# 2017 Editorial and Production Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Final Materials Due</th>
<th>Editorial Features*</th>
<th>The List*</th>
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| JANUARY | 12/7 | 12/14 | **Cover Story:** The chairside revolution: Understanding new workflows, milling options, material choice and when you still need to call your lab  
**Front cover editorial:** How I stopped worrying and learned to offer same day crowns  
**Secondary story:** 17 things to look forward to in 2017  
**Product Roundup:** Chairside mills | List: 5 procedures you can now do chairside |
| FEBRUARY | 1/6 | 1/14 | **Cover Story:** 25 ways your practice management software can save you money  
**Front cover editorial:** Practice management testimonial  
**Product Roundup:** Practice management software | List: 10 things no one tells you before you invest in practice management software |
| MARCH | 2/6 | 2/13 | **Cover Story:** How 3D imaging systems can make your digital scans sing: Making the connection between imaging and software  
**Front cover editorial:** 3 questions every dentist needs to ask about his/her imaging system  
**Product Roundup:** CBCT | List: 5 products we loved at CMW |
| APRIL | 3/10 | 3/17 | **Cover Story:** What do GP’s need to know Orthodontic technology?  
**Front cover editorial:** How I incorporated technology into my operatory OR something on orthodontics  
**Secondary story:** Ambient technology in practice (chairs connection to ports, how office communicates, etc.)  
**Product Roundup:** Dental chairs | List: 5 things we saw at IDS that will determine the future of dentistry |
| MAY | 4/7 | 4/14 | **Cover Story:** Don’t sleep on the exciting world of sleep dentistry  
**Front cover editorial:** How 3D printing is changing sleep dentistry  
**Product Roundup:** Sleep appliances | List: 3 workflows that can help your practice offer sleep appliances |
| JUNE | 5/9 | 5/16 | **Cover Story:** 5 years from today, what will your practice look like?  
**Front cover editorial:** Looking back at 2012: How far we’ve come  
**Product Roundup:** IDS Products | List: Top 5 products of 2017 so far |

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| JULY      | 6/9      | 6/16                   | **Cover Story:** Innovator Profiles  
**Front cover editorial:** How to ease into EHR without losing your mind  
**Secondary story:** 10 questions you need to ask about EHR—why you need it and what questions to ask  
**Product Roundup:** Case management software | List: 10 ways you can use smartphones in your practice |
| AUGUST    | 7/10     | 7/17                   | **Cover Story:** 10 ways lasers can make your practice money right NOW  
**Front cover editorial:** What lasers are really doing in my dental practice  
**Product Roundup:** Lasers (soft- or all-tissue) | List: 7 ways lasers have come a long way since 2010 |
| SEPTEMBER | 8/9      | 8/16                   | **Cover Story:** New horizons in intraoral scanning: How it can help you offer orthodontic treatment, dentures, better implants and everything in between  
**Front cover editorial:** 5 Questions you need to ask before you buy an intraoral scanner  
**Product Roundup:** Intraoral scanners | List: 5 reasons your lab loves intraoral scanning |
| OCTOBER   | 9/8      | 9/15                   | **Cover Story:** The top 25 Women in Dentistry  
**Front cover editorial:** New revenue options from intraoral sensors  
**Secondary story:** Understanding the ways digital hygiene tools like sensors can boost your practice’s bottom line  
**Product Roundup:** Handpieces | List: 8 reasons you need to care about infection control |
| NOVEMBER  | 10/9     | 10/16                  | **Cover Story:** The state of the dental implant in 2017  
**Front cover editorial:** How CBCT scans are helping me place implants with more security  
**Product Roundup:** Implant systems | List: 10 trends in dental implants you need to know |
| DECEMBER  | 11/7     | 11/14                  | **Cover Story:** Top 100 | |

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| JANUARY/          | 1/24     | 2/6                    | **Cover Story:** Understanding the rapidly growing world of digital dentures  
**Editorial:** Where digital dentures still need to do  
**Product Roundup:** Benchtop scanners  | List: 5 ways CAD software is making digital prostheses a possibility |
| FEBRUARY         |          |                        |                                                                   |                                                             |
| MARCH/           | 3/27     | 4/6                    | **Cover Story:** The new division of labor: What workflows can be done chairside, and what needs the esthetic expertise of a lab?  
**Editorial:** Flucke/Flucke’s lab on workflow  
**Product Roundup:** Milling machines  | List: 10 things we saw at IDS that blew us away  |
| APRIL            |          |                        |                                                                   |                                                             |
| MAY/             | 5/24     | 6/6                    | **Cover Story:** 25 clinician tools that make the workflow better  
**Editorial:** A surprising tool dentists can use to improve the lab workflow  
**Product Roundup:** Lasers  | List: 5 new workflows that are now possible  |
| JUNE             |          |                        |                                                                   |                                                             |
| JULY/            | 7/24     | 8/3                    | **Cover Story:** How case management software is improving the ways labs and dentists can work together  
**Editorial:** Uncovering a new era of collaborative dentistry  
**Product Roundup:** Case management software  | List: 7 ways 3D printing is changing everything  |
| AUGUST           |          |                        |                                                                   |                                                             |
| SEPTEMBER/       | 9/22     | 10/5                   | **Cover Story:** The State of Dental Implants: How dental implants are more digital than ever  
**Editorial:** Where are we at with dental implants?  
**Product Roundup:** Implant systems  | List: 10 trends in implants you need to know  |
| OCTOBER          |          |                        |                                                                   |                                                             |
| NOVEMBER/        | 11/20    | 12/4                   | **Cover Story:** 2018 Buyers Guide  |                                                             |
| DECEMBER         |          |                        |                                                                   |                                                             |

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