

For more information contact: Doreen Gates – doreen.gates@haymarketmedia.com 267-477-1151 or Tamika Hart – tamika.hart@haymarketmedia.com 646-638-6152

## Jan

### Space & Materials Due:

#### Cover Story

Lead feature article.

#### Special/Additional Coverage

Additional feature articles.

#### Skill Sets

Showcase of companies offering skills and services within specific areas (Advertiser section).

#### Therapeutic Focus (with Clinical Corner)

The top selling drugs, media spend and R&D within categories.

#### Partner Forum

A think tank of four experts tackle a topical issue.

#### eBooks

#### Supplements/Guides

Compendium of exclusive content and company showcases, packaged with the print issue.

#### Bonus Distribution

Delegates at these key events will receive extra copies.

Space: 12/4 & Materials: 12/10

#### Top 40 Healthcare Transformers

Winners announced at MM&M Transforming Healthcare event (April)

- Point-of-Care Mktg
- Health Literacy

Cardiovascular



Managed Markets

## Feb

Space: 1/7 & Materials: 1/13

#### Mobile Marketing

- Non-Personal Promotion
- Specialty Pharma

Orphan Drugs



Agency-Client Relations

The Era of EHRs

#### The Digital Guide 2014



ePharma Summit 2015

## Mar

Space: 2/4 & Materials: 2/10

#### Formulary Access

- Market Research
- Professional Ad Report

- Multichannel Marketing
- Mobile Marketing

Metabolic Products

Electronic Health Records



eye for pharma Barcelona 2015

## Apr

Space: 3/6 & Materials: 3/12

#### The DTC Report

- Rare Diseases
- Reaching HCPs



- Rare Diseases
- E-Sampling

Respiratory Diseases

MLR Topics

Creative Showcase

#### Game Changers 2015



- DTC National 2015
- MM&M's Transforming Healthcare Conference

## May

Space: 4/7 & Materials: 4/13

#### The Pharma Report

- Loyalty Programs
- FDA-Up to Date Challenges

- EHRs
- Engaging HCPs

Autoimmune



Social Media

Oncology



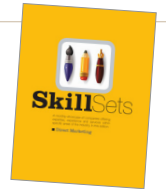
HBA Woman of the Year Luncheon

## Jun

Space: 5/6 & Materials: 5/12

#### MedTech Marketing

- Managed Markets
- Payer Pressure



Infectious Diseases

Non-Personal Promotion



#### The Patient Journey

DIA 2015

For more information contact: Doreen Gates – doreen.gates@haymarketmedia.com 267-477-1151 or Tamika Hart – tamika.hart@haymarketmedia.com 646-638-6152

## Jul

**Space & Materials Due:**  
Cover Story

Lead feature article.

**Special/Additional Coverage**  
Additional feature articles.

**Skill Sets**  
Showcase of companies offering skills and services within specific areas (Advertiser section).

**Therapeutic Focus (with Clinical Corner)**  
The top drugs, media spend and R&D landscape within categories.

**Partner Forum**  
A think tank of four experts tackle a topical issue.

**eBooks**

**Print Supplement**  
Compendium of exclusive content and company showcases, packaged with the print issue.

**Bonus Distribution**  
Delegates at these key events will receive extra copies.

**Space: 6/6 & Materials: 6/12**  
Top 100 Agencies

Agency A-Z Directory



Development to Market



Digital Pharma West  
2015

## Aug

**Space: 7/8 & Materials: 7/14**  
The Biotech Report

- Point of Care
- Professional Ad Report

- Cloud Marketing
- Market Research

Oncology

Sales Force Report



## Sep

**Space: 8/6 & Materials: 8/12**  
Patient Marketing/Education

- Brand Development Strategies
- Mobile Marketing

- Professional Ad Report
- Social Engagement

Women's Health



Reaching HCPs



PharmaForce

## Oct

**Space: 9/4 & Materials: 9/11**  
Career & Salary Survey 2015

- Payer Marketing
- In the Cloud

- Non-Personal Promo
- Tech Platforms

Vaccines



Clical Trials

Content Marketing

Digital Pharma East  
2015

## Nov

**Space: 10/8 & Materials: 10/14**  
Engaging HCPs

- Outsourcing
- eSampling

Neurology



Point of Care



**MM&M Awards**  
Book of the Night



## Dec

**Space: 11/3 & Materials: 11/9**  
2016 Outlook

- Patient Marketing
- Data Management

- CROs
- Data Management

Data & Analytics

Payer Pressure

