



2018 Editorial and Production Calendar

Issue	Ad Close	Final Ad Materials Due	Editorial Features*	Bonus Distribution
JANUARY	12/4	12/11	<p>Cover Story: What 2018 means for Insurance coding: What you need to know, what you can ignore, and how to keep from getting into trouble</p> <p>Front cover editorial: What I've learned about insurance codes, the hard way</p> <p>Secondary story (if applicable): 5 tools to make insurance less of a pain</p> <p>Product Roundup: Dental handpieces</p>	<p>Bonus Distribution: Yankee Dental</p>
FEBRUARY	1/8	1/16	<p>Cover Story: Why cosmetic dentistry matters to every practice</p> <p>Front cover editorial: Some surprising ways you can get into cosmetic dentistry</p> <p>Secondary story (if applicable): How cosmetic dentistry opens the doors to new opportunities (partner with Aesthetic channel)</p> <p>Product Roundup: Whitening systems</p> <p>Dental Practice Management Supplement</p>	<p>Bonus Distribution: Chicago Midwinter</p>
MARCH	2/5	2/12	<p>Cover Story: What a paperless practice really looks like</p> <p>Front cover editorial: My transition to a paperless practice</p> <p>Secondary story (if applicable): 5 ways EHRs can save your practice time and money</p> <p>Product Roundup: Chicago products</p>	<p>Bonus Distribution: Hinman</p>
APRIL	3/6	3/13	<p>Cover Story: The hidden technology inside the mouth: The story of modern dental materials</p> <p>Front cover editorial: What really makes a good composite</p> <p>Secondary story (if applicable): Direct or indirect: That is the question!</p> <p>Product Roundup: Composites</p>	
MAY	4/4	4/11	<p>Cover Story: The products that make dental implants work</p> <p>Front cover editorial: How technology has changed my implant workflow</p> <p>Product Roundup: Dental implant systems</p> <p>Dental Practice Management Supplement</p>	<p>Bonus Distribution: CDA South</p>
JUNE	5/3	5/10	<p>Cover Story: 9 ways your practice is at risk of significant infection</p> <p>Front cover editorial: How I made my practice bulletproof for infection issues</p> <p>Secondary story (if applicable): 10 ways to avoid an OSHA visit</p> <p>Product Roundup: Infection management systems</p>	

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JULY	6/4	6/11	<p>Cover Story: The true science fiction of future dentistry</p> <p>Front cover editorial: The innovation that's changed my practice the most</p> <p>Secondary story (if applicable): Innovator Profiles (if supported)</p> <p>Product Roundup: 3D printers</p>	
AUGUST	7/3	7/11	<p>Cover Story: 10 ways to make pediatric dentistry easier</p> <p>Front cover editorial: How I made pediatric dentistry work for my practice</p> <p>Secondary story (if applicable): How to manage parent expectations</p> <p>Product Roundup: Oral care solutions (mouth wash/toothpaste/tooth brushes)</p> <p>Dental Practice Management Supplement</p>	Bonus Distribution: CDA North
SEPTEMBER	8/3	8/10	<p>Cover Story: The state of dental technology (based on Q1 survey)</p> <p>Front cover editorial: Best of Class</p> <p>Secondary story (if applicable): Best of Class coverage</p> <p>Product Roundup: Bulk fill materials</p>	
OCTOBER	9/4	9/10	<p>Cover Story: The top new emerging dentists</p> <p>Front cover editorial: What younger dentists are bringing to dentistry</p> <p>Secondary story (if applicable): 6 things the dental industry needs to address NOW</p> <p>Product Roundup: Dental lasers</p>	Bonus Distribution: ADA
NOVEMBER	10/3	10/11	<p>Cover Story: Digital impression systems: Ready for their close-up?</p> <p>Front cover editorial: Is it possible to go fully digital for restorative work?</p> <p>Product Roundup: Intraoral scanners</p> <p>Dental Practice Management Supplement</p>	Bonus Distribution: Greater NY
DECEMBER	11/2	11/9	<p>Cover Story: Top 100</p>	

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