<table>
<thead>
<tr>
<th>JANUARY ISSUE</th>
<th>FEBRUARY ISSUE</th>
<th>MARCH ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad close:</strong></td>
<td><strong>Ad close:</strong></td>
<td><strong>Ad close:</strong></td>
</tr>
<tr>
<td>November 30</td>
<td>January 2</td>
<td>January 31</td>
</tr>
<tr>
<td>December 6</td>
<td>January 8</td>
<td>February 6</td>
</tr>
</tbody>
</table>

**Cover story:** Seeing is Believing: Start the new year with 20-20 vision. Highlight on loupes, intraoral cameras, digital imaging and more...

**Secondary story:** Rethink Resolutions: Don’t waste one moment of the new year on to-do’s you won’t follow through on. Experts weigh in on what you need to do to create lasting change.

**Product Roundup:** Cements/bonding

**Cover story:** Managing the Fear Factor: Products and process that exist to maximize patient comfort.

**Secondary story:** What Keeps You Up at Night? Addressing the anxieties that dental professionals face.

**Product Roundup:** Impression materials

**Cover story:** Theme Issue #1: Money --- Special issues can include a wide array of content that connect with the theme: Interviews, product spotlights, research, testimonials, etc. The Money Issue is a great opportunity to make the case for investing in technology, ROI on small equipment, precious pennies saved through inventory innovations, insurance coding tips and tricks and more.

**Product Roundup:** Chicago Midwinter Products

<table>
<thead>
<tr>
<th>APRIL ISSUE</th>
<th>MAY ISSUE</th>
<th>JUNE ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad close:</strong></td>
<td><strong>Ad close:</strong></td>
<td><strong>Ad close:</strong></td>
</tr>
<tr>
<td>March 4</td>
<td>April 3</td>
<td>May 3</td>
</tr>
<tr>
<td>March 8</td>
<td>April 9</td>
<td>May 9</td>
</tr>
</tbody>
</table>

**Cover story:** The Evolution of Oral Surgery: As lines continue to blur between GPs and specialists, get a clear picture of how this critical field is changing.

**Secondary story:** The Ethics of Esthetics: When does the ‘customer is always right’ policy go wrong?

**Product Roundup:** Surgical guides/treatment planning software

**Cover story:** Break out of your restorative rut: New materials are changing everything from inventory to esthetics. Where does the cutting edge meet your clinical expertise?

**Secondary story:** Is your practice up to code? The pitfalls of improper insurance coding

**Product Roundup:** Restorative materials

**Cover story:** Theme Issue #2: Power --- The Power Issue looks at the different power dynamics shaping the practice and profession, from electric handpieces, to managing staff, to web-boosted marketing, effective treatment presentation and more.

**Product Roundup:** CBCT Round-up

*Editorial content subject to change. Please contact your sales representative for the most current editorial calendar topics.*
### JULY ISSUE

- **Ad close:** June 3
- **Materials due:** June 7

**Cover story:** Optimal Operatories - Then, Now and Next: Exploring digital workflow, ergonomics, design and comfort to expand what’s possible chairside.

**Secondary story:** Pros and Cons of the Cloud: When is the right time to kickstart a digital and kick paper?

**Product Roundup:** Practice management software

### AUGUST ISSUE

- **Ad close:** July 3
- **Materials due:** July 10

**Cover story:** Dreamers and Doers: Dental Companies Worth Reading About

**Secondary story:** Big Data in Small Practices: How strategic collection and analysis of patient information can transform the second half of your year.

**Product Roundup:** Infection control

**Readex Research Ad Performance Study Issue**

### SEPTEMBER ISSUE

- **Ad close:** August 2
- **Materials due:** August 8

**Cover story:** Software Secrets Revealed: Unlocking efficiencies in your practice management software.

**Secondary story:** 5 Ways Your Phone is Changing Patient Follow-up: The handiest tool in relationship building fits in the palm of your hand.

**Product Roundup:** Handpieces

### OCTOBER ISSUE

- **Ad close:** September 3
- **Materials due:** September 9

**Cover story:** Theme Issue #3: Design --- The Design Issue is home to the stories about all the ways dentists are thinking about esthetics, from smile design and treatment planning to front-office decor and operatory ergonomics

**Product Roundup:** Intraoral scanners

### NOVEMBER ISSUE

- **Ad close:** October 3
- **Materials due:** October 9

**Cover story:** 7 Mistakes Dentists Make Placing Implants: As this critical category continues to grow, be aware of the most likely missteps, how to avoid them.

**Secondary story:** Timing is Everything: What products can you ride into the ground and what should be upgraded ASAP?

**Product Roundup:** Dental implant systems

### DECEMBER ISSUE

- **Ad close:** October 31
- **Materials due:** November 6

**Cover story:** 2019 in Review: The Newsmakers, Notable and Notorious

---

*Editorial content subject to change. Please contact your sales representative for the most current editorial calendar topics.*

---

*Last revised: 08/21/2019*