



2017 Editorial and Production Calendar

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

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

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

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