	Fighting Back Against Burnout	
AUGUST 25, 2018	Tackling Debt	
SEPTEMBER 10, 2018	The Growth of Urgent Care	<b>Bonus Distribution:</b> MGMA, Sep. 30 - Oct. 3, Boston, MA
SEPTEMBER 25, 2018	Malpractice Guide	<b>Bonus Distribution:</b> MGMA, Sep. 30 - Oct. 3, Boston, MA <b>Bonus Distribution:</b> AAFP, Oct. 9-13, New Orleans, LA
OCTOBER 10, 2018	Primary Care and Pharmacy Partnerships	<b>Bonus Distribution:</b> AAFP, Oct. 9-13, New Orleans, LA
OCTOBER 25, 2018	2018 EHR Report Card	<b>Readex Ad Study Issue</b>
NOVEMBER 10, 2018	The Money Issue	
NOVEMBER 25, 2018	Social Determinants of Health / Population Health	
DECEMBER 10, 2018	Emerging Delivery Models	
DECEMBER 25, 2018	Top Challenges for 2019	

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