

## Jan

### Special Coverage

**MM&M All-Stars 2010** Editors' picks for Company, Agency, Media Brand and Large/ Small Marketing Teams of the Year



### Additional Coverage

**Public Relations**

### Therapeutic Focus

### Supplement

### Extended Circulation

### Ad closure

**Dec 2, 2009**

## Feb

**Patient Marketing Report** Promotion and education trends in digital, social media, CRM and point-of-care and direct marketing



**Sales Forces**

Cardiovascular products

**Interactive Guide**  
Data, trends and tips for digital marketing



ePharma Summit

**Jan 4, 2010**

## Mar

**Marketing Research** The latest stories and burning issues affecting pharma market researchers on both the client & agency sides



**Specialty Pharma**

PMRG Annual National Conference

**Feb 1, 2010**

## Apr

**DTC Outlook** Is direct-to-consumer advertising still alive and well? A close look at this evolving space, including DTC spending data for 2009



**Professional Ad Report**

Vaccines

**Creative Portfolio**  
Showcase of agency capabilities, contact info



DTC National

**Mar 1, 2010**

## May

**The Pharma Report** Data and insights on the top pharma companies, plus the latest Rx and sales data for the top brands & classes



**Mobile Marketing**

HBA Woman of the Year Luncheon

**Mar 29, 2010**

## Jun

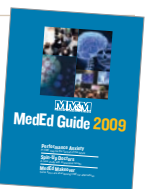
**Devices and Diagnostics Report** Spotlight on the significant players, products, trends, data and creative in devices & diagnostics



**Direct Marketing**

Rheumatology products

**Med Ed Guide**  
Insights, trends and provider showcase



**Apr 26, 2010**

# Jul

## Special Coverage

**The Agency Issue**  
The most objective and independent guide to agencies, with profiles of the Top 75; plus our annual A-to-Z listings



## Additional Coverage



**Agency A-to-Z**

## Therapeutic Focus

## Supplement

## Extended Circulation

## Ad closure

**Jun 1, 2010**

# Aug

**The Global Report**  
Special coverage of key overseas markets plus our guide to executing pharma marketing campaigns globally



## Managed Care

Metabolic products

**Jun 28, 2010**

# Sep

**The Career Issue**  
Annual special issue of careers-focused coverage including data from the 24th annual Career & Salary Survey



## Recruitment and Retention

**Aug 2, 2010**

# Oct

**Patient Marketing Report** Technology and trends in digital, social media, point-of-care and direct marketing to patients



## Professional Ad Report

Oncology products

**Aug 30, 2010**

# Nov

**Sales Force Report** The latest stories, data and trends affecting pharma sales, plus our directory of sales support companies and services



## Agency-Client Relations

## MM&M Awards Winners

Spotlight on the winners and their work



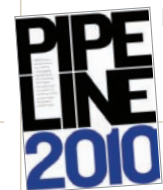
**Oct 4, 2010**

# Dec

**Outlook 2011** Expert commentary and predictions from some of the finest leaders and thinkers representing all corners of the industry



## Pipeline Report 2011



**Oct 28, 2010**