

**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

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Issue	Editorial Features*	Special Marketing Opportunities
JULY 10, 2018		
JULY 25, 2018	2017 Coding Guide	
AUGUST 10, 2018	Fighting Back	
AUGUST 25, 2018		
SEPTEMBER 10, 2018	Malpractice Guide	<b>Bonus Distribution:</b> MGMA, Sep. 30 - Oct. 3, Boston, MA
SEPTEMBER 25, 2018		<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		<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		
DECEMBER 10, 2018		
DECEMBER 25, 2018	Top Challenges for 2019	

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