

# 2011 CONTENT CALENDAR

DISPLAY ADVERTISING DEADLINES

AGE MANAGEMENT MEDICINE FOR PHYSICIANS



## 2011 COLUMNS & DEPARTMENTS:

Patient Handouts—*Sponsorship Opportunity!* • Practice Management & Marketing • Clinical Case Studies • Literature Reviews & Updates • Wellness

	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER
<b>E-newsletter Issues</b>	Our weekly e-newsletters are distributed every Thursday.*			
<b>E-newsletter Ad Deadlines</b>	All e-newsletters deadline on the Monday prior to the issue date.**			
<b>Mail Date</b>	1/26	5/18	8/10	11/16
<b>Print Ad Deadline</b>	1/14	5/6	7/29	11/4
<b>Bonus Distribution</b>	Age Management Medicine Group (AMMG); American Academy of Anti-Aging Medicine (A4M); American Academy of Audiology (AAA); American Academy of Dermatology (AAD); American College of Obstetrics & Gynecology (ACOG); American Society for Aesthetic Plastic Surgery (ASAPS); American Society of Laser Medicine & Surgery (ASLMS); Pri-Med South; Pri-Med Southwest; Pri-Med West	American Academy of Dermatology (AAD); Pri-Med New York	Age Management Medicine Group (AMMG); American Academy of Anti-Aging Medicine (A4M); American Academy of Family Physicians (AAFP); Controversies & Conversations in Laser and Cosmetic Surgery; Pri-Med East; Pri-Med Midwest	American Academy of Anti-Aging Medicine (A4M); Pri-Med Mid-Atlantic
<b>Special Focus</b>	Practice Profitability	Addressing Sun Damage/Skin Cancer	Facial Rejuvenation	Emerging Issues in Aesthetic Medicine
<b>Custom Opportunities</b>	Practice Profitability	Sun Health	Facial Rejuvenation	Body Contouring and Skin Tightening
<b>Features</b>	'Top of the Class' Results Market and Career Report Most Profitable Add-ons Lasers for Stretch Marks and Scars Energy-based Body Contouring Chronic Inflammation	New Diagnostic Tools Sunscreen Ingredients Non-invasive Body Contouring Combining Laser Lipo and Fat Transfer	Evidence-based Cosmeceuticals Age-related Treatments (20s, 30s, 40s and Beyond) Facial Fillers vs. Implants Coping with Complications Acne	Delivery Systems for Active Ingredients into the Skin Skin Tightening: Effectiveness and Duration Body Contouring Financial Planning for 2012
<b>CME Topic</b>	Hair Restoration	Hyperpigmentation	IPL and Sun Damage	Complications, Scars of Mohs Surgery
<b>Web Complements</b>	Companies to Watch in 2011; Home Use of Acne Devices	Sunscreen Product Review; New Vein Treatments for Legs; Laser Gynecomastia	Non-surgical Nose Shaping	Top 3 Trends in Aesthetic Medicine

Article topics and conference issues are subject to change without notification.

