

## Jan

### Special Coverage

**MM&M All-Stars 2011** Editors' picks for Company, Agency, Media Brand and Large/Small Marketing Teams of the Year



### Additional Coverage

### Therapeutic Focus

**Leadership Exchange**  
(Sponsored Roundtable)

Anonymous patient level data

### Supplement

### Extended Circulation

### Ad closure

**December 6, 2010**

## Feb

**Patient Education Report** Patient education trends using digital, social media, CRM and point-of-care and direct marketing channels



### Managed Markets

Cardiovascular products

ePharma Summit

**January 6, 2011**

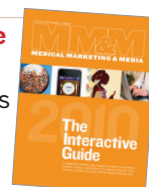
## Mar

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



### Specialty Pharma

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



PMRG Annual National Conference

**February 4, 2011**

## Apr

**DTC Outlook** Taking the temperature of direct-to-consumer advertising. A close look at this evolving space, including DTC spending data for 2010



### Professional Ad Report

Metabolic products

Topic TBD

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



DTC National

**March 9, 2011**

## May

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



### Medical education

HBA Woman of the Year Luncheon

**April 6, 2011**

## Jun

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



### Direct Marketing

Rheumatology products

**Mobile Guide**  
Insights, trends and provider showcase



Digital Pharma West

**May 5, 2011**

# 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

**Leadership Exchange**  
(Sponsored Roundtable)

## Supplement

## Extended Circulation

**Ad closure**

**June 8, 2011**

# Aug

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



**Managed Markets**

Infectious disease products

Topic TBD

**July 7, 2011**

# Sep

**The Career Issue**  
Annual special issue of careers-focused coverage including data from the 25th annual Career & Salary Survey



**Recruitment and Retention**

**August 9, 2011**

# Oct

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



**Professional Ad Report**

Oncology products

Health 2.0  
Digital Pharma East

**September 8, 2011**

# 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**

Topic TBD

**MM&M Awards Winners**  
Spotlight on the winning submissions



**October 7, 2011**

# Dec

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



**Pipeline Report**



**November 4, 2011**