

# Urology Times® 2017

The Leading News Source for Urologists

## Media Information

### Production and Editorial Calendar

Issue	PRINT EDITION			APP EDITION		EDITORIAL CALENDAR	
	Ad Close	Ad Materials Due	Inserts Due At Printer	Ad Close	Ad Materials Due	Editorial Features*	Special Marketing Opportunities
<b>JANUARY</b>	12/8	12/20	12/16	12/8	12/21	Stone Disease Highlights	<b>Digital Edition Exposure</b>
<b>FEBRUARY</b>	1/9	1/20	1/18	1/9	1/23	Prostate Cancer Highlights	<b>Digital Edition Exposure</b>
<b>MARCH</b>	2/7	2/17	2/15	2/7	2/21	Sexual Dysfunction Highlights	<b>Bonus Distribution: AUA, May 12-16, Boston</b> <b>Digital Edition Exposure</b>
<b>APRIL 1</b>	3/13	3/23	3/21	3/13	3/24	AUA Annual Meeting Preview/Exhibit Hall Highlights	<b>Bonus Distribution: AUA, May 18-21, San Francisco</b>
<b>APRIL 15</b>	3/28	4/7	4/4	3/28	4/10	AUA Annual Meeting Preview/Program Highlights	<b>Bonus Distribution: AUA, May 12-16, Boston</b> <b>Digital Edition Exposure</b>
<b>MAY</b>	4/10	4/20	4/18	4/10	4/21	Men's Health Highlights	<b>Digital Edition Exposure</b>
<b>JUNE</b>	5/10	5/22	5/18	5/10	5/23	AUA Annual Meeting: Early Reports	<b>Digital Edition Exposure</b>
<b>JULY</b>	6/12	6/22	6/20	6/12	6/23	Best of AUA Issue	<b>Digital Edition Exposure</b>
<b>AUGUST</b>	7/11	7/21	7/19	7/11	7/24	Urologic Cancer Highlights (ASCO Annual Meeting)	
<b>SEPTEMBER</b>	8/10	8/23	8/21	8/10	8/24	Prostate Health Month Issue	<b>Digital Edition Exposure</b>
<b>OCTOBER</b>	9/11	9/21	9/19	9/11	9/22	Technology/Clinical Advances Issue	<b>Digital Edition Exposure</b>
<b>NOVEMBER</b>	10/10	10/23	10/19	10/10	10/24	Female Urology Highlights	<b>Digital Edition Exposure</b>
<b>DECEMBER</b>	11/8	11/20	11/16	11/8	11/21	State of the Specialty Exclusive Survey Results	<b>Digital Edition Exposure</b>

\*Editorial content subject to change

Ideas that Deliver Results



UBM